## SPECIAL <br> 1956 EDITION

MARCH 3, 1956 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 《ABC PRICE: 25 CENTS

## Who Said Showmen Like Big Outdoors?

## When Winter Blows, They Go to Florida; State's Mighty Proud of Residents, Too

 ву лым Mchugh

NBC CAREFUL IN SNIPPING BARD'S STRONG TONGUE

Country \& Western Music Holds Line On the Video Front

## $=2$ ard, III' $^{\prime \prime}$ on NBC.TV, Suuday

 afternoon, March 10. TheLawrence Olivier production Lawrence Olivier production
of the classic will run two hours and 40 minutes on thebe cut only about three and a half minutes.
There are only six places where the feature film has eats, only one is maior. It details the smothering in the Tower of London of the two young possible heirs to the
English throne by King Rich English throne
ard's hireling
Other cuts include Richard's grisly nightmare, the mingling of wine and blood in a barrel after another killing, the beheading of Lord
Hastings, a minute segment of Hastings, a minute segment of an intimate scene between Hastings and his mistress and Richard's quivering expiration when he is stomped to death. Such words as "strumpet," "harlot" and "bastard" are left in because of their connection with the action and the story. The NBC continuity department, headed by ored to cut the script as little ored to cut the script as little
as possible and only in places as possible and only in places
where the point is already where the point is a ready
made in the story but attendated in a fashion not calculated to please impressionable minds.

New Recruits Lacking; Few Stars Crack Big-City Market Resistance by june bundy

## NEWS OF THE WEEK

 vantages have always existed, it is only in recent years that good business and a more equitable sharingin the earnings of the industry has made it possible for virtually the entire range of personnel to
here for their winter hiatus. In leaner years and harder times the bankroll of a final date, some-
times summed up in terms of gas money or the availability of railroad seript, decided the distance as now, show winter quarters, loand with a heavy concentration in
the Middle South, marked the end of the seasonal road for most of

## 2,500 Attend Miami Picnic

ance of more than 2.500 at the amual piceicic of the Miam syiow at Crandon Park poits up the ree
markable growth of the orgyiza-

 quinters above a sore on Flagler
Suteet
with its shirt-sleeved living in the winter months, plus the economic cape from frigid weather, are the principal lures. While these made it possible for virtually the

Many Factors Create Climate
Of Caution on Web Buying -
Election year, the automotive slack and other factors are creating a climate of caution over buying of network TV. The advertising agencies are feeling the aura, but networks feel that TV will be needed more than ever

## 1956-The Year the Dam Broke <br> On Feature Film Releases

With almost any of the Hollywood studios
ready to release their feature films to television at any moment, 1956 may well be the year the dam broke. Buyers and sellers are beginning to look punch drumk with so much
scramble. . . . . . . . . . . . . . . . . . . . Page 10

Record Industry Association Backs Up
Trade Paper Computations on Best Sellers . .
Accuracy of trade paper best selling charts, in
effect, was underwritten by the Record Indus-
try Association of America when confidential manufacturer polls disclosed similar results. RIAA anmual report reviews accomplishments

Blast Still Being Exchanged Between
Herman Starr and Screen Composers Org . . .
The tiff between Herman Starr, member of
the board of the American Society of
Composers, Authors and Publishers and head
of the Wamers music interests, and the Screen
Composers
Meanwhile, ASCAP lomued
meeting.
Juke Distrib to Hype EP Play
Via Name Artist Disk Packs
Atlas Music Company, Chicago Seeburg phonograph distributor, has introduced six special EP record pachs featuring name artists, aimed at boosting EP play on juke boxes. The firm is co-operating with one-stop disk outlets to tailor
the new packs to operator needs. . . . Page 98

DEPARTMENTS AND FEATURES


a local level over WSM and WSMTV. Means hile, \&BC-TV is ready-
my a third c.\&w, show, which will be aired on Sumdays from 9 to
$9: 30$ p.m. with Eddy Arnold a st:ong possibility as its star.

> NBC-TV's Contribution
$\qquad$ c.dew, music is "Midivestern Hayride, sponsored by Avco and Whitehall Pharmacal, on Wednes-
day from 10:30 to 11 p.m. Hay(Continued on page 63)

## Record Charts

 Aid Film Show
## CHAMFAIGN, Ill., Feb. 25.--

 Local TV station WCAI is utilizing The Billboard's country and western best-selling retail record charts to program its feature westem fim is aired daily from
# Climate of Caution Pervades Web TV Program Buying 

Advertisers Feel Weight of Many<br>Uncertain Factors; Nets Optimistic

NEW YORK, Feb. 25.-A climate of caution as regards the use of network TV in 1956 is beginning to be felt in advertising cir cles. There are various reasons for the new long hard look advertisers are beginning to give the medium This year is an election year and is still far from in the bag for the Republicans, with President Eisenhower's decision still in abeyance. Business has greater confipublicans ir. office.
2) Sales in the automotive industry are far from satisfactory, heavy stocks still in dealers' hands leading to the conclusion that the entire economy may slip slightly in 1956 from its lush achievements of 1955 .
3) Good time periods on the key networks and program packages
such as the election on NBC-TV have not been snapped up as quickly as in the past.
4) Competing advertising media are beginning to mount a terrific attack against TV, as, for example, the blast leveled by Harold Barnes, president of the American Newspaper Publisher's Association

## BBD\&O Reports Lion's Share, $\$ 52$ Million

NEW YORK, Feb. 25. - Bob Foreman, radio-TV chief at Batten, Barton, Durstine \& Osborn, told
the agency's annual convention the agency's annual convention
yesterday (24) that the $\$ 52,000$, yesterday ( 24 ) that the $\$ 52,000$,
000 of billings for BBE\&O's TV shows in 1955 constituted the larg est share of clients' billings. Fred Manchee, BBDA the TV billing consitituted the largest dollar volconsitituted the largest dollar vol-
ume of any medium in the agency's ume of history.
These statements were made during part of the first closedagency meeting, with Sheraton Closed Circuit, Inc., tying in the Roosevelt Hotel headquarters with
eight of the 15 other BBD\&O of ice cities across the country. A
otal of nearly 2,000 agency employees are estimated to have watched the proceedings.
Manchee noted that BBD\$O
billing bettered $\$ 162,000,000$ from billing bettered $\$ 162,000,000$ from over 130 clients, an increase of
$\$ 14,000,000$, or nearly 10 per cent $\$ 14,000,000$, or nearly 10 per cent, over 1954 . New accounts alone
should add $\$ 10,000,000$ this year with billings likely to jump 10 per Jent more in 1956, according to pee for account service. The pee for account service. The
agency's 1955 operations saw agency's 1955
profits up nearly 7 profits up nearly
th: year before.
video recently
Coupled
tremendious amount of account witching between agencies as an with their forment dissatisfaction resentatives. TV, in many cases has been named the chief cuiprit And within certain industries, such as beer, soft drink and tobacco
new conditions have made them selves felt which have callec. for

## Prudential Inks

## 'You're There'

NEW YORK, Feb. 25. - The Prudential its sponsorship of "Ya Are There" on CBS-TV, Sunday Are There on CBS-TV, Sunday,
6-6:30 p.m., EST. It will sponsor on an every-week basis thru Au15 thru May 21, the show will be IL thru May 21, the show will be
live from Hollywood. It will then go into summer reruns.
Filming of the new fall series will begin. shortly on the West Coast. It is understood that hence-
forth the show will concentrate more recent events. Calkins \& Holden is the agency.
striking measures and new strate gies either to maintain top posistanding.
The result has been an emphasis on cost-per-sale, measured in ny way possible, rather than cost ming. This, for example, can be seen in the search by General
Electric for a show to replace its half-hour, Sunday to replace its how on CBS-TV which has had impressive Nielsen ratings running above 30 's.

Nets Optimistic
To network executives the new climate of caution has not left them with a pessimistic air about
TV. They feel that they will have oo meet the challenge and that TV must seek to come up, with better olutions to advertiser's problems. They also feel that if the country is to experience a slight dip in will need TV more than ever. They cineve that even if the automotive pace, a large amount of business can be attracted from among the ranks of automotive suppliers in such related industries as glass,
upholstery and rubber who will need to advertise if they are to sell products which can be directed to their factories working.

## CBS to Judge Fate Of Shows for Fall



## MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year 52 issues) at the rate of $\$ 12$ (a considerable saving over single copy rates). Foreign rate \$24.

Name
$\square$ Parment enclosed

## Occupation or Title

Company
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City
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, 0.

Wednesday: With "The 20th Century-Fox Hour" expected to be will have to find an hou dramatic how to share the time with "U.S. how to sha
Thursday: "Playhouse 90 " is ex pected to go 9:30-11. Bristol ponsoring "Four, Star Phe are now ponsoring Four Star Playhouse, Most Beautiful Girl in the World,' which goes 10-10:30, will be grade.
Friday: Changes in this evening's programming probably will be ex ensive and might well involve every show in the lineup.
o- a radical overhaul. ${ }^{\text {a }}$ Stag Show," now at $8: 30-9$, will most likely be axed. Herb Shriner is
expected to go from $9-10$ p.m. "Gunsmoke" will be shifted, prob. ably to an earlier time slot some other evening. And "It's Always
Jan" will also be shifted, if the ponsor decides to remair. with it jemain at $8 \mathrm{p} . \mathrm{m}$.

## Pontiac to Up Buy of 'World'

NEW YORK, Feb. 25. - The Pontiac division of General Motors is expected to purchase two-third
of "Wide, Wide World" next sea son. The sponsor now owns onethird of the Sunday afternoon
NBC-TV show, which it bankrolls together with the Delco battery division and the Guide Lamp Division of GM. Either Delco or Guid Lamp will surrender its third of the show next season.
Pontiac is also expected to wrights " 56 " at the end of its com mitment this season. The Fred
Coc produced show has had rating trouble because of its Tuesday

## EDITORIAL

## Thought for the Week

We'd like to present the following few words as a thought for the week. They were uttered by Bob Foreman, radio-TV vice-president of Batten, Barton, Durstine \& Osborn, at that gency's annual convention this week and deserve to echo up and down Madison Avenue. Quoth Bob Foreman:
"We can never agree to prostitute this medium for the made steps for the easy status-quo. To do this would be to eopardize more than one program or one advertising budget. ar more. We must temper our salesmanship and showmanship with statesmanship."

## COMING SOON

## BBDEO, NBC-TV

 Test Color FutureNEW YORK, Feb. 25. - Color growth and effect of multichrome IV set circulation may be negli- in a typical city which they have gible now, but its growth prospects dubbed Colortown.
in the immeriate future are being The two firms have varying taken very seriously by Batten, reasons for undertaking the effort, Barton, Durstine \& Osborn
agency and NBC-TV. The two will be conducted by Ad-
wertest, Inc. NBC obviously is agency and NBC-TV. The two rganizations have combined to sponsor and finance a study on the

## IN THE WIND

Big Change at NBC for Fight Vs. 'Micker'
NEW YORK, Feb. 25. - There are strong indications that NBCchanges in the programming of its $5-6 \mathrm{p} . \mathrm{m}$. strip, now occupied by Howdy Doody or rating-wise from anC sea"Mickey Mouse Club," and the web cannot depend upon its sponimproved considerably.
It is also more than possible that Howdy Doody" will not be is toying around with the idea of using teen-age shows. It is now tudying the potential market among sponsors who sell products to teen-agers to see whether there are enough of them to pay for such shows. The programming would ist of other material of interest to leen-agers. It, however, is still in the initial stages of conception.

## Roach to Film

 Series for Sale On Vitapix WebHOLLYWOOD, Feb. 25.-Pro ducer Hal Roach Jr. will move di rectly into the sales and distribution side of the TV film business
as an outgrowth of his recently as an outgrowth of his recently
concluded agreement with Vitapix Corporation. Terms of the Vita-pix-Roach studios deal calls for
Roach to produce filmed series for national sponsorship on Vitapix nember stations. It will be Roach's responsibility to line up the naional sponsors, with Vitapix agree ing to clear time for the adver Roach was elected to the Vitapix board at the corporation's meet ing last week in Chicago. Vitapix today has 57 member station (Continued on page 6
night 9:30-10:30 position on NBC against " $\$ 64,000$ Question on half-hour program to replace it.
vertest, Inc. NBC obviously is its stranuous pro-color efforts. BBD\&O, for its part, is sufficiently convinced that mass color is really
around the corner, that it wants o begin gathering data on its impact
The The initial study, which embility sample" of 4,000 families, with the first series of interview, witready concluded. It's inderviews that at BPD\& aspect of the study will survey the impact and effectiveness of colo This will be possible thru a continuing pantry audit in the particular attention paid to substitution of color TV plugged brands for fermer choices.

## Billboard



Founded 1894 by W. H. Dinalds Publishers Roger S. Littleford Jr.
William D. Littieford


Managers and Divisions


> Offices


## Circulation Department

 Main Advertising and Circulation Olfices


## Web Winners

DECEMBER BRIDE-CBS
Its 36.0 American Research Bureau rating makes this show the second highest rated network situation comedy,
topped only by "I Love Lucy." Additional proof, if any be needed, of the show's popularity is provided by the latest Nielsen report, for the two weeks ending January 21, which places "December Bride" in the list of Top 10 web shows to cop the No 10 spot. It's also apparently reaching precisely the type of viewers its sponsor, General Foods, is preesely the type of viewers' its sponsor, General Foods, is pulling in 1.15 women viewers per set, ennugh to make it the second best network situation comedy in female viewer pulls. Here again, it's topped only by "Lucy." GEORGE GOBEL-NBC-TV Another show that deserves the "Web Winner" label for the job its doing is George Gobels half-hour Saturday might gambol, co-sponsored by Armour and Pet Milk. Its
ability to attract women viewers is attested to by the January ARB report, which puts it in the No. 2 spot among set. ARB counts 1.24 ladies clustered around Gobel only .01 fewer-statistically speaking-than the number gathered around the show in the No. I spot. Additionally, Gobel's
39.9 ARB rating is high enough to be looked upon with more than a bit of envy

## TIME AND PROGRAM

## NBC Cost Survey Shows Day's Edge

## TV this week made an interesting $\begin{aligned} & \text { per-minute, } \$ 1.94 \text {, and undupli- } \\ & \text { cated homes reached, } 4,400,000 \text {. }\end{aligned}$

 cost comparison of daytime vs. Weckly cost to the elient, item nighttime TV. The comparisonwas made on General Foods' sponsorship of the Johnny Carson evewhich has since been canceled and three NBC and program, of three NBC protal commercial time was eight and mercials, six; stars selling three

## KILA Rushing

 Sunset StudiosHOLLYWOOD, Feb. 25.-Klau and general manager, is rushing studios to permit KTLA to mov originating some of its shows from originating some of its shows fron

the Sunset studios while construc tion has been under way, but the lion's share of its operations has remamed at its old studios adjaFollowing move over to KTLA
construction will continue at Para mount's Sunset studios to ready rental studios for TV film produc
tion. Paramount expects to casl in on the acute stage space short-
age now being felt by the TV film
 mata wernem sume

NBC to Offer Cullure Pkg.
NEW YORK, Feb. 25.-NBC-T is putting a cultural package of vertisers The big problem in getting pponsors to buy longhair shows i
that they usually must buy one shots. NBC cultural programming concept would offer together in package such presentations as
Project 20," the opera, "The Elder Wise Men" and perhaps pymphony. The 10 such shows which plients would ride once monthly The package is in the initial stages of preparation, with several agenof preparation, waready interested. John Lanigan is the networks sales dir
in charge of special projects.


NEW YORK, Feb. 25.-ABC is attracting more and more bankchoice time franchises on the web. bought the Tuesday 9-9:30 p.m. period for next season on a firm The advertiser, it's understood,
has not yet selected a property for has not yet selected a property for portedly considering buying addi-
tional hunks of time on the It currently sponsors "Warner It currently, sponsors "Warner
Bros. Presents," which it will probGE will wher thru next season audience at 9 p.m. from "Wyatt Earp which is doing an imposs
job in the preceding half hour.

## Production Set

On 'Adventure'
HOLLIWOOD, Feb. 25. -Pro duction is scheduled to get under
way in March on "The High Adfilm programs jointly owned by Cohn was assigned to write A script for the "Adventure," with casting soon to get under way. The flver treats the adventures of First of the CBS-Ackerman filmed series was "The Trailblazer -the Life of John C. Fremont, "Traiblazer," with casting soon to

## ABC Plans Radical Revamp

 Of Program Line-Up for FallStarts Step 2 With 75\% of Shows Shifted or Dropped in 'New Look'


it preparing a radical revamp of
its entire programming line-up for in the early planning stages, network option time periods of it
affiliates with ABC-TV programs,
thereby tying those time period thereby tying those time periods
to the web with sinews stronger than mere affiliation contracts than mere
made of paper.

Muscles Flexed

## These ambitions have now be

 muscles have been strengthened by two years of soaring billings cli-maxed by a virtually s.r.o. commercial $1955-56$ season. The web
is now turning a greater share of its attention to building up its programming strength. Thursday night on ABC is lated for a complete overhau from $7: 30 \mathrm{p} . \mathrm{m}$. onwards. "The
Lone Ranger" is to be shifted to Sundays, 6-6:30 p.m. Bishop Sheen will also be moved into a different time slot. "Stop the MuYou $\mathrm{Go}^{\prime \prime}$ will probably disappear
from the programming roster. The web is currently planning to put
its 90 -minute film dramatic anthology, "Command Performance," in the $7: 30-9$ p.m. time slot on this night.
On Wednesday night, the wel planning to keep "Disneland"

## Webs Outline Plans For Daylight Time

## NEW YORK, Feb. 25. - New CBS' plan is to transmit its 9-1

 days of combatting the, day light savings problem, which this sum-mer will be more intense than ever, have been adopted by both CBS
and NBC. New York State is considering extending DST one month more, so that it will be in for

## The key feature of CBS' plan,

 Jamieson, involves the feeding ofCBS' 8-1C p.m., EST programming from Hollywood to the Central Standard Time markets via hot kine, so that they reach these markets 9-11 p.m., CST.
 after the programs were aired to the EDT markets.
The major problem, which both plans seek to alleviate, is that most
cities in the Central time zone stay cities in the Central time zone stay on standard time when the East
switches to daylight time. The switches to daylight time. CST is two hours. Ordinarily, of course, the time differential be-
ween the East and Central zones is only one hour during the rest of the year.


Either 'Today'
Or 'Kangaroo'
NEW YORK, Feb. 25.-The 8-9 a.m. strip has turned into the
cleanest competitive situation in

Theater" will be shifted to SunThomas" will similarly be shifted,
That tho to an evening period. tho to an evening period.
Friday night appears to be a Friday nig in ABC prime target in ABC's plans to strengthen its line-up. Using "Rin8 p.m. period, the web appears to 8 p.m. period, the web appears to
be set to sweep its present Friday night schedule clean and rebuild it completely. The present Fridiy night shows would probably be witched or, in several cases serapped. "Ozzie and Harriet" and "Crossroads" appear to have the strongest chances for survival.
On Saturday night, only Lawrence Welk appears time slot. "Ozark Jubilee" will time slot. "Ozark Jubilee" will show, perhaps alternating with
"Grand Ole Opry," in the 10:3011 p.m. time slot, a move that will bring it to the markets further adult viewing here. ABC is cur-

| Sundaynights will see "You <br> (Continued on page 6) |
| ---: |



LANCASTER, PENNA. NBC and CBS

IIIII

BUY
the Channel 8 Multi-City
Market.
Consider the
facts:
population-
$31 / 2$ million;
TV sets-
917,320;
yearly effective
buying income

- $\$ 51 / 2$ billion.


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##  COLUMBUS

 others.


SELLING FOR BALLANTINE'S IN 23 MARKETSI


Champion of the people! Here's proof!

MroISTROT ATIORNET

Storing
AVID BRIAN
31.5 BOSTON

 28.1 ST. LOUIS beath Robert Montoomer, Ar-
thut Godrey, Milto
Berio.

23.9 SEATIE 23.9 TACOMA betris Militon Berlo, Studia One:
Robert Montsomery. Acthici Godiroy and otheri ARB-Nov., Dec. 55 Jan. '56

RENEWED BY CARTER'S IN 3T MARKETSI



NEW! ziv's Next big RATING-GETTER!

THE HOT SHOWS COME FROM ZIVI


## Brief \& Important

## falstaff to air live ty

Ca FROM FRISCO
Falstaff Beer is getting set to air a 90 -minute live "spectacular" March 1. The show, which will originate on KGO-TV, San Francisco will be picked up in three other California cities on a limited hook-up. The event will celebrate Falstaffs third anniversary in California. Among the talent that will appear on the show are Vivian Blaine, Jonathan Winters, Dizzy Dean, the Sportsmen, and Peggy Ryan and announce and Dave Nyren will produce.
'AMATEUR HR.' TO SWITCH
TO 9-10 P.M. ON ABC
Among the programming changes on tap for the summer at
ABC is a time slot switch for "Amateur Hour," which will air 9-10 p.m., a half hour earlier than its usual time. Two shows slated to go off for the hot months, but scheduled to return in he fall-albeit in different time slots-are "Du Pont Cavalcade Theater" and Bishop Sheen.

## Maybelline picks UP buy

ON 'QUEEN FOR DAY
Maybelline this week picked up six alternate-week quarter hours of NBC's "Queen for a Day." The Maybelline buy is for alternate Thursdays.
'HOME' SETS FEATURES
FOR 2ND BIRTHDAY.
March 1 marks the second birthday of NBC's "Home." celebrating the event, the show is scheduling a number of new features. One of them, outlining how child adoption works will air daily over a two-week period in April. Another innovafor four weeks beginning May 21. The move is designed to give the show a Western flavor.

## RCA Sales Up 12\% Over '54

NEW YORK, Feb. 25. - The Radio Corporation of America had total sales of services anc products in 1955 of $\$ 1,055,266,000$, an increase of 12 per cent over 1954 according to its statement to stockholders this week. Its net profit after taxes were $\$ 47,525,000$, an increase of $\$ 7,000,000$. Earnings per share of common stock amounted to $\$ 3.16$. It declared dividends of $\$ 1.50$ per share of the previous year.
NBC-TV's total billings in 1955 increased 35 per cent over the
previous year, the report stated.

## 'Comedy Hour' Signs G. Storm

HOLLYWOOD, Feb. 25.-Ga Storm was signed this week to serve as hostess and special guest star of the NBC "Comedy Hour. She is scheduled to appear on the March 4 "Comedy Hour" in addition to serving as femcee of
program in April and in May. She will pilot reel now being planned b mitments cutting down her conmitments cutting down her aval abinity for
pearances.


## 100 YEARS <br> Borden in Spec M'kt. For Anni.

NEW YORK, Feb. 25.-Making dvance preparation for its 100 th the Borden Company is in the market for spectaculars to ballyhoo the occasion. The client, of course cles to call the attention of the public to its anniversary.

Borden, however, wants som big special shows to create some excitement too. Young \& Rubicam is the agency. Borden is sponsor-
ing "Date With Life" and "People"s ing Date With Life" and "People's
Choice," both on NBC-TV.

## Roach to Film

## - Continued from page 2

and is shooting for a total of 100 outlets operating as a film network cameras rolling on the first serie within the next several weeks, to be offered to national sponsors for fall sponsorship on the Vitapix net
Final operating policy will be set tled during the next three week between Roach and Vitapix. A that time, agreement will be reached as to sales rights to the
Roach-produced series in non-Vita-Roach-produced series in non-Vita-
pix markets and final production pix markets and final production
plans will be concluded for the upAltho Roach
Altho Roach has personally sold his films in the past to national
sponsors, this will mark the firs time he will be actively engaged in the sale of shows on a regula in the sale of shows on a regular
basis. The Roach-Vitapix marriage marks the third serious attempt in that many years to suc cessfully launch the film network concept. With regular network time becoming increasingly inaccessible to national sponsors, the
feeling today is stronger than eve that a film network will simplify national spot booking of time and programming for advertisers.

## WGR-TV

 THE BEST in local and network shows

## ABC Moves

 Up on M'thly 90-Min. SpecsNEW YORK, Feb. 25. - ABC plans to moving forward with its once-a-month, 90 -minute "specials ${ }^{\text {s }}$ next season. The web has set ten tative airing dates for the first three of the giant programs and has lined up its news and special events departments as a contribu-
tor of three documentaries that tor of three documentaries that will become part of the package The New Yo:k City Center also reportedly has been tapped as the
source of one of the 90 -minute shows.
The 'first "special" is scheduled to air November 14, a Wednesday. ing to reports. Its second accordaired December 9 and probably will be a Metropolitan Opera TV will be a Metropolitan Opera TV 23 is the date set for the third ABC "special," which could well be the City Center's production of "The Nutcracker" ballet.
The web is planning a total of 12 monthly specs during the 1956 '57 season. Six of them would be produced by the Theater Guild and would consist of dramatic properties and perhaps some mu-
sicals. Three would be Metropol itan operas, produced especiall for TV. Three would be the ABC documentary "specials," two of
which would delve into the problems of alcoholism and divorce One would be a New York City Center production, perhaps the ballet

The web, or course, will no. air the "specials" unless they are sold

D'Arcy Gets New Product

D'A NEW YORK, Feb. 25. - The DArcy advertising agency has a new food account up its sleeve, for which it's reportedly preparing a major campaign involving considerable coin. Television will no
doubt figure prominently in the doubt figure prominently in th launching of the new product, a
shortening that would be competistive to Spry, Fluffo and Crisco. The new product is being mar The new product is being mat
keted by Anderson Clayton, leading cotton processing firm. It is already in the food field on a Tucker brand.
D'Arcy, it's understood, picked up the account several weeks ago and is preparing the campaign with which it hopes to launch the new product, reportedly on nation-wide distribution basis.

## ABC Plans Revamp

- Continued from page 3

Asked for $\mathrm{It}^{\prime}$ " and "Famous Film Festival" staying put in the 7-9 ming will be slotted elsewhere in the evening.
On Monday, ABC still is set on airing features 9-11 p.m. "Reader's Digest and "Voice of Firestone
would move elsewhere in programming line-up, if they are programming line-up, if they are
renewed. One of the new prop-
erties $A B C$ is erties $A B C$ is pitching for the
Monday, $7: 30-8$ p.m. spot is "Frontier Judge."
The web has assigned tentative time slots to the nine new weekly programs it will be pitching for
fall sale. These time slots are far from definite, however, and would be subject to change if a bankroller wants one of the shows for a different time slot or has his own show which he wants to put into a period currently
an ABC package.
One thing that's certain, howmore selective in its programming more selective in
than ever before. Alcon Al
Ammerica
Bissell C Bissell Carpot
Sweeper Co Casco Product Coty Perfume,
Coty, Inc. Hacksaw, Gram Co. Alcos Alum Suscerec co America Cootinental Trailw

Colgate-Palmotive
Colgale-Palaoive

## - New IV Spot Campaigns

Future National Spot Drives- Contracts Being Signed Now

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

## NATIONAL SUMMARY



Brylereem, Harold F. Ritechie Cascopat Hid F. Ritchie

Crest Toothpaste, Procter \& Gamble Dash, Proctor \& Gamble
-Day Deodorant, 5 -Day Labe Folper's Coffec, J. A. Foleor Ford Cars, Ford Motors
$\qquad$
$\qquad$ Hood Rubber \& Canvas Foo

## REGIONAL SUMMARIES

Eastern
Absorbine, Absartiac $\mathrm{C}_{0}$.


Bobbi Pin Curt Home Wave. Toai Co.



Chock Full $\mathrm{o}^{\prime}$ Nuus Coftee, Chock Full
Con Buss
${ }^{\text {Coliry }}$, Procestas, Brock. Hall Dairy






Hoses caxee Cominemai Baking



Joy Liquid Detergen, Procter a Gambla




Philip Morris Cigarettes, Philitp
Philits Soups, Phillip Soup Co.
Piel's Beer, Piel Brothen Pielt's Beer, Pipel Phillip So
Pollt Parrot Shoes, Robert
Prom
Prome Permanent, Toni Co. Quick, Hudnuk Co. Mishawaka Rubber
Red BaH FFowwear, Mis
\& Woolen
Rinso Soap Powder, Levor Brothors Rinso Solen Powder, Levor Brothor
Salad Mixer, Rather Promotions
Sita Salad Mixer, Ratner Promotions
Simmons Matureses, Simmos C
Skylark Bread. Safeway Soress Undisclosed Products, Continent Baking
Booster, United States Rubber Co,
View Master Stercoscopes, Sawyer's, Inw. Mrust of the Vine-Preserves,
Ielch Fruit Welch Fruit of the Vine-Preserves,
Wolch Co,
Wonder Bread, Continental Baking

## Southern



## Midwestern

 Bimsel watchese Bearus wacch Cor

${ }^{\text {cinnned }}$ Cooss, Eilis Canning $c$.
Captain Choice Froven Fish, Salfeway
Cascopak Automatic Hot Compress, Cascopak Automatic Hot Compress,
Casco Products Charles Antelt, Product Services Classified Directory, Northwestern Bell
Telephone
Clothing, Robert Hall
Coty Porfume, Face P
Coty, Inc. Face Powder \& Lipstick,
Crest Toothpaste, Procter \& Gamble
Dr. Pepper Soft Drinks, Dr. Pepper Co,
D-Way Cold Tablets, Groves Labs.
5-Day Doodorant, 5 -Day Labs.
 Farmi Supplies, Illinois Supply
Fertilier, Smith-Duglas Co.
Foliger's Coffee, J. A. Folger Foiger's Coffee, J. A. Folger
Fruit Juices, Bridseye Div.
Ham, Swift \& Co.
Hood Rubber \& Canvas Footwear \&
Tiling, Hood Rubber Co.
"The Hun". (Movie). M-G-M Instant Grip Cement, Instank Grip
Cement Co. Instant Maxwell House Coffoe, General
Food Kool Cigarestes, Bnown \& Williamson
LeM Cianates. Ligsou \& Myers
Ladies Horme Journal, Curtis Publishing Ladies Home Journal, Curtis Publish
LeHigh Acres, Arthur Meyertoof! Lefige Magazine, Time, Inc.
M-O-Lene, Frantz C. M-O-Lene, Frantz Co.
Maxwell House Coffee, General Food
Medigum, Pharmaco, Inc. Midhiean. Benl. N. W. W. Ayer \& So
Miss Wisconsin Cheddar Cheese
Armour \& Co.
Morton's
Morton's Frozen Pies, Morton Packing
Mrs, Wiggle Toys, Wilkenisg MIg, Co
Nestle's Instin
Mrs. Wiggle Toys, Wilkening MIg. Co.
Nestle's Instant Coffee, Nestle Co.
Chermical Mineral Compound, Oelweis
Pabst Blue Ribbon Beor, Pabst Brewing
Purina Chows, Raston--Purina
Red Bal Footwear, Mishawaka Rubber
Root Booril, Roto Broil Corp.
Skylark Bread, Safeway Stores
Snoboy Bleach, A. F. Moore \& Co,
Spray Gun, Grant Co
Spray Gun, Grant Co.
Sunbeam Bread, Quality Bakers of
America
Supply Scissors, Ungars Bloctric Toola
Surf, Lever Brothers Surf, Lever Brothers
Vam Hair Formula, Wlidroox Co.
View Master Scereoscopes,

Foods
Klocene
Cellucotioa
Viceroy Cigarettes, Brown \& Williamsoa
Welch Fruic of the Vine-Preserves.
Welch Fruik
Welch Co,
Weich Co.
Whit, Procter a Gamble
Whisk, Lever Brothers

## Southwestern

## Adams Extraces, Adams Co.

Bank of Douglas, Bank of Dougla Brisk Toothpaste, Colgate-Palmolive Casco Products
Coninental Traitway, Continemtal
5-Day Deodorant, 5-Day Labs. Folger's Coffec, J. A. Folser
Ford Cars, Ford Motors Ford Cars, Ford Motors
Friskies, Carnation Co.
Grapeue Beverages, Grap

## Rocky Mountain \& West Coast


Canay Soap, Provter \& Ga
Canter OOi, Carter Oil Co.
Crrysler Cars, Chrysler Corp.

Hoffmann T.V. Hoffman Radio
Hood Rubber \& Canvas Footwear Tiling, Hood Rubber Cootwear \&
Instant Maxwell House Coffee, General Foods
Karo Syrup, Corn Products Refining
Kellogs Special "K,", Kellogg Leslie Salt, Lestie Salk Co. M-O-Lene, Frantz Co.
Maxwell House Coffee Maxwell House Coffec, General Fooda Nadinoia Cream, National Toilot Co.
Suiper Lanotin, Charits Antell
View Master Stereoscopes, Sawyor's,

## Dash, Proctor \& Gamble Clarka <br> Flashe Froncen Meats, Armour \& \& Co. Folger's Coffee, I

(Continued on page 17)


Thanks from KTTV, where syndicated films regularly get ratings like these fin a market where the average network show in Class " $A$ " time rates 14.8):

| SUPERMAN | 22.8 |
| :--- | :--- |
| LIFE OF RILEY | 21.6 (opposite Godfrey) |
| BADGE 714 | 20.9 (opposite "Big Surprise") |
| HIGHWAY PATROL | 20.4 (opposite "lucy") |
| SUSIE | 18.6 (opposite Como) |
| MY LITTLE MARGIE | 17.1 (opposite "Studio One") |
| ANNIE OAKLEY | 15.1 |
| I LED THREE LIVES | 14.1 (opposite Gleason and Como) |
| SCIENCE FICTION THEATRE | 14.0 (opposite Silvers and Berle) |
| SAN FRANCISCO BEAT | 13.5 |
| DR. HUDSON'S SECRET JOURNAL | 13.0 (opposite G.E. Theatre) |
| CITY DETECTIVE (Wed.) | 13.0 |
| I MARRIED JOAN | 12.9 |
| WATERFRONT | 12.2 |
| STORIES OF THE CENTURY (Thurs.) | 12.0 |
| STORIES OF THE CENTURY (Fri.) | 11.5 |
| CITY DETECTIVE (Mon.) | 10.6 |
| ABBOTT \& COSTELIO | 10.5 |
| LIBERACE | 10.3 |
| LIFE WITH ELIZABETH (Thurs.) | 10.1 |
|  |  |

We believe fine films like these (and many others not listed) were made to be seen by the most people possible. So we schedule them in prime time - and the programs do the rest.

We thank the great television film industry for giving us such magnificent tools with which to build our program schedule. And we believe we speak for our advertisers in expressing appreciation for this source of fine quality programming available under conditions which permit them maximum use of their own best judgment in choosing markets and time periods.

## YOU'VE BEEN ASKING...YOU'VE

## HO <br> LM <br> 

STARRING HENRY FONDA SID CAESAR BING CROSBY * fRED ASTAIRE * lloyd nolan Glemn ford CARY GRANT *

## * susan hayward

## 104 FEATURES FOR

 THE MOST FLEXIBLE SALESBitg or Small... A Plan For All!

## 104

52
SCREEN

## BEEN WAITING...NOW ITS HEREI <br> 

## MUMPMREY BOCART * CLAUDETTE $*$ * RITA HAYWORTH

 CHARLES BOYERFREDRIC MARCH INGRID BERGMAN ROZ RUSSELL OUNNE ...AND MANY OTHER TOP STARS!

## FIRST RUN TV!

PLANS EVER OFFERED!
Pick The Package That Fits Your Needs!

GEMS, inc SUBSIDIARY OF
PIGTURES
N. Y. 19, N. Y. Cl $5: 5044$

SINGLE 2-3-4 LBRARY RUN

RUXS DEAL

## 1956-Year the Dam Broke On Feature Film Releases

Any Major at Any Time Could Open Gates; M ${ }^{\prime}$ kt Still Bullish on Movies

NEW YORK, Feb. 25 . - The
year 1956 will go down in TV trade history as the year the dam broke. The feature film side of the fantastic developments in the past two months that buyers and sellers are beginning to look punch drunk. expect next, but they wouldn't be surprised by anything. The word from a number of reliable sources here is that any one of the major Hollywood producers may put pic-M-G.M at any moment.
By "next" is meant after be next. Bros. The Warner Bros.' deal with Associated Artists' Productions is expected to be cloied momentarily. The Loew's, Inc., management is
repcrted to be in negotiations for the sale of its approximately 1,000 pre-1948 sound pictures for TV distribution. At its stockholders meet it has been carrying its back $\log$ on its books at no asset value and has been making an intensive from this source.

Market Open
Midst all the excitement and uncertainty the pros have been deMost of the top feature film sta Most of the top feature fill enough
tions seem to be well stocked to keep going for another six months to a year without buying. Nevertheless, they are now so bullish on the value of movies thing being offered and in some cases paying more than ever. The market is still wide open.
Another new package is going on sale next week. Hygo Television is putting the final touches on a group of 19 features that will be
distributed by the combined HygoUnity operation. This is Hygo's first feature package since April, 1955, when it released the "Show-
manship" package, now sold in 110 manship" package, now sold in 110
n arkets. The firm also put out a group of 75 Westerns in October. A Hygo official said this week
he was still convinced the TV marhe was still convinced the TV marin groups of no more than 26 , tho in groups of no more than 26 , tho
perhaps at a faster release rate ACTION...LAUGHS...THRILLS
than Hygo has had in the past. $\begin{aligned} & \text { up its initial sales on its group of } \\ & \text { He said he hopes to have still an- } 104 \text { Columbia }\end{aligned}$ cther package of 13 to 26 picture
in another three to four months. Hygo Films Among the films in the new Hygo group are "Pardon My Past, guerite Chapman, Columbia
1947; "The Astonished Heart with Noel Coward and Celia John son, Universal, 1950; "Two Yank Brian Donlevith Pat O'Brien and "Adventures of Gallant Bess," with Cameron Mitchell and Audrey
Long, United Artists, 1948; "Madeleine," with Ann Todd and Leslie
Banks, Universal, 1950 ; "Trail of the Vigilantes," with Francho
Tone and Broderick Crawford Universal, 1943, and "Hound o the Baskervilles," with Richard
Greene and Basil Rathbone, 20th Century-Fox, 1939.
Screen Gems this week chalked York, WCBS-TV bought it for 10 runs in three years. The group was San Francisco, to KFJZ-TV, Dal las, anc to one of the Westing house stations, SG was earlier re-
ported to be asking over $\$ 10,000$ per picture here in New York, but several sources reported the price list on the gro
dinarily high.
WOR-TV here this week con-
firmed its purchase of the 10 Da firmed its purchase of the $10 \mathrm{Da}-$
vid O. Selznick pictures from Na tional Telefilm Associates. The station s a id the price was
$\$ 198,000$, as was reported last

## There were reports of continued

sales of Hollywood TV Service's n.w "Silver" package. But this or the 740 RKO pictures with
C\&

## Programming Crux Of UHF-VHF Fuss

Pastore Makes Point to FCC on Station Advertiser Problems; Others Concur

## WASHINGTON, Feb. 25

 in That was the opinion expressed by Sen. John O. Pastore, member o the Senate Commerce Committee this week, after hearing testimonyby Federal Communications Commissioners pointing up the prob lems of the local programmer an
advertiser.
FCC C

FCC Co
FCC Commissioner Doerfer also emphasized the program angle
pointing out that UHF ers in VHF ponating out that entirely on pro gramming: Doerfer believes
VHF affiliate should be limited one network and not "skim the cream off the programs."
Senator Pastore then went further, proposing that nets be regulated under anti-rust laws, pomeChairman McConnaughey quickly
replied that networks did not design the shortage of facilities and are, therefore, different from the
movies. movies.

Hyde Underscore
Commissioner. Hyde accentupicture by suggesting the use of local programming, as well as
tapes and films to aid local statapes and films to aid local sta-
tions and advertisers. Hyde be lieves more national accounts
would be available locally if "they

could obtain clearances in the first 50 markets."
Competition among nets themselves is limited by the fact that only two of the three nets get into the first 50 markets of the
country." He added that "two nets have all evening time sold out, and the third can't get into the marbasis." Hyde places the blame for the situation 50 per cent of the ads on television are controlled by 25 per
of the advertisers," he said
The network policy of "must
buy" came under fire by committee counsel Kenneth Cox, who pounced on a statement by Commissioner Hyde that in many case doesn't want in order to get what he does want." Cox asked if time ers, isn't that restraint of trade?" Commissioner Doerfer interrupted to say that it was, adding em-
phatically," but people like net
programs."

At this point, Sen. John Bricker
introduced a favorite theme, "that it may become necessary for Congress to control networks because ney have too much power.".(Senator Bricker introduced a bill callmisem

## GROWING IMPORT

## P.EG. Uses Vidfilm As Spot Carriers

NEW YORK, Feb. 25.-Syndi-|pany is also employing the same cated vidfilm is beginning to be- film-buying technique and is sponcome an important vehicle as
spot carrier. One of the most im spot carrier. One of int advertisers in TV, Procter
portant
Gamble, is now using syndicated vidfilm in this manner. P.\&G. is now in between 30 and
40 markets with syndicated TV film shows. This week it bough another six shows in as many mar
kets for its new Crest toothpaste. kets for its new Crest toothpaste.
Two of the shows it purchased Two of the shows it purchased are distributed and produced by
Ziv, two by NBC-TV Films, one by Ziv, two by NBC-TV Films, one by
ABC Film Syndication and the last by Television Programs of Amer
ica. The National Biscuit Com for the hour anthology series, but
plans to offer it as a half-hour seplans to offer it as a half-hour se-
ries to sponsors. Latter will star Ricardo Montalban and Rita Mo reno. Reginald Cardner and Eddie
Bracken will be offered in the Bracken will be offered in th
Hwd. TV Service Preps 2 Pilots
HOLLYWOOD, Feb. $25 .-\mathrm{Hol}-$ paring pilotision Service is preshows to be offered for national mer for fall sponsorship. The ne series include "Statue of Liberty,"
tentative title of an anthology tentative title of an anthology
show based on files of the Immigration Department and dealing with entry into the U. S. of note worthy individuals and the depor tation of others found unsuite The other citizenship
The other series is "Hoodlum Empire," which appeared under the Republic Pictures banner as a
theatrical movie three years ago. theatrical movie three years ago.
It will be an anthology series using mystery and intrigue drawn from gangland tales. Pilots for both
series will be completed in May, completed by September.

## 

## Canada Set

 Sales Hit 237 MilTORONTO, Feb. 25 . - TV se
sales in this country boomed in sales in this country boomed in 1955, with $\$ 237,000,000$ spent on
776,536 sets. This compares with $\$ 214,951,315$ on 619,000 sets in 1954, according to figures issued turers' Association.
The average cost of a TV set de in 1954, as the market expanded The TV boom hit the Maritime
and the West in 1955 .
TCF Showcasing Via 'Fox Hour'
HOLLYWOOD, Feb. 25.-TCF Television Productions is using its howease for potential series, there by eliminating the need for pilot reels. This was indicated this week when it was learned that TCF is offering "Mr. Belvedere" as a halfhour series to sponsors and that the company had signed Peggy Chand-
ler and John L. Greene to immediately start writing 30 -minute scripts. "Belvedere" was recently
completed as an hour show for the completed as an hour show for the
"Fox Hour."
Use of the "Fox Hour" as a Use of the "Fox Hour" as
showcase was further substantiate showcase was further substantiate
with TCF filming "Broken Arrow"

Pact Non-Excl
NEW YORK, Feb. 25.-CBS-TV
Film Sales has sold "Range Rider" to WPIX, here on a non-exclusive
basis. The station has bought 39 basis. The station has bought 39
of the Western films, which have of the seen here, for slotting in its 7:30-8 p.m. Tuesday night time period.
CBS-TV Film Sales is trying to sell the other 39 to other stations
Production of 'Landmark' Set; B. Cerf to Host

HOLLYWOOD, Feb. 25.-Production will start next week on the first ${ }^{\prime \prime}$ " film series to be based on
mark the Random House historical books. the Random House historical joontly by CBS and Goodson-Todman. Bennett Cerf, Random House presithe historical anthology. "I. First film will be "John Paul Jones, Fighting Sailor, and is scheduled for an haus yet decided whether the series take an hour or half-hour segment, hence, the or half-hour segment, hence, Ex-
second in the series, "Pony press," is scheduled for a half-bour
show Third film (running time undetermined) will be "Ethan Al. len and His Green Mountain Boys.-
Filming will be handled by Filmaster Productions, producers of Gunsmoke" for CBS, at 20th Cen-Gry-Fox's Western Avenue studios. Barney Girard will direct and Charles Schneer will produce.
"Landmark"
is
Goodson-Todman's second film package this ear. It is currently producing

## CBS Pix Drive

On Terrytoons
NEW YORK, Feb. 25.-In the irst week of its sales drive on its package of 156 Terrytoon cardeals with eight stations-WFILTV, Philadelphia; WLAC, Nashville; WHBF-TV, Rock Island, KSTP, Minneapolis; WNBF, Bing hamton, N. Y.; WFDG-TV, Al-
toona, Pa., and WABT, BirmingCBS Film this week was reported to be packaging a new ad-
venture series titled
Border Pa trol." It was said to be looking

2 Ziv Pilots For Nat'l Sale
HOLLYWOOD, Feb. 25.-ZivTV has produced two pilots earWarked for national sale. "They are Mystery," starring Paul Kelly and Maria Riva.
Directed by Leon Benson, the West Point stanza will be shot in exteriors done at West Point, Ray Montgomery is the star. Walter Kingsley heads up the national sales department for Ziv-

## WPIX 'Rider'





LABORATORIES in The Billboard's'
Fourth Annual TV Film Service,
Awards Competition.

Movielab Film Laboratories, Inc.
619 West 54th Street. New_Vork 19. N. V)

## DOORS CLOSING

## East RKO-Pathe Due To Wind Up Business

NEW YORK, Feb. 25. - RKOTeleradio Pictures, Inc., is report-FKO-Pathe, its East Coast produc tion subsidiary whose film activity has consisted of short subjects, industrials and commercials. Several key executives-including Burton Benjamin, a top writer, and Alan Hartman, general sales man-

## Russia Pix as IV Roadshow

NEW YORK, Feb. 25.-A mass of film shot in the Soviet Union in the past couple of months is being offered TV stations as a roadshow by author-le turer-producer Myron Zobel. It ran as two-hour show on KTTV, Los Angeles, two weeks ago as "Inside
Russia Today." The second TV appearance of Zobel and his film
will be on WPIX here March 8 in a one-hour WPIX bere March 8 in Russia." The films will be nar nod by Zobel and WPIX an-
nouncer john Tillman.
Zobel has been talking to number of other major market sta-
tions. He hopes to air on about 25 tions. He hopes to air on about 25 proves successful he plans to film and record introductions and syndicate it as a complete show.
Zobel, who has done some fil for Jack Douglas' "I Search for Adventure," is working on a new concerning his own travels and exploits. He has talked to a coupl of distributors here about it.

## ther-have firm.

RKO-Pathe is expected to finish its current commitments and then go out of existence. The firm owns three floors at the Pathe building It has produced two shows for TV "Crunch and Des" in Bermuda and "The Big Idea," both of which have finished shooting.
Commercials made by RKO tors, Ronson, Jello and Johnson Wax. Industrial films were made for Winchester Arms, the Gold Filled Manufacturers and the National Steel Company.
RKO-Pathe was an active branch of the parent company during the flourishing days of the theatrical film business when it produced many short subjects. In recent years its short subject pro-RKO-Teleradio Pictures will duce short subjects in it- studios in Hollywood when its Fast Coast subsidiary closes up shop.

## Greyhound to Ride on 'Star'

NEW YORK, Feb. 25. - Cre hound Bus this week bought hall sponsorship of "Your Star Showcase" on WABC-TV, here, 11 11:30 p.m. across the board. Its co-sponsor on the strip i Carter Productions. Greyhound replaces Anahist on this show. The station bought the anthology series
from Television Programs of Amer ica some time ago.

KFIL, Dallas, Still in Market For Features

Enough for Year; Likes Good Pix' Job, Wants More

DALLAS, Feb. 25.-KFJZ-TV the five-month-old independent station here, whose programming is firmly anchored in feature films, would consider increasing its feature time still further if the supply continues as good as it has been,
according to a station spokesman Should it make such a move, features would be put into time now occupied mainly by syndicated film series. The implication here is that the station is happy with the job it has done with movies
but feels its half-hour shows could but feels its half-ho
stand improvement.
In the past couple of week KFJZ has bought the top feature packages on the market. It bought
the "TNT" group-including the 10 David O. Selznick pictures-from 104 Columbia pictures from Screen Gems and Hollywo
Service's "Silver" package
The station estimates it now has enough features to carry it thru current schedule.
It plans to put the first runs of Dollar Movie," which runs one picture Monday, Tuesday and Wednesday, and another Thurs-
day, Friday and Saturday, $7: 30-9$ p.m. It has not decided when it will debut the Selznicks but is off in the summer when the com-
(Continued on page 17)

## Films to Watch

CELEBRITY PLAYHOUSE-Screen Gems
Last week this column cited the strong build-up being of its strong femal dramatic anthology. Mention was made of its strong female appeal. This week the Scoreboard's break down of er stin "Celebrity Playhouse" Fo the first time since these audience composition studies have een published on these pages, another syndicated show is challenging Liberace's leadership among the ladies. "Celeb rity Playhouse" ties the pianist for first in this listing. And considering its higher average weighted Pulse rating, it is probably reaching a greater actual number of woman than Liberace or possibly any other syndicated show.
BADGE 714-NBC TV Films
Good old "Badge" is still a potent competitor. It is the hird ranking mystery series according to the average two of the markets whose January Pulse ratings are listed in this week's "Scoreboard." It was the second syndicated show in St. Louis and third in Washington.
CISCO KID-Ziv-TV
Another veteran - indeed, it is probably the oldest established syndicated show in this or any week's "Score board"-"Cisco" still demands a lot of respect. It is the top syndicated show in two major markets listed this week,
Chicago and Cincinnati, in both of which it is slotted early Sunday evening.

## Desilu Putting Final Touches On 4 Pilots <br> HOLLYWOOD, Feb. 25.-Desi a Productions is currently com pleting four pilot reels of series sorship. These include "The Ad <br> House, Senate To Probe Big Net Programs <br> WASHINGTON, Feb. 25. -

 ventures of a Model" starring Jcanne Dru a Model," starring producing-directing; "The Whirly birds," starring Ken Tobey and Craig Hall in a helicopter advenure series; "The Desilu Mystery Theater," to be produced by William Spier, who for years helmed Sheriff of Cochise County," now being edited.

Big city, big time network procome under a crossfire of both Senate and House investigation at hearings this week. The programming giants, together with tho present allocation moves allegedly favoring them, will be the subject of testimony by industry repre sentatives, legal and economic experts, small-station owners, both UHF and VHF, the Department of Justice's anti-trust chief, Stanley N. Barnes, church and civil liberties groups, among others.
A new face in the TV investiga-
tions will be Rep. Emanuel Celler tions will be Rep. Emanuel Celler, chairman of the Judiciary Commit tee and its anti-trust group, who
want to determine whether the Federal Communications Commis sion has failed to promote nationa TV competition. Celler questions whether FCC and other regulatory groups have not "become unduly industry-oriented and sanctioned excessive economic concentration The Celler hearings (February 27 29 and March 1) will further par allel almost identically scheduled Senate Commerce hearings by calling Stanley N. Barnes to testify on anti-trust aspects of nets' "domi nant position in the industry
At the Magnuson Senate hearings, UHF spokesmen are expected to tell the committee that present concentration of programming by ne direct result of an allocation system which promotes entrenched bigtime TV and shuts off the eeonomic lif of massmout prosma mers, advertisers and small station owners, both UHF and VHF FCC's alleged failure to make al location room for a third network to program on an equal basis with CBS and NBC will also come under fire

NOTICE
Due to the death of my partner,
Mr. Bob Strickland, am forced to
sell immediately the Hill sell immediately the Hillbilly and Western Film Show, Smoky Moun
tain Jamboree. There tain Jamboree. There ore thirteen
and one-half minute shows ready and one-half minute shows ready
to run, with prints, brochures; all to run, with prints, brochures; al
rights will be sold, including musit, rights will be sold, including music,
nationally known motion picture, TV and recording artists, otc. It is tops in country music field pockage
For further information,

## TOMMY SCOTT

5880 Hollywood Blvd.

[^0]Official Films, Inc.
25 West
as
25 WEST 45in STREET
NEW YORK 36, N. Y.

TELEPHone
PLAzA 7.0100
Herman Rush


TO: THE COUNTRY'S TELEVISION STATIONS AND ALL OUR FIENDS IN THE TV INDUSIRY Thank youl

For
For voting Official's Library Plan to the Number 1 Position in Billboard's Annual TV Film Awards.

Prices are realistic -- calculated so that you have
more profit protection than with other plans.
Our New York staff works with your station representative to help bring in more national spot business.

Our Research and Promotion Departments keep you up-to-date on who's buying what, when and where, so that you can If you have not

PROFIT INSURED PROGRAMS Again, our sincere thanks.

HR/ is

Kindest regords,

P. S. Thanks also, for giving the Number 1 nod to our Jerry Lee as the TV Film salesman giving "Best Service"... and for your votes to Official 's entire sales force as one
of the "Most Outstanding".

## COL. MARAH OF SEOTLAND YARD

NETWORK \& LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV FILM PROGRAMS - COMMERCIALS IN PRODUCTION TV Program and Time-Buying Guide

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

## The Billboard Scoreboard

ARB Audience Composition Studies
Web Situation Comedy Shows

JANUARY RATINGS
Rank Show, Sponsor \& Web
1 I Love Lucy, Procter \&
Gamble (CBS)

2. | December Bride, General |
| :---: |
3. December Bride, General Honeymooners, Buick (CB
4. Phil Silvers, Amana, R. J.
Reynolds,

Our Miss Brooks, General Foods (CBS) ......... Prople's Choice, Borden Co
(NBC) Oraie \& Harriet, Quaker, ,
8. Bob, Cummings, R. J.'Rey-
nolds (CBS) Vather Knows Best, Scott
$(\mathrm{VBC})$
10. Life of Riley, Gulf (NBC) . . .26.0

## AMONG MEN

Ran
Rank Sbem, Sponsor a Web 1. It's a Great Life, Chrysler 1. Itoneymooners, Buick (CBS Reynolds (CBS) ....
4. Life of Riley, Gulf (NBC).
5. Burns \& Allen, Carnation Milk, B. F. Goodrich
(CBS) 1 Love Liney, Procter $\varepsilon$ G. (CBS) (Cople's Choice, Borden 7. Pcople's Choice, Borden
(NBC) 8. December Bride, General Make Room for Daddy, American Tobacco,
Dodige (ABC)
8. Orric \& Harriet, Quaker,

AMONG WOMEN Rank Show, sponsor \& Web | Women |
| :---: |
| Pet $\operatorname{set}$ |

LATEST NETWORK RATINGS

## Nielsen Top 10 <br> IV Web Shows

(2 Weeks Ending January 21) * Indicates Filum Total Audience/Show 1, Pank Proeram \& Web Web Homes
$\%$ 1. Petet Pan (NBC) 2. $\$ 64,000$ Question (CBS)
2. Ed Sullivan Show (CBS) 4. - Disneyland (ABC) 5. ${ }^{1}$ Love Lucy (CBS
6. Dragnet (NBC)
7. Jack Benny Show (CBS) 8. Ford Star Jubilee (CBS) 10. Perry Como Show (NBC)

Average Audience/Minute (NBC) ..............

1. The Lucy Show, Lehn \& 1. The Lucy Show, Lehn \&
Fink, Dorothy Gray (CBS 3. Ozzic \& Harrict, Quaker,
2. Life of Riley, Gulf (NBC)
3. Bob Cummiuss, R. J. Rey-
nolds (CBS)
4. Father Knows Best, Scott
(NBC) Phil Silvers, Amana, R. J

$$
\begin{aligned}
& \text { 7. Phil Sivers, Amana, R. J } \\
& \text { Reynolds (CBS)...... }
\end{aligned}
$$

8. Mama, General Foods (CBS). . 83
9. Honeymooncrs, Buick (CBS
10. Topper, Standard Brands,

Rank Program \& Web $\quad$ \%

NETWORK TV PROGRAMS

## - ARB Top Shows Among Women

How Network Shows Rated Among Women in January
This weekly audience composition analysis shows the relative popu-
tarity of network series regardiess of program type, by number of vicwlarity of network series regardless of program type, by number of view
ers attracted according to sex or age. On consecutive weeks, this char ers atracied according io sex or age. On consecutive weeks, his char
shows popularity among men, women and children. For aditiona:
information on audience size or coverage please consut ARB, Nationia information on audience size or coverage please consutt ARB, Nationa
Press Building. Washintom 4 . (- Indicates Film)

Rank

Women
Per Set $\begin{gathered}\text { Ars. } \\ \text { Jau. } \\ \text { Rating }\end{gathered}$
$1 \ldots$. Two for the Money, Sheaffer,
P. Lorillard (CBS) ......................................
. Lawrence Welk, Dodge (ABC) ..................1.24 26.8

George Cobel, Pet Milk, Armour (NBC)........1.24 39.9 $\begin{array}{lll}\bullet \\ \\ \text { Loretta Young, Procter \& Gamble (NBC). . } 1.24 & 33.9 \\ & 17.0\end{array}$ | Hallmark Hall of Fame, Hallmark (NBC). . 1.23 |  |
| :--- | :--- | :--- |
| Red Skelton, Pet Milk, S. C. Johnson (CBS). 1.23 | 17.0 |
| 5.3 |  |

Hallmark Hall of Fame, Hallmark (NBC) . . $1.23 \quad 17.0$
Perry Como, Dormeyer, Int'l Celucotton,
Armour, Gold Seal (NBC). ........................

- Private Secretary, American Tobacco (CBS). 1.21 34.7
32.8
10........Amateur Hour, Pharmaceuticals, Serutan 1 . 1.20 . 13.1

10. Life is Worth Living Admiral (ABC)
10... Your Hit Parade Hudnut, American Tobace
. . . . 1.20
What's My Line? Jules Montenier,
Remington Rand (CBS) ................. 1.19
1.19

Remington Rand (CBS) .......
.1 .18
Brown \& Williamson (NBC).................. 18
14..... Godfrey \& His Friends, Toni, Kellogg, 1.18

Yue Cot a Secret, R. J. Revnolds (CBS).......1.18
14. ....Stop the Music, Necchi, Quality Goods 1.18 ......................... 10.
14. .... Down You Co, Whitehall, Procter \& Gamble,
$14 \ldots .{ }^{\text {You Bet Your Life, DeSoto-Plymouth }}$ (NBC) . . . . . . . . . . . . . . . . . . . . . . . . . 1.18
ePlayhouse of Stars, Schlitz (CBS)................................
Texaco Star Theater, Texas Co. (NBC)......1.18
, ame of Lifdime Emerson Drug
Lentheric ( ABC ) 1.17

- Do You Trust Your Wife? Frigidaire
(CBS) . ........................................ . 1.17


## The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

## Syndicated Film Mystery Shows

| DECEMBER RATINGS |  | AMONG TEENS |
| :---: | :---: | :---: |
| Mr. District Attorney (Ziv). . 17.7 | 1. Ellery Quen (TPA)......... 87 | 714 (NBC).......... 26 |
| 2. Man Behind the Badge ( MCA | 2. Mr. District Attorney (Ziv)... 84 | 2. Inspector Mark Saber (Koch). 25 |
| 3. Badge 714 (NBC)...... | 2. Racket Squad (ABC) ........ 84 | 3. Sherlock Holmes (UM\&:M)... 24 |
| 4. City Detective (MCA) .....12.3 | 2. The Whistler (CBS | 3. City Detective (MCA)....... 24 |
| 5. Follow That Man (MCA) . . . 10.1 | 2. Boston Blackie. | 5. Inner Sanctum (NBC) . . . . . . 23 |
| 6. The Whistler (CBS), ...... 9.0 | 6. I Am the Law (MCA) | 5. Man Belind the Badge (MCA) 23 |
| 7. Sherlock Holmes (UM\&M).. 8.4 | 6. Inspector Mark Saber (Koch), . 82 | 7. Mr. and Mrs. North (ATPS) . . 21 |
| 7. Fubian of Scotland Yard .......... 8.4 | 6. Mr. and Mrs. North (ATPS). . 82 | 7. Racket Squad (ABC) ....... 21 |
| 9. Racket Squad (ABC) ...... 8.3 | 6. Sherlock Holmes (UM\&M)...82 | 9. Captured (NBC) ........... 20 |
| 10. Ellery Qucen (TPA) ....... 6.9 | 10. Lone Wolf (MCA) ......... 81 | 9. The Whistler (CBS) , ........ 20 |
| VIEWERS/100 | NG WOMEN | AMONG CHILDREN |
|  | Rank Show \& Distributor $\begin{gathered}1000 \text { Homes } \\ \text { Tuned } \mathrm{In}\end{gathered}$ | Rank Show \& Distrib. $\begin{gathered}\text { 100 Hounes } \\ \text { Tuned } \\ \text { In }\end{gathered}$ |
| 1. Badge 714 (NBC). | The Whistler (CBS).........92 | 1. Badge 714 (NBC) ..........64 |
| 2. Boston Blackie (Ziv)........ 2 | 2. Follow That Man (MCA) . . . 90 | 2. Captured (NBC) ........... 44 |
| 3. Mrr. and Mrs. North (ATPS). . 214 | 3. Mr. and Mrs. North (ATPS). . 89 | 3. Boston Blackie (Ziv)........ 33 |
| 4. The Whistler (CBS)....... 212 | 4. Mr. District Attorncy (Ziv) . . 88 | 4. I An the Law (MCA) . . . . . 30 |
| 5. I Am the Law (MCA) . ..... 211 | 5. City Detective ( M (CA) . . . . . 85 | 5. Sherlock Holmes (UM\&AM) ... 28 |
| 6. Lone Wolf (MCA)......... 210 | 5. Ellery Queen (TPA)........ 85 | 6. Lone Wolf (MCA) . . . . . . . . 27 |
| 7. Man Behind the Badge <br> (MCA) | 7. Lone Wolf (MCA). | 6. Nan Behind the Badge (MCA). 27 |
| 7. Sherlock Holmes (UM\&M) . . 209 | , | ollow That Man (MCA) .... 24 |
| 9. | 9. Boston Blackic (Z | Fr. and Mrs. North (ATPS). . . 22 |
| 10. Inspector Mark Saber (Koch). 205 | ark Sab | ris Precinct (UM |

- Pulse Top Pix Among Women


## How Non-Net Films Rated Among Women in December

This weekly audience composition analysis shows the relative poputarity of non-network fitm series by number of viewers attracted according to sex or age. On coasecutive weeks, this chart shows poputarity aniong men, women, leen-agers and children. For adotional intormation 46th Sireet. N. Y. C

| Rank Orter | Show and Distributor |
| :---: | :---: |
|  | Celebrity Playhouse (Screen Gems) |
|  | Liberace (Guild) |
|  | Foreign Intrigue (Official) |
|  | Douglas Fairbanks Jr. Presents (ABC) |
|  | The Whistler (CBS) |
|  | Dangerous Assignment (NBC) |
|  | Follow That Man (MCA) |
|  | Mr. \& Mrs. North (ATPS) |
|  | My Little Margie (Official) |
|  | I Led Three Lives (Ziv) |
|  | Mr. District Attorney (Ziv) |
|  | Beulah (Flamingo) |
|  | Famous Playhouse (MCA) |
|  | Crand Ole Opry (Flamingo) |
|  | Creat Cildersleeve (NBC) |
|  | Cuy Lombardo (MCA) |
|  | Times Square Playhouse (Ziv) |
|  | City Detective (MCA) |
|  | . Confidential File (Guild) |
|  | . Ellery Queen. (TPA) |
|  | . My Hero (Official) |
| 18. | Waterfront (MCA) |
| 23. | Judge Roy Bean (Screencraft) |
| 23. | Lone Wolt (MCA) |
| 23 | Mayor of the Town (MCA) |
|  | Star and the Story (Official) |

Are.
$\begin{array}{r}\text { Rec. } \\ \text { Raties }\end{array}$
15.8
7.9
4.3
16.4
9.0
6.1
10.1
6.5
9.4
13.0
17.7
3.6
2.9
9.9
9.4
6.6
3.1
12.3
11.9
6.9
5.3
13.2
3.8
4.4
10.8
13.2

- Continued from page 15


## CHICAGO.



WASHINGTON

## THIS WEEK'S FILM BUYS

abC FILM SyNDICATION
RACET SQUAD
FANGBS. Miami Mennen TO DANGER
CO.
Mennen Co.
CBS-TV FILM SALES mbrytoons



ne whistier
KSTP, Minneapolis: Adv. TBA GTARS FLAMINGO FILMS TARS OF THE GRAND OLE OPRY
hTRK. Houston: Vornado Air Cond
HNTERSTATE TELEVISION
1
M Married Joan
KI II. San Angelo, Tex.: Comfort ConHol Air Conditioning
MCA-TV
A
AVEC, San Luis Obowno, Calif:: Richfield
waterfront
Mining Co. Luis Obispo, Califf: Alben

and Standard Printing
NBC TELEVSION FILM CRUNCH ANE DES
KOB, Albuqueres

SCA, Tweon, Ariz: Bowyet Motor
SCREEN GEMS COMPANY
alg pLAYBACK
WTVD, Durham, N. C.: WFBC, GreepZIV Tile, S. C.: Mebane Matress
TELEVISION PROGRAMS $\mathrm{CLSCO}_{\text {WSPD }}$ MASPD. Tolecdo: Triclothes Dept. Stores WMAL. Washington: Chies Service Oil
KVOA, Tuscon, Ariz: A-1 Pilser Beer
 LED THREE LIVES ${ }^{\text {and Soush }}$
LED THREE LIVES
KWTVI, Oktahoma City; KHQ, Spokane
Nabisco Crackers

## FILU COSTS

 SLASHED,


D "The Film Doctors"
Po apid FILM TECHNIQUE, INC.



## Commercial Cues

RAPID MOVING Rapid Film Technique, Inc., pioneer specialist in film rejuvenation and preservation, opened a large, new laboratory and transferred its executive offices to Long Island firm's film-care facilities and, with the latest equipment increase the speed of service. For convenience, the company will maintain a service office in New York City. UP TO HERE IN FILM

The Vickers \& Benson agency, Montreal, is working at top speed on a new commercial experiment for the DuPont
Company of Canada. The DuPont firm tponsors "Father Knows Best" on alternate weeks and wants three new one-minute conmercials for each program. That's 78 new
film ads for the year, and the agency has 60 of them to do.
ID's
Kenyon \& Echhardt, Inc., has formed a new Commercial
Production Production department. Alfred R. Tennyson will be in charge. ... Alan Baskin, president of Miami Productions, Mnc., a film studio, announced a simultaneous opening in
Miami and New York, Bert Burns will be in charge in New York.

## - TV Commercials in Production

A Guide to TV Spot \& Program Plans Of Competing Sponsors by Industries
This uekly chart lisk commercials produced during the last full
 LA-Live Action; FA-Fwill Animation; SA -Semi-Animation; SE -
Special Effectial
NA-Not araliable. (Continued from last week)


## CBS in Market For Pix Under Cosst of Live

TORONTO, Feb. 25 .-Any film company which can undertake to provide filmed Canadian shows at productions will have a ready lisener in A. Davidson Dunton, chairman of the Canadian Broadcasting Corporation Board of Governors.
Dunton said that the CBC's prime interest is to provide the best TV service for the Canadian
bulic at the lowest possible price.
Difficulties facing any national stem of TV in this country are size, distribution of population, the complexities of East-West commu-
nication and the fact that Canada nication and the fact that Canada
has two tongues, said Dunton. has two tongues, said Dunton. Canada to support, the cost of original production," Dunton said A very genuine partnership working closely to operate the most extensive TV network outside the U.S. operates in Canada CBy the presenives stions" he cbid
Dis reed that CBC Dunton revealed that the CBC was interested in 35 mm . produc-
tions. Cost is the only opposing tions. Cost is the only opposing
factor. He could foresee some facilities for 35 mm . at key points when the microwave network is when the
He said the corporation was wiling to accept more Canatian with increased use of film during the next few months by the CBC.

## KFJZ Features

- Continued from page 12 peting network affiliates are at their weakest.
Its other movie strips are "Starlight "Theater," 10:30-Midnight, and. It uses live hosts on its p.movies- it's a pretty gal, sally Parr,
on the "Starlight"- nabling local sponsors to get live commercials. KFJZ runs syndicated shows 910 p.m. This is one place where warrant. The station's sales are mostly spot participations.
KFJZ also recently bought 579 Paramount shorts from UM\&M
TV. The group includes 300 cartoons and 210 Grantland Rice shorts. The latter is expected to go into a Saturday afternoon show.
TV this week acquired the rights to the G. L. Travers "Mary Poppins" stories. The British children's tales will serve as basis for a spectacular
planned for the next season. An planned for the next season. An
original score will be commissioned for the show to lend lilt to the laughter.


## NTA Deeper Into P'kging With NTP

NEW YORK, Feb. 25. - As a further step into program packaging, National Telefim Associates has named its production arm :aThis is actually the same corporato entity formerly known as Ely Landau, Inc.
Landau, president of NTA, set up his production firm even before NTA went into operation two years ago. The firm, now NTP, owns stec NTA distributed shows as "The Passerby," "Man's Heritage" and the Bill Corum show. It is expected that NTP will have ownership of any new packages that Abner Greshler may, develop for

## 'Ivy' for Web

 Second RunsNEW YORK, Feb. 25.-Televi sion Programs of America is pitchIvy" for network summer replace ment. Meanwhile, however, it is continuing syndication sales. continuing syndication sales. WPIX here. TPA is putting a protective clause into its station condeal. WPIX will not start "Ivy" until October.


3 REGIONAL OFFICES UNDER 1 OWNERSHIP




# MUSIC-RADIO 

## Trade Paper Disk Polls Accurate By RIAA Test

## Association's Report Finds Best Seller Listings Correct

By June bundy NEW YORK, Feb. 25. - The accuracy of trade pape the Record Industry Association of America, Inc., this month, following a
test conducted by the Association's marketing committee last August and Septcmber "to determine the
accuracy of the best seller lists as accuracy of the best seller lists as
provided by leading trade publications."
The results of the test were set forth in the RLAA's annual report
for 1955 -iust made available to members. The report also summed

## SINATRA

## Batons Ork,

Recognized
In Congress

HOLLYWOOD, Feb 25.-Frank Sinatra added two new laurels to

his career this week, conducting a 56 -piece symphony orchestra for an upcoming Capitol album and
being read into the Congressional Record by Congressman Gordon L. Me.Donough
Sinatra batoned an album of 12 orginal worgs by Hollywood composers, among them Victor Young,
Nelson Riddle, Andre Previn, Jeff Alexander, Gordon Jenkins, Elmer Bernstein, Alex North, Alex Wilder
and Billy May. Session was one and Billy May Session was one
of the first held at Capitol's mammoth new recording studios. sional Record referred to the sing er's forthcoming world-wide tour of charity performances, in accordthe interchange between the United States and other countries of performing artists in the entertainment fields.
M-G-M Records Signs Skelton To Disk Pact
NEW YORK, Feb. 25.-M-G-M
Records has signed Red Skelton Records has signed Red Skelton
to a disk pact. Initial release will be "Little Babe," which will be introduced by the comedian Tues-
day (28) on his CBS-TV'er. Ork is conducted by David Rose, Skelis conducted by David Rose, Skel-
ton's TV conductor. Following its previously successful TV promo-
tion pattern, the diskery has slated distribution to jockeys and dealers for the following day.

The label will also release a 130 -voice Glee Club on March 15 . The set includes a variety of sacred to tie in with the group's annual spring tour.

## RIAA TO MULL DISK AWARDS

Record Industry Association of America will hold a board of directors meeting here
Wednesday (29) to discuss the Wednesday (29) to discuss the
advisability of setting up an advisability of setting up
industry-awards program. Awards would be presented to the best records and re-
cording artists each year, and cording artists each year, and
voting would be limited to voting would be limited to he record industry, a la Hol
up in general other activities conducted by the Association thruout 1955.

The RIAA trade-poll test was
conducted over a period of five weeks, during which six of the larger record companies made up
list of 10 best selling singles ist of 10 best selling singles and
albums each week on the basis of a "composite opinion expressed by ractory representatives in the fiel
reporting to their home offices. Each company reporting was in-
structed to omit from is list structed to omit from is list any
records or albums released under its own label, thus assuring an
unprejudiced report "At the conclusion of the test,"
said the RIAA report," it was clear said the RIAA report," it was clea
from the information developed that it was not substantially differ ent from that given in trade paper
polls over the same period, except polls over the same period, excep
that in a few instances new 'bes
sellers' showed on the RIAA tes sellers a week or two in advance of
poll

## Marketing Committee

The report also stated that as
result of studies by the marketin result of studies by the marketing
committee, and consultations with outside merchandising organiza tions, the RIAA board of director appropriated $\$ 25,000$ last year for of self-service to retailers thruout the country. However, the repor
noted self-service and store mod
(Continued on page 24

## Remington Bids

 For Pop FieldNEW YORK, Feb. 25.- The competitive situation in the low-
priced disk market became ome what sharper this week with the into the pop field. Don Gabor Remington president, stater? he
would release pop disks on all would release pop disks on all
speeds. The 78 and 45 r.p.m. tunes will sell for 39 cents each, would also produce pop EP's and
(Continued on page 24)

## SONG PLUGGERS KUDO WALLICHS

HOLLYWOOD, Feb. 25.Approximately 50 song plug-
gers, members of the Los Angers, members of the Los An-
geles Music Men's Luncheon geles Music Men's Luncheon
Club, turned out this week in Club, turned out this week in
a salute to Capitol President a salute to Cap
Glenn Wallichs.

Gathering hosted Wallichs as Capitol's new circular office building neared completion, famed Capitol tower adoming the dais. Ella Mae Morse the dais. Ella Mae Morse, whose Cow Cow Boogie initiated the success of Capitol 14 years ago, along with maes-
tro Les Baxter, proprietor of tro Les Baxter, proprietor of Cap's latest hit in Poor Peo-
ple of Paris," lanked Wallichs. Other guests included disk jockeys Dick Hayries and
Peter Potter, KLAC; Bob Peter Potter, KLAC; Bob
Miller, president of the Music Publisher's Contact Men's Association, with Sammy Friedman, of Shapiro-Bernstein, presiding.
Mercury Not For Sale, Says Irving Green
NEW YORK, Feb. 25.-Blossom ing trade rumors that Gener eleradio's long-heralded entry in launched via the acquisition of Mercury Records was vigorously
denied this week by the record company.
 untrue." He added that "we do not intend to sell our company
Business is better than ever. They (General Teleradio) never even talked to us about it," Green as-
serted. "I'd like to set rumors of Mercury's impending sale perma
nently at sest.
Reached in Florida, Thomas F
O'Neil, president of GT, would throw no light on the manner in which his company would enter
the disk industry. O'Neill, who is aso president and chairman of the system (a GT subsidiary) dectared "I have no comment to declared his time."
He referred all inquiries to Jack manager of GT. Latter exec also indicated that General Teleradio is

## THEY'RE ALL FISHING

## Buy or Sell a Diskery? Everybody's an Agent

By BILL SIMON

## NEW YORK, Feb. 25.-"Today

 every record company has its price,and everybody you talk to is an agent." This observation was made this week by a well-known indus-
try figure who has, himself, served as agent in a number
"Most of the music business at
torneys, printers, pressing plant
people, artists, publishers, even of-
people, artists, publishers, even of-
fice boys and telephone operator fice boys and telephone operator
can sell your company for you, or help you buy one, if you prefer, he reported, Some of them hav doesn't seem to deter them from fishing around. And that include some highly placed figures."
One thing that brought dozens of self-constituted label peddler
into the open recently was the se into the open recently was the se
ries of reports that General Tele radio, parent firm of the Mutua network, was going into the record

## Victor Hi-Fi Phono Sales Zoomed in '55

NEW YORK, Feb. 25. - RCA field, expanding its catalog in both Victor manufactured and sold two-and-a-half times as many hi-fi phonographs during the last half of 1955 as it did during the entire
p- - vious 12 -month period. p-svious 12 -month period. in the Radio Corporation of Amer ica's annual report to the stock-
holders, which reported holders, which reported 1955 sales
hitting an all-time record figure of hitting an all-time record figure of
$\$ 1,055,266,000$. This produced for the giant organization a net profit the giant organization a net prof or
after taxes, of $\$ 47,525,063$, or

## In surpassing the billion dollar mark for the first time, RCA be- came one of the top 25 industrial companies in the country. The 195 increase over 1954. <br> In the Victor phonograph and recordings divisions, the company recordings divisions, the company reported a $\$ 2.7$ million expansion program begun at Cambridge, O. <br> Columbia Disk Sales 50\% Up <br> Over 1955

 ity phonographs and tape record ers. And during 1955 , the com-pany produced more recorded pany produced more recorded
music than in any other year in its history The year 1955, of course, was the year in which Victor took the industry initiative by cutting the
list prices on its EP and LP disks by as much as 40 per cent. Other sic Service Plan and the Gift Certificate Plan.
On the artists and repertoire
front, the company re-signed the front, the company re-signed the Boston Symphony Ork and its con ductor, Charles Munich. Vladimir
Horowitz returned to the studios after a long hiatus to record the was featured on no less Toscanin was featured on no less than nin ages by the Clenn Miller packages by the were big sellers.
Victor was the first major disk
H. \& R. Gets Pic Score Rights
NEW YORK, Feb. 25.-Hill \& Range has acquired score of the Italian film, "Marcellino Pan Vino." Picture is reported to be ords in Italy and France.
Chief song in the film
cellino's Lullaby." Dorcas Cochran
has been asigned by Hill \& Range for the American market.
t also claims to have released the frst tapes with stereophonic and Otal sound.
Other factors listed as contributing to the over-all increase were the growth of the Custom Record Department, RCA recorded Proand Camden label. The latter reported a sales gain of 50 per cent

NEW YORK, Feb. 25. - Sales volume at Columbia Records for fun 50 per cent over totals racked up for the same period in 1955. Hal Cook, director of sales, asserted the increase in sales was aru retailer channels exclusiveli, noved thru the diskery's mailorder club.
Cook explained that some of the increase could be attributed to special circumstances related to LP price adjustments, but that the o heavy selling packages and sinles issued since the first of this year.
was recalled that uncertainty with regard to Columbia LP prices in the months following the $\$ 3.98$ (Continued on page 24)
R. Kayne Pacted By Frank Music

HOLLYWOOD, Feb. 25.-In aoordance with the company's policy Loesser's Frank Music Corporation his week signed Richard Kayne, cottish-born playwright, novelist and composer, to a long-term exclusive contract.
Currently making his residence here, Kayne is working on revisions of his play, "Single Man at a Party," o be produced at the Carthay Circle Theater, Los Angeles, in late spring. Kayne worked in London for five years prior to coming to America, writing reviews for the
stage and television. His first novel, stage and television. His first novel,
"Mrs. Livingston, I Presume," was "Mrs. Livingston, I Presume, was published in England in 1953 . dickering with four major platteries for the album rights to his upcomMost Happy Fella," based on "They Knew What They Wanted,"
(Continued on page 24)

## Record Racks

On Agenda of
2 Conventions

## NEW YORK, Feb. 25.-Record

 racks will be an important discussion topic at two forthcoming con-ventions this year here and in ventions this year here and in
The Toiletry Merchandisers' Association is scheduled to meet
April 25, 26, 27 at the Eden Roc April 25, 26, 2 and at least six of Hotel, Miami, and a. members are also record rack jobbers. Super ama,food exhibition, which also spotlights record racks prominently spotlights record racks prominently,
is set for August 25 thru is set for
September 9.

## SPA's Prexy Takes Blast At CLGA Claim

NEW YORK, Feb. 25--Official
locking of horns in the showdown locking of horns in the showdown
battle between the Songwriters' Protective Association, and the
Composers and Lyricists' Guild of Composers and Lyricists' Guild o
America took place this week when Abel Baer, SPA president, fired a
salvo at his CLGA counterpart, Leitlie Stevens. Referring to Stevens' recent as-
sertions that SPA had stalled the Composers Guilds attempt to be
named bargaining agent for song. uriters working in radio and TV
fields, Baer said, "There is no basis for that statement."
itself ${ }^{\text {The }}$ attempt of CLGA to inject itself as bargaining agent for all
writers with radio and TV networks fell of its own weight,"
Baer contended.
"CLGA speaks Baer contended. CLGA speaks
only for a small segment of the writers, mainly composers of bat
ground music. Its attempt ground music. its attempt
speak on behalf of all writers
composers of warranted. SPA is obligated on out the nation to oppose this tempted usurpation of unlimited authority," Baer declared.
from SPA's "Motion to stemmed
filed last week with the National Labor Relations Board in the matwith the major networks, NBC
ABC, CBS and Mutual. Hearing have been set before the NLRB in

## Col. Adds Two

 New Portables To Spring Line
## NEW YORK, Feb. 25.-Colum bia Records next week will intro duce two new 45 r.p... portable increasing its line of phonograpl to a total of 15 models. At the same time, dealers will be in formed of a spring promotion pla desinged to spur sales of phono in the coming months. The new units mark ti.e fir (Continued on page 22 Faron YOUng'S Click Preem



## ASCAP's Gilbert Lashes Back At Starr's Denial of Remarks

U-I TO FILM
JAZZ STANZA


A Universal-International musical featurette, marking the
the first major effort by a mo-
tion picture studio to feature tion picture studio to feature progressive jazz went into proWill Cowan producing and directing. Featured among the six jazz acts are Buddy De-
Franco, Anita O'Day, the Conley Graves Trio, the Chico
Hamilton Quintet, the Hi-Lo's Hamilton Quintet, the
and the Tune Jesters.

## Cleveland Cops Nix Disk Hops For Under-18's

## CLEVELAND, Feb. 25.-Loca

## Support by <br> Adams Called 'An Affront'

By JOEL FRIEDMAN HOLLYWOOD, Feb. 25.-L. Wolfie Gilbert, a member of the board of directors of the American Publishers, and chairman of the ASCAP West Coast committee, this week vehemently lashed back at

Herman Starr's denial of remark Herman Starr's denial of remarks
attributed to Starr at the recent board of directors meeting of the
Society (The Billbaard Feb Society (The Billboard, Feb. 25).
Gilbert in no uncertain terms declared, "Starr said those things, and
you can quote me." When informed that ASCAP President Stanley Gilbert added, "Adams' denial is an afro
The exchange of remarks came about as a result of a telegraphed
denial from Herman Starr, Warner

## Credit Switch Draws Longhair Cleffers Ire

## Dubin to Help

 Copyr't Panel
Copeland, Menotti and Others
See Big Loss in ASCAP Change
stantial group of top American
composers of serious music have
registered strong protests with the
Ameriean Society of Composers,
Authors and Publishers with re-
gard to the Society's recent (Jan-
uary 1) change. in its logging and
distribution formula.
This came to light this week on
the eve of a special meeting be-
tween a composers' committee and
ASCAP brass scheduled for Mon-
day (27).
The composers are prepared to
plead that ASCAP's change in the
credits awarded performances on
nctwork sustainers will cut drasti-
cally into their main source of in-
tome. Such a situation, it is said,

## BATONEERS MEET

## DOLA Makes Progress

Toward Permanent Org

## NEW YORK, Feb. 25. - The Dance Orchestra Leaders of Amer- as well as from the National Ballroom Operators' Dance Orchestra Leaders of Amer ica came several steps closer to to Bhroom Operators outfit has offered the free

 at a meeting held here Monday 20 .
## Wing Label to Focus

 On REB and RER Beat
The move highlights what ap-
pears to be a growing trend for
the majors to make a concerted
effort this year to regain their one-
time domination of r.\&b. wax, as
was the ease eight or nine years
ago. Coral Records launched a
similar venture into the r.\&b. re-
cording field last week, with the
inking of deejay Alan Freed
(WINS, here). The pact calls for
the spinner to record with his own
rock and rooll orchestra and back
(Continued on page 22)


DECCA 29839 9-29839


NEW YORK, Feb. 25.-Colum-
bia Records has adjusted the price bia Records has adjusted the price
of its children's EP's, returning
them to a $\$ 1.49$ list from the more them to a $\$ 1.49$ list from the more
recent $\$ 1.19$ level. No increase in recent $\$ 1.19$ level. No increase in
sales was experienced at the lowe price, it was said.
At the same time, the diskery
set a peg of $\$ 1.25$ on its new
"Starline" kiddie series. These are Starline kiddie series. These are
top-name moppet singles, the first
issues featuring Rin Tin Tin and issues featuring Rin
Captain Kangaroo sides.
On the distribution level, Co-
token return to a branch operation
with the opening of a whollyowned distribution facility in Kansas City, Mo. Bob Earl, formerly
of Mayflower Sales, will head the outlet. All other distribution ou lets are independently owned.

## Col.'s Foreign Pop A\&R Post

NEW YORK, Feb. 25.-Increas
ing importance of European de
rived disk material at Columbia Records was underlined this week with the appointment Shapiro to the newly-created disk pop artists and repertoire.
The Shapiro addition was one
of a series of personnel assignments of a series of personnel assignments Another new exec employed is
Floyd Kershaw, who was named Major promotion went to Art Schwartz, sales promotion manager
who takes on additional duties as Who takes on additional duties a
advertising manager. Gil McKean resigew titles assimed key. personnel include naming Dick
Linke sales manager of single rec. ords, Stan Kavan sales manager
of album products, and Bill Gal. lagher field sales manager. Milt of special markets (syndicates and
chain stores). Link, Kaven, Gal lagher and Selkowit, report to Hal Shapiro comes to Columbia from
a public relations and special proa public relations and special pro-
jects post at Broadcast Music, Inc Formerly active in the record and publishing business, Shapiro, in his
new post will serve as a.\&r. exec for pop material obtained from Philips, as well as domestic disk ploitation overseas. He reports to president.

## Batoneers Meet

- Continued from page 19 American Federation of Musicians to raise the present limitation on 5 per cent. This, it is felt, discourages good business talent as well as investing capital, which many
feel explains the dearth of new bands today.
Barney Young, controversial mu-
sic business figure who has been sic business figure who has been
associated with bands and leaders
in a number of in a number of capacities, informed
the meeting that the ABC radio from DOLA to discuss putting the per week, in which time they would be allowed to make band
industry pitches. Ray Diaz, na-
tional work, is highly director for the netdance band cause, said Young. attendance of certain publishing parties, including Young and Lo-
pez, that the members would be asked to take a stand on the recent ASCAP curtailment of credits for late-hour "remote" plugs. This
never materialized on the official docket, tho some amount of "grip-
ing" was reported. This was mon-publisher leader.


## '5 STARS' NEW VOCAL GROUP

 -Five deciass bere hive formed a woul zown tho
 Roy foberst. The hadad arearay Eut 3 ture. Tate Fine" "to

## Levy Again

 Wants in on Roost LabelNEW YORK, Feb. 25. - Jazz magnate Morris Levys on-again-
off-again deal for a piece of the Roost Reco
this week.
Leve,
proprietor of Birdland and major partner in Patricia, Planetary and Kahl publishing
firms, already has an interest in firms, already has an interest in
Rama and Gee Records, as well as Rama and Gee Records, as well as whereby he makes some Birdland jazz talent ¿vailable to the major
disk works.
Reportedly, Levy is not happy with the Victor setup and would Gee specialize in rhythm and blues and pop disks.
Outside of the operating capital
Levy could contribute to a young disk business, the operator's manyfaceted enterprises provide a wide
assortment of inducements for unaffiliated talent. For example, as bait for signing a disk contract, he
is in a position to offer the artist a certain number of weeks work a
Birdland or a spot on the bill o the annual Birdland Stars tour. and Jack with Roost's Teddy Reig out in order to consummate a pact
with ABC-Paramount However he eventually ended up with
Victor.

## Col. Adds Two

- Continued from page 19 time Columbia will make available
phonos which play only the 45 phonos which play only the 45
r.p.m. speed. One, tagged the to be known as the " 445 ," carries a suggested list of $\$ 69.95$. Latter,
described as a hi-fi player, has a wider range amplifier and speaker The company's spring promoconsumer advertising beginning accessories to phono purchasers at
no extra cost.
With the Columbia 360 K , phono buyers will receive a specially
designed table. This, in effect, will make of the machine a console
unit. Together with the free diamond stylus, now offered with the
360 K , the package will be plugged as a $\$ 200$ value. List price
ever, will remain $\$ 149.95$. Free record carrying cases will be offered with the purchase of
portable phonos in the line. These the designed in finishes to mateh available in sizes for seven, 10 and


## Credit Switch

## - Continued from poge 19

 far as it pertains to serioust inso man Starr, Max Dreyfuss, Deems Tasker Howardopen secret that the Society
pecifically at intribution was aimed
specifically at certain small pub-
lishers, among them band leaders, who have been racking up substantial perf
airings.
On the part of some publisher
concentrating on publication of serious music, similar concern has poesers, their principal the comcert orohestras over network sus-
taining show/

Reynolds A.\&R. Mgr. of RCA Jazi Dept.
NEW YORK, Feb. 25. - RCA Victor shook up its jazz depart-
ment this week, bringing in Fred ment this week, bringing in Fre
Reynolds as manager of artists an repertoire. Simultaneously, the
company made it officia! that Shorty Rogers, key West Coas
Jazz School figure, is returning to capacity. most recently, ha Reynolds, most recently, ha been music editor of the magazine
Hi -Fi Music At Home. Previously he was a disk jockey with station
WGN, Chicago, and conducted a record review
Rogers, jazz trumpeter, arranger conductor and teacher, has been signed not only as an artist, bu
also as talent scout, supervisor and also as talent scout, supervisor and producer of jazz albums on the
Coast. He returns to Victor after a year with Atlantic Records similar capacities. Atlantic known to have amassed a fair-
sized backlog of unreleased Rogers aterial.
Reynolds replaces Jack Lewis i the top spot, Lewis having been
transferred to the Pop Singles Department. In that division he wil serve as assistant io Joe Carlton,
filling the spot vacated by Herma Diaz, who took over a.\&r. chores
at the subsidiary Vik label last

Reynolds reports to Ed Welke
head of a.\&r. for pop albums.
Muzal-ASCAP
Interim Rate
NEW YORK, Feb. 25.-Performance fees at an interim rate of 85
per cent of its old rate were
ordered paid by Muzak and its ordered paid by Muzak and it
licensees to the American Societ of Composers, Authors and Pub lishers during pendency of a cur
rent legal hassle over a new con tract. Action is under arbitration Meanwhile, other background music suppliers have shown som umbrage at the interim decree
since they are still required to pay since they are still required to pay
full to ASCAP. The Muzak full fees to ASCAP. The Muzak
case, when finally settled, is ex-
pected to set the pattern for pected to set the
industry payments.

## Wilde Joins Levy Jazz Tour Org

NEW YORK, Feb. 25. - Al
Wilde, with the Gale Agency for
19 years, has resigned as director 19 years, has resigned as director
of publicity and advertising. The parting was amicable. Wilde will
take charge of Morris Levy's jazz tours and other facets of the oper
Mike Conner a Father
NEW YORK, Feb. 25. - Mike
publicity and deejay promotion for
Decca and Coral, and Mrs. Con-
ner became the parents of a son
Sunday (19). The baby, Lindsay
Andrew, was born at Mt. Sinai
Hospital, weighs 8 and a half Hospital,
pounds.

## Cleveland Cops

$\frac{\text { Continued from page } 19}{\text { senting Sunday matinee-dances for }}$ teen-agers at the Bandbox. Also affected by the edict are teen-age two rhythm and blues clubs, "Th two rhythrn and blues clubs, "T At the same time, local police
are enforcing an ordinance barring youngsters under 18 from being out on a public street after 11 p.m.
without their parents. Local jocks without their parents. Local jocks
promoting teen-age dances here in promoting teen-age dances here in the future are now required to
clear all plans (time, place, etc.)

## with

## Coast AFM May Corry Fund Battle to Courts

HOLLYWOOD, Feb. 25. - ones to benefit would be the reShould AFM Local 47 win the sup:
port of its members at a meeting musicians who are among
the best paid members of the fedport of its members at a meeting the best paid members of the fed-
here Monday (27), it was predicted eration and whose mechanical he local will take its demands for product is the principal reason fo e-evaluation of its payments into the widespread unemployment among, our other members, said
Despite the fact that 29 AFM Local 47 auth made comparing the Los Angeles musician with payments to the trust fund, in addition to the employin addition recently to the election of two anti-Petrillo executives, are
viewed as strong threats to the AFM president.

## Mercury Has Illustrated LP <br> Disk Catalog

NEW YORK, Feb. 25.-In line with its decision to go all out on album production and promotion this year, Mercury Records this week issued its first LP picture
catalog to distributors. Heretofore catalog to distributors. Heretofore, Mercury abbum catalogs have ca
ried only straight copy listings. ried ony straight copy listings. 40-page booklet containing a com-
plete list of Mercury's 12 -inch LP the EmArcy jazz packages. The catalog also lists 11 new EmArey
and 28 pop albums scheduled for release in March-including pack-
ages by David Carroll, Eddy ages by David Carroll, Eddy
Howard, Sarah Vaughan, Dinah
When Washington, Frankie Laine, Richard Hayman, Lawrence Ralph Marterie, Patti Page and Rusty Draper.

## Feris Llabel

Gets Under Way
NEW YORK, Feb. 25.-Barney Young's Ferris label, described as business, is rolling. Young re-
vealed yesterday that following his vealed yesterday that following his
failure to reach agreement two failure to reach agreement two
weeks ago with Irving Gwirtz on weeks ago with Irving Gwirtz on
the Paragon label project, he has the Paragon label project, he
moved fast in making contact by mail with 11,000 operators on use of the new label, and in issuing
his first release. his first release
posed Ferris name is on the proposed Ferris name is still being awaited, the first disk was brought
out on a subsidiary label, Gloro. This disk, "The Stars and Stripes Merengue," based on the famous Sousa march, which bs now in pub-
lic domain, was cut by Gloria Parker and Her Merengue Rhythms.
(Continued on page 98)

## Cadence Sets <br> Shirley Bash

NEW YORK, Feb. 25.-Cadence
Records will sponsor a concert by one of its artists, pianist-composer
Don Shirley, at Town Hall here Don Shirle
Shirley, who plays jazz in the classical manner, will play most of best-selling Cadence albums, along with an original improvisation
tagged ${ }^{\text {a }}$ Orpheus in the Underworld." Cadence is underwriting the entire concert, and if it clicks,
the label may do a repeat in other the lab
cities.

Freed's Post at
Coral Clarified
NEW YORK, Feb. 25. - Bob Thiele, artist and repertoire chief
of Coral Records, this week clarified the status of deejay Alan Freed's new pact with the label.
Freed, said Thiele, will not function on the artist and repertoire director level, but only as an artist,
recording for both Coral and
Brunswick, as reported in The

## Preminger Tops Carlyle Music <br> HOLLYWOOD, Feb. 25.-The formation of Carlyle Music, Inc.

 formation of Carlyle Music, Inc(ASCAP), was disclosed this weel (ASCAP), was disclosed this week
by veteran film producer Otto Preminger. New firm will pub-
lish the music from forthcoming Preminger productio
to other indie films.
to other indie films.
Corporation officers include Pre vice-president, and I. H. Prinzdent of the firm that bears his Kaye's Dena Music firm, will ac tively manage the new company looked upon as a vital development, inasmuch as Preminger is re most important film producers. His current production, "Man With the Golden Arm" is an Academy Award nominee, with Raphael
lishing the score from the film. Prior to organizing his own firm Raphael directed the operation of the Walt Disney music companies
Decca Shifts Branch Posts Distributing Corp, has made tw posts. Morris Kipner becomes man
ager of the Detroit branch March 5. Kipner headed the Cincinnat branch. Replacing Kipner in Cin
cinnati is Edward Greller, formerly

## 'Abner' Rights

## - Continued toom pose 19

Mercer and Depaul recently col
laborated on the score for "Seven Brides for Seven Brothers" at Brides for Seven Brothers at
M-G-M. Choreographer Michael
Kidd has been signed to devise and Kirect the dance sequences for the production.
Unique sponsorship of a Broad
way musical will allow Paramount to share in the play's prospective
profits. Studio has previously in vested in plays, but has neve underwritten the complete cost of one. Paramount has participated in the past by buying motion pic
ture rights in advance of Broad way openings to "Sabrina Fair,
"The Desperate Hours," and "The Chalk Garden." Initial project is planned for a September open
ing on Broadway, with the film to be produce
years later.

## THE POOR PEOPLE OF PARIS

## Recorded by:

| Larry Clinion . . . . . . . . . . . . Bell |  |
| :---: | :---: |
| Les Baxier . . . . . . . . . . . Capliol |  |
| Lawrence Welk | Coral |
| Russ Morgan | Decta |
| Winifred Atwell | London |
| Les Anthony | Tops |
| Chet Atkins | Vicfor |
| acords listed | ally |

HILL \& RANGE SONGS

## A Bantifit lem Ballad tita



FOR SALE: Music Pab. and Recording Co., B.M.I and Union Lic., Calif. Corp., can be operated NO DEBTS \% BOX 1175

new releases 'SIXTEEN TEENS'
The Rover Boys-Abc.Par

## 'GOODBYE MAMBO'

Frank Virtuoso-Rhythm
MYERS MUSIC, INC.


Promotional Records

TIM Nationat od sony Explotitation

## PROMOTION SERVICES

 FOR RECORD FIRMS EDW land Detroit ind PAPMPHITER . 0. Boo 271 Cin SincinnatiER 1 , ohio
## Support by Adams 'An Affront

dressed to me and to the board of $\mid$ tional had requested an agreement directors. I cannot and do not for myself, having seen an article in the February 25 issue of The Billboard, I can assure you this grossly misquotes me. I want to
assure you that I did not impugn assure you that I did not impugn
you, your orgatization, or any you, your orgatization, or any
member of your organization in any way."
Stevens had previously wired Starr, saying, "You have been
quoted in the trade press as having quoted in the trade press as having charged at a meeting of the ASCAP
board that the Composers and board that the Composers and
Lyricists' Guild is engaged in activities which are dangerous to ASCAP. Nothing could be further
from the truth. Your statement was from the truth. Your statement was
undoubtedly the result of your misunderstanding of the objectives of the Guild. We seek ouly to repre-
sent all composers who work under sent all composers who, work under tain minimum busi in order to ob tain minimum basic agreements for compensation and other conditions. How any of such activities could prehension. Far from being trouble prehension. Far from being troublemakers, as you have suggested, our
group is composed of some of ASCAP's staunchest supporters, including Arthur Schwartz, Mack David, Victor Young, Johnny
Burke, Sammy Cahn, Johnny Burke, Sammy Cahn, Johnny
Green, Walter Schumann among others. The Guild at no time has
had or will it ever hive with ASCAP, nor will it encroach on ASCAP's activities. We operate in two entirely separate fields of endeavor. We, to protect composers and lyricists in their em-
ployment, and vou to protect them ployment, and you to protect in the exploitation of their performing rights. In all fairness we call upon you to publicly with-
draw your erroneous statement." Dinner Quiet
Tho the semi-annual dinner meeting of ASCAP was marked by was little doubt that the subject of Starr's remarks and the suggestion
that President Stanley Adiams be that President Stanley Adams be uppermost in the minds of those in attendance
Wolfie Cilbert told The Bill-
board that he was prevailed upon by a group who visited him prior to the meeting, that "this be an
orderly and harmonious meeting," orderly and harmonious meeting."
Other writer members noted that the motion to adjourn the meeting was "one of the quickest accept-
ances on record,"
In addressing the meeting, Sol Bourne touched lightly upon what
vas considered the intemperate re marks of a speaker at the Coa group"s previous meeting. Bourne made a number of references to that speakers statements concern-
ing "ASCAP's power" and that "ASCAP operated under a consent decree."
Gene Buck. president emeritus of ASCAP, told the meeting that he would propose Wolfie Gilbert for
the ASCAP presidency to the writer's classification committee with the suggestion that they present Giberts name to the board of
directors.
Buck also averred that while he was aware that the Society must
keep up with progress, he was op keep up with progress, he was opposed to any system of mechanization, referring to the means of
evaluating the work of writer evaluating the work of a writer. Opinions Voiced
Numerous opinions were voiced here by writers in the matter of Herman Starr's declaration that the Composers and Lyricists' Guild threatened the existence of ASCAP,
and that a number of Coast writers and that a number of Coas
It was pointed out that Starr represents the Warner Bros.' music publishing interests, and that the weanen Starr's the Gonid might weaken Starr's position in his reStarr recently added Allied Artist as a client, with the Music Publish ing Holding Corporation represent ing that studio.
Others point to the fact that SCAP currently has no agreement with the motion picture industry, Billboard that Universal-Interna-
be drawn.
Legal and other reliable sources the CGA and Coast writers was unwarranted, for under the proisions of the Taft-Hartley Act,
inion could not negotiate for property right, and in the case of music, a copyright and other fringe rights, i.e., performances.

## Adams Ovation

- Continued from page 19


## he period July, 1953-1954, with

 1954 collections from foreign sources already past the $\$ 2$ millionMuch speculation centered about he possibility of Adams continuing with ASCAP following his April 30 expiration of office, with Adam:
later revealing that a committee o later revealing that a committee o
writers called upon him following the mecting. The group reportedly were prepared to back Adams in number of posts, i.e., business man ager, assistant to the president chairman of the advisory commit tee, etc. Due to return to New
York on March 5, Adams declares

## - Best Selling

 SHEET MUSIC IN BRITAII For Week Ending February 18```
A cabled report from the Music
List is based upon their weekly sur-
vey of England's leading music dealers.
The Batlad of Davy Crockett-Disney
M(Disncy)
l
Y(Montclare), Foolish-Chappell (Chappell)
love and Marriag-Charpell (Chap
With Your Lov-Mamelodies 
Zamberi-John-Fields (Shapiro-Bernstc
Sixteen Tons-Connelly (AMmerican)
l
When You Lose the One You Love-
Bradbury (Chappell) 
```



```
Love is a Many-Splendored Thing-R
l
Suddenly There's a Valley-
S
```

- Best Selling
POP RECORDS IN BRITAIN
For Week Ending February 18
Published thru the courtesy of
The Now Musical Express, Britain's
Foremost Nusical Publication.
This

1. MEMORIES ARE MADE OF THIS
Dean Martin (Capitol)...
2. ZAMBESI
Lou Busch (Capitol)

LOVE IS THE TENDDER TRAP
Frank Sinatra (Capitol) .........
3. SIXTEEN TONS
Tennessec Ernic Ford (Capitol)
Tennessee Ernic Ford (Cap
Hilltoppers (London)
HOCK
ROCK AND ROLL WALTZ
4. ROCK AND ROLL WALTZ
Kay Starr (HMV) ........................
B. BAND OF GOLD
5. BAND OF GOLD
Don Cherry (Philips)
6. BALLAD OF DAVY CROCKET..
Biil Hayes (Dondon). $\ldots$ Li.......
7. DREAMS CAN TEL AL
ROCK 1SLAND LINE
Lonnie Doncean (Decca)
8. YOUNG AND FOOLISH
Edmund Hockridge (Nixa)
Edmund Hockridge (Nixa)
9. LOVE AND MARRIAGE
Frank Sinatra (Capitol)
Tennessee Ernie Ford (Cakitil).
10. MEMORIES ARE MADE OF THIS
Dave King (Decca).........
11. ROBIN HOOD
Dick James (Parlophone)
12. WHO'S SORRY NOW
13. IN OLDnic Ray (Phisbon
Frank Chacksfield (Decea)
14. RK A BEATIN BOOGIE
15. YOUNG AND FOOLISH

GIVE TO DAMON RUNYON CANCER FUND

## Wing Label to Focus on R\&B

other straight r.\&b. artists on Cor's Brunswick label.
RCA Victor, of course, stepped promotion on its, r.\&b. Groove cutly embarked on a campaign to ign some top names. Columbia agged its Okeh label an r.\&bb. o date hasn't put any heavy promotional push behind it.

Anything With a Beat
Veepee Art Talmac'ge, Mer-
ury's artist and repertoire chief ums up Wing's new policy anything with a beat." He emol asizes that rock and roll, which is fast creating a category of its wn will be just as import
he label as straight r.\&b.
Bob Shad, a.\&r. director of Mercury's jazz subsidiary EmArcy, ies, while Chuck Stevens, who formerly held the post takes over upervision of all album recording and production for Mercury and
e would know his future status by nid-March.
Aware that there are numerous reas which require the intense inerest of ASCAP, Adams declared that the organization is closely
studying the film TV field, and that studying the film TV field, and that
the Society recently increased the quarterly awards classification alwance from $\$ 35,000$ to $\$ 50,000$ effective October, 1956.

Wing. Stevens reports to David Carroll, who in turn reports to Talmadge.
In the belief that specialization has paid off in the case of EmArcy, Talmadge said Wing will maintain a separate sales promo tion and merchandising staff, with Johnny Sippel continuing as sales director, Warren Ketter in charge of promotion and advertising, as sisted by Eddie Matthews, field representative. Mercury distribu tors meanwhile are adding addi-
tional sales staffers to handle the extra Wing activity.
Moving over to Wing from Mer cury will be Buddy Johnson, Ella Johnson, Rollee McGill, Red Prysock, Sugar and Spice, the Penguins, Joe Liggens, and the Crif-
ins. Wing artists switching to Mercury include Nick Noble, Lola $D \in e$, the Gadabouts and Frankie Castro. Remaining on Wing will be the Empires, Jay Hawkins, Bobby Sharp, Titus Turner, Buddy Morrow, and Jimmy Palmer. In some cases, established Meride for Wing, while their pop re eases continue on Mercury. Dinah W.shington, who already boasts a strong r\&\&. following, is one of he artists specifically mentioned as such a possibility.
Wing will continue to issue 12 forthcoming albums covering op form and mood


## ALL NIGHT LONG (Scorpio)

 ARE YOU SLIPPING THROUGH MY FINGERS!TEDDI KING (Victor) (Kahl)
BO WEEVIL (Reeve) TERESA RREWER (Coral)
FATS DOMINO (Imperial)

## CRAIY IN THE HEART (Regent)

 DOWN BOUND TRAIN (Arc) 'IL WAIT (Irinity) BETTY JOHNSON (Bally)I LOOK AT YOU (Regenf)
JIMMY YOUNG (London) EDDIE FONTAINE (Vik) *MAMA INEZ (E. B. Marks) PARTNERS FOR LIFE (Wemar) RUTH CARROLL (King) BOYD BENNETT (King) PLEASE TELL ME WHY (Trinity)
BETY JOHNSON (Bally)
SILENT MOVIE MUSIC (Album) (Triumph) SILENT MOVIE MUSIC (Album) (Triumph)
JACK SHAINDLIN (Coral)
SUCH A DAY (Hill \& Range)
VERA IYNN (London)
RITA RAINES (Deed)

## A TEAR FELL (Progressive)

 TERESA BREWER (Coral)IVORY JOE HUNTER (Allantic) TEEN-AGE HEART (Wemar) EILEEN BARTON (Coral) FAYE ADAMS (Herald) RHITA DELMAR (Ram) tennessee ernie ford (Capitol) THAT'S YOUR MISTAKE (R.T Music)
OTIS WILIAMS (Doluxe) OTIS WIIIAMS (Doluxe)
CREWCUTS (Mercury) WHY DO FOOLS FALL IM LOVE (Patricia) THE TEEN-AGERS-FRANKIE IYMAN GALE STORM (Dot) THE DIAMONDS (Mercury)
GLORIA MANN (Decca) GLORIA MANN (Decta)
 Best Buy
REst
Best Buy Sleeper of
the Week

## REs Award

 Sleeper ofthe Week

75 (Gaod)

Excelle
(Excellont)
Best Buy

## Best Buy

Spotlight

Very cood

$$
\begin{gathered}
\text { CVery }{ }^{\text {B }} \mathbf{C} \\
\text { Sleeper } \\
\text { Sthe } W \\
\text { Sure } 5 \\
\text { RG: } \\
\text { Awar }
\end{gathered}
$$

## Gachusively ou



# LEW DOUCLAS 

and his Orchestra

# "10,000 YEARS" 

Featuring WIN STRACKE AND CHORUS $2+2+2-2$

# "FIDDLE DEE DE 

(Sparkling Instrumental)

## Bally 1002 (7-1002)




## with two new gems

 THOSE WHO HAVE LOVED
## DON'T GET CARRIED AWAY

Record No. 3366




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## PCA VICTOR's

## OPERATION

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in record merchandising
that enables
you, the dealer
to meet
and beat
the record clubs...
RIGHT OVER YOUR OWN COUNTER!


## PCAM VICTR announces



Here's what this exciting new plan gives YOUR CUSTOMERS!

BETTER SAVINGS than a record club through you!
GREATER ARTISTS than a record club through you!
MORE EXCITING FREE BONUSES than
a record club through you!
RCA VICTOR "New Orthophonic" High Fidelity recordings in advance of the regular release date!

It all adds up to the greatest dealer opportunity This is your chance to do more than talk back...

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free records plus big savings that cost you nothing!
PRE-SOLD CUSTOMERS returning to your store month after month!
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no bookkeeping on your part!

## NO DEALER BY-PASS EVER!

Complete, hard-working ADVERTISING BLITZ in national magazines and local newspapers!

## ever.

this is your chance to COUNTER ATTACAI

## - Review Spotlight on

## ALBUMS

## Popular

LAWRENCE WELK (1-12") - Shamrocks and This is must inventory 57036 with his phenomenally successful TV Welk with his phenomenally successful TV show, is
certain to sell heavily on this disk. His last certain to sell heavily on this disk. His last
Coral LP hit the top 10 clbum chart. It's one of the most tasteful, charming packages of Irish melodies ever turned out. Doing vocals are Jim din, the Sparklers. The tunes include "When Irish Eyes Are Smiling," "An Irish Soldier Boy," "A Little Bit of Heaven," "Wild Colonial Boy," etc.

## Jazz

GERRY MULLIGAN QUARTET PARIS CONCERT (1-12")-Pacific Jazz PJ 1210 "Bernie's Tune" and "The Lady Is a Tramp,"
cluded here, are also in the Mulligan Sextet EmArcy set reviewed last week, but Mulligan fans will probably welcome the different sets o solos by the bari star and trombonist Bob

Brookmeyer. Altho the trumpet and tenor are absent here, the electricity of the live concert performances is a big plus. No Mulligan
releases for many months, and now two topreleases for many months, and now two top-
flight LP's in two weeks-and both should sell flight LP's
blues and other shades of green (1-12") - Urbie Green, Trombone. ABCwith its first ioz
With its first jazz release, ABC-Paramount
has hit paydirt. Even a listener with a has hit paydirt. Even a listener with a tin ear
would get a pleasurable message from Green's swinging trombone. From the first notes of his own "Reminiscent Blues," Green's velvety tones and "down home" feel hit their mark. Besides other originals ("Dirty Dan" and "One for Dee") Green ambles thru a delightful collection of pop and modern jazz standards that impress for their facility and relaxed mood. Green's happy, congenial sound is echoed in his rhythm section, an outstanding group of instrumentalists that inciudes Jimmy Raney, Percy Heath, Kenny Clarke and Dave McKenna. A wide cross-section
of the public will find it easy to dig into their of the public will fi
pockets for this LP.

- Reviews and Ratings of New Popular Alhums



COMMAND PERFOR
Harmonicas
Mercury
(1-12")
O122
Harmonicat packages seem to be
coming out in ocomiderable number
-a tact which dealers should consider in makine up up invertory Thout This particer-
viar package presents
 Sound and performance are up to
this group's par, which is very good. RUMPET MOODS
Randy Brooks an
Decca DL 8201
These instrumentals featuring Randy
Brooks' trumpet make up a with beautifut tonal effects. The ar-
rangements by John Benson Brooks are sophisticated and effective whe
performed with the technical skill of
this band. The notes by are very knowledgable. The tunes in"More Thand You Know." "Harlemplent etc.

## TRIO SHMEED

## BC-Para The Tri with thi yodeling Swiss applied flythm interes novelty. <br> Tris this seling hon pplied ythms. eresting

 untmakes
package
natite
meland
to ios ver sabisum

## SCOTT FREE

ble

shouid got him into stores that didndt
carry his earlier jazz sets. The Bud
Powell influuence is strong, but manay
Powell influence is strogg, bue many
of his early rough edges have been
smothed off and he now plays an
extremely smart modern piano. His

with his piano at this stage. "Sky.
line" is a modern piano rhapsody
that many jocks will like.
INTRODUCING CARL PERKINS
Cart Perkins, Piano; Letor Vinnegar,
Bass; Lawrence, Marable, Drums ( $1-12^{\prime \prime}$ )
Den
Porone DL 211
Perkins sounds like a real find. He's
authoritative and articulate.
authoritative and articulate in a
moderately modern sense, and he has
a fine feel for temponse, and beat. The
anart program should and smart program should attract some
less venturesome histeners. It includeat
a tasteful "You Don't Know What a tageful "You Don't Know What
Love Is." "It Could Happen to Yo"
and a good "down" blues, "Marble.
head." One to head," One to recommend to piano
fanciery whe are willing to explore.
Great rhythm support too

## solo piANO

Savo PIANO McKena (i.12......
ABC-Parampunt ABC 104
 likely to have a seady sale within a
limited circle of limited circle of lovers of folk and
traditional music. Enginecring-wise and performance-wise, the disk is
the is
hieh-class; and it has the additional attraction of a scholarly set of liner
notes by Peter Crossty-Holtand. Ac-
companying Thomas are Enid Simon


$$
\pm
$$

## tifs, which should accounk for some customer imerest. <br> WELSH SONGS ,..................... Thomas L. Thomas, Baritone ( $1-12^{\prime}$ ) London LL T249

 This is a finely produced package.
## del

 Some of the great Mozart interpretaet ( $\$ 10.98$ ), the main appeal of which in connoisseurs. The recordines date backthe mid $1900^{\prime}$ 's, tho several are from the early 1940 's. Actually, artho tor
billed, it is Koussevitsky (conducting the
Boston Symphony in Symphonies No. 26,
29 Boston Symphony in Symphonies No. 26,
29 and 34 , and the London Priblharmonic
in the G Minor. Bruno Walter, with
it

$$
16 \begin{aligned}
& 16 \\
& \text { bill } \\
& \text { bill } \\
& \text { in } \\
& \text { no }
\end{aligned}
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GEETHOVEN: PIANO CONCERTO NO.
4 IN G; RONDO IN C, OP. 51 , NO.



somewhat less triginally caceme out with
None will quibble with quith
with find cthing., which
highe status amonh the best
ROSE BAMPTON IN OPERA (1-12")-
Camden CAL 293..............
Older recordings by Miss Bampton of
utstanding and memorable arias
outstanding and memorable arias have
been incorporated on this one L.P. For old material, there is a remarkably good
quatiy, which makes this a stanout
bargain buy. The works include "o Patria
隹 Mia" from "Aida," "Vissi de 'Arte" friam
"Tosca," "Non Mi Dir, Bell Idol Mio"
delightulty listenable idiom that has
a personality all its own.
HER8 GELLER PLAY
EmAeller MG 36045
Geller
Geller is presented here in two
gexsions recorded a eessions recorded A year apart (Au
gust, 1954, and August, 1955) with
two different rhy thm sections. In the earlier group, the ate ato suxophonist
was backed by his wife, Lorraine, at whe packed by his wife, Lorraine, at
the piano, and by Lawrence Marable
and Curtis Counce, in the later one.
by Mra Gotler, Loroy VVincter by Mrs. Golior, Loroy Vinnegar and
Eidridge Frecman. Well schooled in
the idiom of Charlie Parker, Geller is socure in the fast, Pricker, Gellec
Moos of the tivens are Geksages.


## - Reviews and Ratings of New Classical Releases



NEW YORK, Feb. 25.-The new country and western song, "If Jesus Came to Your House," is based on of public domain poem, but each of the current three wax versions
credits the tune to a different cublishing house.
Porter Wagoner's Victor disk lists Earl Barton Muic. Tex Ritter the Red Sovine version on Dece lists Cedarwood.
Incidentally, the song has run into a unique kind of censorship in some areas, where sensitive radio stations object to a lyric-line reading if Jesus came dio and hope he hadn't heard? And wish you hadn't uttered that last l.ud hasty word?
One irate Virginia station exec wrote: "No more plays on our station for If Jesus Came to Your House. Matter of fact, if Jesu came into any house where our
station was tuned in, he would probably enjoy Himself hugely..

## Revive N. J.

 Dealer Org.NEWARK, N. J., Feb. 25.-The New Jersey Retail Record Dealers Association is being re-activated.
Originally formed in 1940 , the Originally formed in 1940, the group has long been in a dormant status, but meetings have now of each month the first Tuesday Hotel here. Unified
the problems action we sought on the problems of the growing en-
croachment of rack jobbers and discounters fostered by some distributors and one-stops. Other possible topics for discussion are merchanding and proposed collective advertising and promotion. Potenas 60 to 70 dealers.
Steering committee consists of James Landay of Eclipse Music,
Paterson; Al Meyers of Town and Country Music, Westwood; Aaron Applebaum, of Bergenfield Music mont Music in Paterson and


## AMERICA'S HOTTEST LABEL comes up with

## THE FIRST BIG IISIRUMENAL OF 1856



DRAMATICALLY RECORDED
BY...
MARC

# FREDERICKS 

his piano and orchestra b/w

## SYMPHONY TO ANNE

Both Composed by CHICK THOMPSON 15446
$\square$

# Dramas <br> - do you want to increase your sales dollar volume? 

## - do you want more profit?


 sales of the world's finest phonographs!

THESE ACTUAL SIZE DEALER CO-OP ADS TELL THE STORY!


Columbia Phonographs offers you these items at less than cost PLUS - these great co-op ads -
PLUS - an extensive national consumer advertising campaign!


# 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 HITS 

THE NATION'S TOP TUNES for survey week ending february 22


## Introducing

## Carole Bennett

## HE LOVES ME, HE LOVES ME NOT

## BEYOND THE SHADOW OF A DOUBT




## Currently Riding the Charts with "IT'S ALMOST TOMORROW"



## No. 1 IN BOSTON and BUSTIN' EVERYWHERE

*IMMEDIATE LISTENER REACTION ON FIRST PLAY OF CRAZY LITTLE Palace. billy williams quartet ON WAY WITH BIG HIT."
on Roy Leonard WKOX, Framingham

TBIG HIT FOR A WONDERFUL cuY." $\begin{array}{r}\text { Eob Merman } \\ \text { WTAO, Cambridge }\end{array}$

TOOKS LIKE BILY WILIAMS HAS FOUND A HIT "HOME" IN CRAZY litte palace,"

Frank Ayruch WNEB, Worcester
"Crazy little palace is bound TO ESTABLISH BHLY WILIAMS AS the truly top artist he is."

Ed Penney WTAO, Cambridge
very exciting record should APPEAL TO TEEN-AGERS."

George Fennell George Fennell
WHIL, Medford
what can I tell ya-this rec. ORD IS TOO MUCH."

Stan Richards WCOP, Boston
-the greatest rock and roli WAILER OF THEM ALL FINALIY tags one - whatever hap. PENED TO MAX LIEBMAN????"

$$
\begin{array}{r}
\text { Norm Prescott } \\
\text { WBL, Bosion }
\end{array}
$$


"MY BOY HAS REALIY GONE WHD ON THIS ONE."

Dave Maynard
WORL, Bosion
"Fabulous renditionDEEINITEYY ONE OF THE TOP 5 IN 3 WEEKS Alan Dary WORL, Boston

TTHIS LOOKS LIKE THE
RECORD FOR ONE OF THE RECORD FOR ONE OF THE
GREATEST SINGING GROUPS AROUND WHOULD GO ALL TH G A SMASH Hit AT ALI RECORD SHI AT AL HIGH SCHOOL POILS." Jay McMaster WMEX, Boston A MOST DESERVING GUY WITH A DESERV. ING HIT."


ROR MOMEY
BILR MY MONEY, BILIY WILLIAMS CAN
SWING IN HIS SWING IN HIS PALACE ASSURED OF
CRAZY HITH. Bill Marlowe WCOP, Bosion

## The Billboard Music Popularity Charts

## Best Sellers in Stores

For survey week ending February 22
RECorDs are ranked in order of their current nationat selliast
importance
necekty
at
weckly survey of the top votume dealers in every imporant manteo
arce. When significant action is reported on bot sides of as


1. LISBON ANTIGUA (ASCAP)-
N. Riddle.,...............
Robia Hood (AsCAP) Cap. 3287
2. ROCK AND ROLL WALTZ (BMI)-
K. Starr............................ 29 Ive. Chaused My Mind a Thousand Times (ASCAP)
Vic. 20.6399
3. GReAt pretender (ascap)Platters
$m$ J
4. No, NOT MUCH (ASCAP)-

Four Lads.
ril Never Know (BM1) Col 40629
5. POOR PEOPLE OF PARIS (ASCAP)L. Baxter....................... 7 3 Theme From Helea of Troy (ASCAP) Cap 3336
6. Memories are made of this (BMI)-D. Martin. ........
7. SEE YOU LATER, ALLIGATOR (BMI)-B. Haley.......
Paper Boy (ASCAP) Dec 29991
8. ILL BE HOME (BMI)-P. Boone... 9 4 TUTTI FRUTTI (BMI)-Dot 15443
9. BAND OF GOLD (BMI)-D. Cherry. . 813 Rumble Bookie (BMD) Col 4059
10. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)-D. Hyman.............. 14 Bawbles, Bangles and Beads (ASCAP) MGM 1214
11. WHY DO FOOLS FALL IN LOVE? (BMI)-Teen-Agers. ......
Please Be Mine (BMM) Gee 1002
Please Be Minc (BMI) Gee 1002
12. IT'S ALMOST TOMORROW
(ASCAP)-R. Hayman-J. August... 163
You Got Me Wondering (ASCAP) Dec 2963
13. DUNGAREE DOLL (BMI)-

Everybody's Got a Home But Me (ASCAP) Vic 20.6337
14. SIXTEEN TONS (BMI)-

Tennessee Ernie................... 10 17
You Don't Have to Be a Baby to Cry (ASCAP) Cap 3262
15. THEME FROM "THE THREE

PENNY OPERA" (MORITAT)
(ASCAP)-R. Hayman-J. August..... 163

16. ANGELS IN THE SKY (BMI)-

Crew Cuts..................
Mosty Martha (BMi) Mercury 7074
17. Chain gang (aSCap)-B. Scott... 187 Shastach (ASCAP) ABC.Paramount 9658
18. CRY BABY (BMI)-Bonnie Sisters.... 222 ${ }^{1}$ Saw Monmy Cha Che clas with You Know who
18. TEAR FELL (BMI)-T. Brewer. BO WEEVIL (BMI)-Coral 61590
20. LULLABY OF BIRDLAND (BMI)-

That's My Girl (ASCAP) Mercury 70742


## - THIS WEEK'S BEST BUYS

Accoriting to sules roports la key marketa, the extru profitst

JUKE BOX BABY (Winneton, BMI)
HOT DIGGITY (Roncom, ASCAP)-Perry ComoRCA Victor 6427

In two weeks this disk has snowballed into a mighty big record. With "Juke Box Baby getting most attention, Como's latest has racked up impressive sales in Boston, New,
York, Philadelphia, Buffalo, Cleveland, St. Louis, Baltimore and Milwaukee, to mention just a few cities. Some areas indicated that "Hot Diggity" was also seeing excellent activity. A previous Billboard "Spotlight" pick.

When you lose the one you love (Chappell, ASCAP)-David Whitfield-London 617
This is shaping up as Whitfield's most successtul disk in some time. In St. Louis it is already on the territorial chart and is a very good seller in number of markets. Flip is

MR. WONDERFUL (Laurel, ASCAP)-Sarah Vaughan-Mercury 70777
Competition is still fierce between the various versions of this tune, but Sarah Vaughan has now achieved a strong lead. Her placing on this week s national disk jockey chart indicates that she has had top exposure so far, and dealers in most areas confirm chat this been paralleed on the customer level, Morris, ASCAP). A previous Billboard "Spotlight" pick.

BEYOND THE SEA (Harms, ASCAP-Roger Wil-liams-Kapp 138
Starting quietly, this instrumental has gradually gained strength, so that now operators and dealers must recognize the side as a potent sleeper. cant steps forvard in Los Angeles, Chicago, Cleveland, Milwaukee, Detroit. St. Louis, "Song of Devotion" (Garland, ASCAP).

## Most Played in Juke Boxes

For survey week ending February 22
RECORDS are ranked in order of the greatest number of plays tn Juke boxes $w$ wety the nation's juke box operatotrs. When sisgifificat play is repor eem on both sidese op of raters. poinst ate combined to determine position 1. ROCK AND ROLL WALTZ (BMI)-

2. GREAT PRETENDER (ASCAP)-
${ }_{T \mathrm{~m}}$ Platters = Juse Dacing Parner (ASCAP)-
Mercury 20753
3. MEMORIES ARE MADE OF THIS BM1)-D. Martin................ Change of Heart (BM1)-Cap 3295
4. LISBON ANTIGUA (ASCAP)-
N. Riddle................

BAND OF GOLD (BMI)-D. Cherry... 6
Rumble Boogie (BMI)-Col 40597
6. SEE YOU LATER, ALLIGATOR (BMI)-B. Haley.............
Paper Boy (ASCAP)-Dec 29791
7. NO, NOT MUCH (ASCAP)Four Lads.....................
3. SIXTEEN TONS (BMI)-
........... 5 You Doant Have to Be a Baby to Cry
(ASCAP) Cap 3262 ,
9. ILL BE HOME (BMI)-P. Boone..... 8 Tuti Fruti (BMD)-Dot 15443
10. TEEN-AGE PRAYER (ASCAP)G. Storm 10 MEMORIES ARE MADE OF THIS (BM1)-Dot 15436
11. DUNGAREE DOLL (BMI)-E. Fisher. 98 Everybody's Got a Home But Me (ASCAP)-
Vic 20.6337
12. POOR PEOPLE OF PARIS (ASCAP)$18 \quad 2$ L. Baxter. ..............................
13. ARE YOU SATISFED? (BMI)R. Draper. ........................ 145 Wabath Camonball (BMI)-Mercury 70757
14. Chain gang (ASCAP)-B. Scott..... 13 Shadrach (ASCAP)-ABC.Paramount 965
14. IT'S ALMOST TOMORROW if You want to Love (ASCAP)-Col 400...
16. IT'S ALMOST TOMORROW
(ASCAP)-Dream Weavers........... 1113
17. THEME FROM THE "THREE PENNY

OPERA" (MORITAT) (ASCAP)-
R. Hayman- J. August. .............

18. GO ON WITH THE WEDDING
(ASCAP)-P. Page. . . . . . . . . . .
veice Inside tAsCAP - Mercary 70766
19. THEME FROM THE "THREE PENNY

$$
\begin{aligned}
& \text { OPERA" (MORITAT) (ASCAP) } \\
& \text { D. Hyman........................... } 17
\end{aligned}
$$

20. WHY DO FOOLS FALL IN LOVE?


## - Most Played by Jockeys

tides for survey week ending February 22 disk jockece tadio show thre tuout the country.
Results are based on The Billboard's weekly


1. LISBON ANTIGUA (ASCAP)-
N. Riddle. ....................
Robin Hood (ASCAP)-Cap 3287
2. ROCK AND ROLL WALTZ (BMI)-
K. Starr. . . . . . . . . . . . . . . . . . . .

I've Changed My Mind a Thousand Times
(ASCAP)-Vice
$20-6399$
3. GREAT PRETENDER-Platters..... 10 I'm Jus a Dancing Partner (ASCAP)-
4. POOR PEOPLE OF PARIS (ASCAP)-
L. Baxter. . . . . . . . . . . . . . . . . . . . .
Theme From Heien of Troy (ASCAP)-Cap 3336
5. NO, NOT MUCH (ASCAP)-

Four Lads...................
III Never Know (BMi)-Col 40629
6. MEMORIES ARE MADE OF THIS
(BMI)-D. Martin. . . . . . . .
7. ILL BE HOME (BMI)-P. Boone..... 84 Tutti Fruti (BMI)-Dot 15443
8. SEE YOU LATER, ALLIGATOR
(BMI)-B. Haley. ........
8. THEME FROM THE "THREE PENNY

OPERA" (MORITAT) (ASCAP)
D. Hyman.......................
0. BAND OF GOLD (BMI)-D. Cherry . . 910 Rumble Boogie (BMI)-Col 40597
11. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)R. Hayman-J. August. .........
rit Be With You in Apple Blosson Time
(ASCAP)-Mercury
12. DUNGAREE DOLL (BMI)-E. Fisher. 117 Everybody's Got a Home But Me (ASCAP)-
Vict 20.6337
13. MR. WONDERFUL (ASCAP)You Ought to Have a Wike (ASCAP)-
Mercury 70700
14. TEEN-AGE PRAYER (ASCAP)-
C. Storm........................ $12 \quad 9$
Menatios Are Made of This (BMi)-Dot 15436
15. LIPSTICK, CANDY AND RUBBER

SOLED SHOES (BMI)-J. La Rosa. . - 1
SOLED SHOES (BMI)-J. La Rosa..
Winier ta New England (ASCAP)-Vic $20-6416$
16. TUTTI FRUTTI (BMI)-P. Boone.
ru Be Home (BMI)-Dot 15443
16. SIXTEEN TONS (BMI)-

Temnessee Ernie. . . . . . . . . . . .
You Don't Have to Be a Bxby to Cry
You Dont Have to Be
(AYCAP)-Cap 3262
18. SEVEN DAYS (BMI)-Crew Cuts. That's Your Mistake (BMI)-Mercury 70782
19. BAND OF GOLD (BMI)-K. Carson... 1612 Caxk Yosse Broad Upon the Waters-Cap 3283
20. MEMORIES ARE MADE OF THIS C. Storm. . . . . . . . . . . . . . . . . Tesn-Age Prayor (ASCAP)-Dot 15436



## Held <br> For <br> Questioning"

AND

## "Forty Two"

# MAIN TITLE FROM 

OTHO PREMINGER'S

## THE MAN WITH THE GOLDEN ARM"

a sensational recording by
aUDDY MORRON his GOLDEN trombone and his orchestra

$$
\text { WING } 90063
$$

ROGNIN AND ROLIN FOR BIG, BIG SAMES

THE EMPIRES
"By The Riverside"
"TELL ME PRETTY BABY" WING sooso

BOBBY SHARP
"Baby Girl Of Mine"

FLOWERS, MR. FLORIST PLEASE" WING 90056

## JIMMY PALMER

"It's All Right With Me"
"AIR MAIL SPECIAL"
WING poose

## JAY HAWKINS

"Even Though" "Talk About Me"
wing sooss.

The Billboard Music Popularity Charts POPULAR RECORDS

- Territorial Best Sellers




# sings 





## Cathy

## Carris

## "IVORY

TOWER"
BY THE WRITERS OF "WANTED"
"PLEASE PLEASE BELEVE ME"
F. 734


## The Billboard Music Popularity Charts <br> 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. If You Can Dream <br> The Gal With the Yaller Shoes <br> The Four Aces 

(ASCAP); (ASCAP) Decca 29809
2. Juke Box Baby
Hot Diggity .................... Perry (BMI) (ASCAP) RCA Victor 6427
3. Blue Suede Shoes $\ldots \ldots \ldots$...... Carl (Bме) Sun 234
4. That's All
Tennessee Ernie
5. When You Lose the One $\quad$ You Love ............. David Whitfield
6. Flowers Mean Forgiveness … Frank (ASCAP) Capitol 3350
7. 11th Hour Melody ............... Al Hibbler
(ASCAP) Decca 29789
8. Mr. Wonderful
Sarah Vaughan
(ASCAP) Mercury 70777
9. Ask Me
Nothing Ever Changes My
Love for You ...........
(ASCAP); (ASCAP) Capitol 3328
10. Beyond the Sea
Roger Williams
(ASCAP) Kapp 138
NOTE: This chart does not have a set number of selections. The number
will vary from week to week.

## - Iunes With Greatest Radio-IV Audience

Tunes, tisted 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 Inder.

## Radio

A Teen-Age Prayer (R)-LaSalle-ASCAP Woman in Love ( $\mathbf{R}$ )-Frank-ASCAP All at Once You love Hor (R)-Williamson All at Once

- ASCAP
Ask Me (R)-ABC-ASCAP Band of Gold (R)-Ludiow-BMI Beyond the Sea ( $\mathbf{R}$ )-Chappell-ASCAP Cry Me a River (R)-Frank-ASCAP Durce Doll (R)-E, B. Marks-BMI Everybody's Got a Home But Me (R) (M)Everybody's Got a H
Chappell-ASCAP
Great Pretender (R)-Sowhern-ASCAP Helen of Troy Theme (R) (F)-HarmsIt I Can Dream (R)-Feix-ASCAP Innamorata (R)-Paramount-ASCAP Lisbon Antigus (R)-Sowthera-ASCAP Lisbon Antigus $(R)$-Sovthera-ASCAP
Love and Marriage ( R )-Barton-ASCAP Love and Marriage (R)-Barioa-ASCAP
Lullaby of Birdand (R)-Patricia-BMI Memories
-BMI
Are Mace of This (R)-Montclare -BMI
Memories of
ASCAP
You (R)-Shapiro-Bernatein-
T. Won

Mr. Wonderful (R) (M)-Laurel-ASCAP Nobody Knows But the Lord (R)-Harms-
ASCAP Our Melod Our Melody (Ph
nickel-ASCAP
Poor People of Paria (R) - ConnellyPoor Peop
ASCAP
Rock and Roll Wathz (R)-Sheidon-BMI Shadow Woman (R)-Saunders-ASCAP Sing You Sinners (R)-Famous-ASCAP Swoot Lips (R)-Leeds-ASCAP Tendor Trap (R) (F)-Bartoo-ASCAP Theme From "The Three Penay Opera"
(Moritat) (R)-Harmm-ASCAP? Vatley Valporaiso (R)-Broadcast-BMI Why It Your Dos Rotlowing Me? (R)Why la Your
Porgie-BMa

## Television

 Woman in Love (R)-Frank-ASCAP Are You Satisfied? (R)-Cordial-BMI Arriverderci Roma (R)-Hill \& Range-BM (Baby, Baby) Be Good to Me (R)-Bregman Band of Gold (R)-Ludlow-BMI Chain Gang (R)-Pincus-ASCAP Dungaree Doh (R)-E. B. Marks-BMI First Thing I Do Every Morning (R)-Bull-Eyc-ASCAP
Gal With the Yaller Stoes (R)-Miller-
ASCAP
Great Pretender (R)-Southern-ASCAP Hi to You (R)-Disney-ASC $/ . \mathrm{P}$ Hot Diggity ( R )-Roncom-ASCAP I Was the One (R)-Jungnickel-ASCAP If You Can Dream (R)-Feist-ASCAP It's ASCAP ASCAP
Juke Box Baby (R)-Winneton-BMI Lisbon Antigua (R)-Southern-ASCAP Love and Marriage (R)-Barton-ASCAP Mex Me in Las Vegas (R) (F)-FoiraMeo MSCAP
Memories Are Made of This ( R )-Monctlare -BMI
Mr. Wonderful (R) (M)-Laurel-ASCAP
No Not Much (R)-Beaver-ASCAP
Rock and Roll Waltz (R)-Sholdon-BMI See You Later, Alligator (R)-ARC-BMI Sixtien Tons (R)-American-BMI Sixteca Tons (R)-American-BMI
Take Mo Back $\infty$ Toyland (R)-Harrard BM1
Tender Trap (R) (F)-Bartoo-ASCAP Turdi Frutid (R)-Venice-BMI
Who Ane Wot (R)-Thunderbird-ASCAP Yaller, Yaller Gold (R)-Woadertand-BMa

## - Best Selling Sheet Music

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

| Thls |
| :--- |
| Week |


| Last | $\begin{array}{c}\text { Weeks } \\ \text { Coa }\end{array}$ |
| :--- | :--- |
| Week | Chart |

1. Rock and Roll Waltz. . 1 Sheldoa
2. He ................... 23 Avas
3. Memories Are Made of
This . . . . . . . . . . 41 This ..
4. Lisbon Antigua. ..... 3 Southera
5. Great Pretender ...... 5 Southern
6. It's Almost Tomorrow. 612 Northera
7. No, Not Much ...... 9
8. Poor People of Paris. . 132
9. Band of Gold
$7 \quad 10$
10. Theme From "The

Three Penny Opera"
$\begin{aligned} & \text { (Moritat) } \\ & \text { Harms }\end{aligned} . \ldots . . . . . .142$

1. Dungaree Doll $\qquad$ 87 E. B. Marks
2. Sixteen Tons . ......... 1212
3. Autumn Leaves ...... 1125 American
4. Eleventh Hour Melody. 15 5. See You Later, ARC


## "LIPS' WILL BE BIG!

## ...because Morgan never misses! <br> JAYE P. MORGAN

belts out two great upbeat tunes

## SWEET LIPS

## CET UP! cET UP!

(You Sleepyhead)

20/47-6441

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bottle or wrapper, having thereupan any engraving or printed lobel, stamp. imprint, mark or trade-mark which article is not the manufacture, workmanship imprint, mark or trade-mark which articie eis not the monufocture, workmankhip
or production of the person named, indicated or denoted by such marking. stomping or branding, or by or upon such engraving, printed label, stamp, im. or under the Laws of the State of New Jersey, including Title 2A:111-1, Chapter III, herewith quoted as follows:
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terfeit or spurious article, for the purpose of executing such scheme or artifice terfoit or spurious article, for the purpose of executing such scheme or artifice
or attempting so to do, places in any post office or outhorized depository for or attempting so to do, places in any post office or outhorized depository for
mail matter, any matter or thing whatever . . or takes or receives therefrom, any such matter or thing, ... shall be fined not more than $\$ 1,000$ or imprisoned

Any persons having knowledge or information relating to the foregoing, kindly communicate, in strict confidence, to:

> BOX NO. 44
> THE BILLBOARD 1564 BROADWAY, NEW YORK 36, N. Y.

Note: Information submitted should consist of names, dates, descriptions of persons involved, their associates, vehicle license plate numbers, recording studios, pressing plants, label printers, distributors, jobbers, retailers, salesmen, quantities of records, prices, etc., etc.

## ON THE WAY UP! <br> Marterry \#5249 <br> "WHEN YOU'RE ALONE"

THE DAPS


Effective immediately, RCA Victor Records will sell and ship its Bluebird children's line ( 49 f manufacturer's nationally advertised price-both BY and WBY series) direct to anyone purchasing established minimum quantities.

For complete details, writo: Mr. R. L. Yorke, RCA Victor Division, 155 E. 24th Street, New York City, N. Y. Or Call: MUrray Hill 9-7200.

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts POPULAR RECORDS

## THE TOP 100

For survey weak ending february 22 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


CAUTION TO DEALERS AND JUKE BOX OPERATORS
The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.

## She's tremendous

"ELOISE" KAY THOMPSON - \#ccs-3 cadence


Sweeping the country!
"TOO YOUNG FOR THE BLUES"

ELLA FITZGERALD
Verve Records \#2002


Condon
SEECO OFFERS A FAST MOVIN "SeECO SAMPIER OF LaIIN RHTTHMS


SEECO DIST. CORP. 3

BDCORD PRESGING:
Origingtors of the
voN.SIIP ELEX
Research Crafi Co.
1037 N SYCAMOREST


## DEALERS:

Climb on the band wagon. Order direct or thru your favorite record distributor.

## DISK JOCKEYS:

Give your program that extra lift. If you don't have a copy, let's hear from you.

## DISTKIRUTORS:

Big plans ahead for 1956. This is the first - bigger ones on the way. Write for details.

## MUSIC OPERATORS:

Here's the big one that will keep your juke boxes playing.


- Review Spotlight on...

RECORDS
PATTI PAGE. ... Mercury 70820 $\qquad$ .TOO YOUNG TO GO STEADY (Robbins, ASCAP)
MY FIRST FORMAL GOWN. $\qquad$ (Planetary, ASCAP) Patti Page makes a big bid for the lucrative teen-age trade with two ditties, both featuring adolescent-love lyric themes. "Too Young to Go Steady" is a lovely ballad sung with tenderness and expressive phrasing. "My First Formal Gown" is an appealing ballad with a beat reflecting the current r. $\& b$. influence and a fine performance by the thrush. Both sides should grab off plenty of play.
NELSON RIDDLE. ....Capitol 3374 . NCE
Riddle is riding high on the charts right now with "Lisbon Antiqua" and this new platter could prove equally successful. "Midright Blues" is moody, moving item with an infectious beat and interesting choral effects in the background. "Port-au-Prince" spotlights another fine instrumental performance by Riddle on a haunting theme with an exotic tempo. Jockeys and jukes should give both sides maximum spin-age.
DICK JACOBS ORK. ... Coral 61606.
MAIN TITLE \& MOLLY-O
(Dena, ASCAP)
There are several instrumental versions out on "Main Title," (the theme from "The Man With the Colden Arm"), but this is the only one that also spotlights a vocal on the movie's sub-theme "Molly-O," and it should have the most immediate appeal. The Frank Sinatra movie is doing well at the box office which should also help sales. Jacobs hands the exciting, hard driving theme a sock interpretation, with standout trumpet section work. Flip is a catchy instrumental cover-version of the c.\&iw. ditty "Butternut" (Central, BMI).

## CHILDREN'S

DANNY KAYE. ... Decea K 166.................tHE COURT JESTER, Pts. 1 \& 2 Kaye, who has had top kidisks in the past, has condensed the story line of his new flick, "The Court Jester," added bits of the songs featured therein, and turns in a thoroly charming, wholesome, winning platter for the youngsters. It's bound to be a popular display piece in stores and should sell itself easily. Could give the entire moppet business a needed shot in the arm.

## - Reviews of New Pop Records



RICHARD MALTBY ORK
Themes from
The Man With the Golden Arm" . . . . 80 VIK 0196 - The effective contrasts of
percussion and brass in this smart arpercussion and brass in this smart ar-
rangement of various melodies from the rangement of various melodies from the
movie score make it an aural knockout. Maltby will be one of the strong contenders if competition shapes up on this material. (Dena, ASCAP)
Heart of Paris. ...72
Miss Franky Crockett is vocalist in this
nostalgic torch song, and gives it a nostalgic torch song, and gives it a
warm, affecting projection. (B. F. Wood, ASCAP)
BILLY MAY
Main Title
CAPITOL 3372 . . . . . . . . . . . . . . . . . . . . 79 CAPITOL, $3372-$ A sock, tastefnl instru-
mental treatment of the haunting theme mental treatment of the haunting theme
from "The Man With the Golden Arm" with a solid, hard-drivin' r.\&b. beat. Plenty of competition on this one, but the May version should chalk up spins. Our Melody . . . 73

The swingiest arrangement on the folksy "phonograph song" out yet. The tune has yet to take off, but if it does this version should rate well with hep deejays.

## ALVINO REY ORK

Vell All Right
DECCA
$29820-A . . . . . . . . . . . . . . . . . . . . . . . . . . ~$
79
DECCA $29820-\mathrm{A}$ cute novelty arrange-
ment of the oldie, featuring talking guiment of the oldie, featuring talking guitar. Jan Stewart and chorus do the vocal A bright side, likely to get good play Do You Love Me?.
More of the talking guitar. This side
also has a vocal by Scat Man Crothers. (Central, BMI)
LU ANN SIMMS
 piece of material neatly sung, and with very bright backing by Percy Faith and ork. (Weiss \& Barry, BMI)
Love Me as Though
There Were No Tomorrow . . . . 74
Ditty from the Broadway show, "Strip for Action," is done tastefully, with lush string backing. (Robbins, ASCAP)
BONNIE LOU
 K IN G 4900 Multi-voiced tracking sounds like a Patti Page job as Miss
Bonnie bewails the presence of the chapBonnie bewails the presence of the chaperone when she and the fellah want to be alone. Definitely in the teen-age
groove. (Mar-Kay, BMI)
Bo Weevil.... 74
Gal is late with the cover of the Brewerdisked tune but country style may distinguish the wax enough to get plays. It's a bright reading with hand-clapping beat. (Reeve, BMI)
PETE HANLEY
I Look at You
EPIC $9155-$ A rich-voiced. . . . . . . . . . . 75 pretation of the poignant ballad which is stirring via the Jimmy Young version. (Regent, BMI)
Tennessee Toddy. ... 70
Exuberant vocalizing on the bouncy ditty with a swingy beat. (Acuff-Rose,

4 4 JIMY RANDOLPH <br> \section*{1 Want Yon to Know <br> \section*{1 Want Yon to Know <br> MERCURY 70810- Siow but solid.
the beat paces Randolph's the beat paces Randolph's manly.
baritone chant of the ballad. Listen$\begin{aligned} & \text { abie } \\ & \text { gent, } \\ & \text { elfort }\end{aligned}$
BMI} gent, BMI)
Wagon Wheels.... 71
Dramatic reading
Dtamatic reading in big voice is
impressive. Backing is extremely busy and ads. to the offect. (Slapiro-
Berastein, ASCAR) BMI)

## al (jazero) Collins

## co of ern bac Max.

Max. (Meridian, BMI) weird, whimsical moments of his cal, with implications of the space aze, is backed by a sophisticated
jazz group. For sophisticated jazz

## Hall Your Heart

WING 90059-A tearfui ballad, quitio 74 c.\&w. in theme, but entirely, pop ia
delivery and arrangement. Kiut teivery and arrangement. Kity Na-
tion does it with appropriate omo-
tion. (Valley Brook, ASCAP)
Goodie Bye Bye Baby....73
Goode cute novelty, sumg in individual
style by the chantross. (Valley Brooks,
THE GOOFERS
 lad sung to semi-r.cbo. backiog. The
boys do a fine job and get a solid orcking beat for a foundation. ( $\mathbf{V}$ im;
ASCAP) Oh How I Miss You Touight....7t
This material was meam to be sule in a more old-fashioned to be styled
this bux ia ment it is, r.\&b. touched arrange-
marke potent for today's ${ }_{\text {ASCAP) }}^{\text {market. Tw }}$

| HE Rover boys |  |  |
| :---: | :---: | :---: |
|  |  |  |
| wrap up a bouncy rhythm diuty in in |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| teen-styled lingo. (Myers, ASCAP) My Queen.... 71 |  |  |
|  |  |  |
| cre. |  |  |

ing r. \&b.-styled baltad ${ }^{\text {and }}$
VICK1 YOUNG
Spanish Main $\qquad$ 73
son the singer can make compa son the singer can make to the cad
she has fallen for is to a pirate of the
old days. A bright, rhythmic side old days. A bright, rhythmic sice
that has much listening interex. (Chatsworth, ASCAP)
Your Own Sweet Way...
The warm, bluesy styling the singer
gives this, tune makes if carry con-
siderable
siderable impact. A fine performance
that ought to widen Mis Yougr
circle of followers. (Past
$\underset{\text { Dear Ralph AUDREY mEADOW }}{ }$


| a.. a. Marks, BMI |
| :--- |
| A litting dan and Ching Sue... 73 |

with lively tempo and ar
(Rosemeadow, ASCAP)
FRANCES WAYNE
Wednesday's Child
Vednesday's Child ...............t3
EPIC 9153 -The message is that
Wednesday's child is born
Wednesday's child is born to is that
and Miss Whay
with warmth. Neal Hefti ork render
a lush backing. (Pinelawn Bue
On thee Sacket Where You Live,...72
Miss Wayne sing (Pinclawn, BMender
gic thoughts in slow of tender, nootal
gic thoughts in slow and appeati
torchy style. (Chappell, ASCAP)

## ERRY WALLACE

 unusual lyric twist. Wallace does
neat job to
On a On Nisht good backing. (GII, BM
When Flowers Were Dancing....72
Prety adaptation has a
melody line. (Rene, ASCAP) LORRY RAINE
Why Raven't 1 Told My Heart?
ADVANCE
3012 ${ }_{\text {arm }}{ }^{73}$ thrushing on a pretty
fine ballad. war with fine backing job by Russ G
ork. (Gayle, ANCAP),
ajoy What You're Do Enjoy What You're Doine....71
Okay piping on a catchy Okay piping on a catcony south
American-syled rhythm tunc, but flig
is better showcase for canary (Gite is better showcase for canary. (Gilio,
BMI)

## DICK KALLMAN

Love Me as Though
There Were No Tomorrow
There Were No Tomorrow ........73
Ther
DECCA 29843 Kalman debus oa
the label with the tender ballad from
the forthcoming pic "Strip for Acthe fortheoming pic "Strip for Ac
tion." A light baritone, with a very
pleasing voice quality, he proves him much capable be expected from who
ASCAP) The End of
A fast, spirited Affalr....65
Kallman pours anich Kaltman pours a lot of emotion.
His amooth phrasing and rineine top
notes fashion a polished. exciting notes fashion a polished.
performance. (Duchess, BMi)
JOHNNY LONG ORK
Glorious, GNorious,
CORAL $61559-$ Good-humored group vocal job on the old college novelty
with a snappy march tempo. Good

ind | juke material. (Northern, ASCAP) |
| :---: |
| Sweetest Mareh.... |
| 2 | Jean swan

What Happ
When the Sun Goes Down
MERCURY
and lyric sung with charm by Josa
Swan. (Studio, BMI)
Tm Not Alone.
This side is an inspirational number,
Miss Swan is supporied by a chorus.
Good sound. (Judy, ASCAP)
Good sound. (Judy, ASCAP)
DAKOTA STATON
Weak for the Man -.............72
CAPITOL 3361 - Miss staton. CAPrroL
erstwhile re\&b, specialist, proves. that
she can sityle erstwhe r.ikb. specialist, proves that
she can style torchy pop ture as
well, or better, than the next. Her reading, set to pretty string backing,
will rouss and hold attention. (Jeflersil $\left.\begin{array}{l}\text { son, ASCAP) } \\ \text { How Hish the }\end{array}\right)$.
How Hish the Moon.... 70
The singer spoofs the typical modera
The singer spoots the typical modera
Jaza scat styling of this standard to
hilarious effect.
Goood deejay disk.
hilarious effect. Good defiay distic
(Chappell, ASCAP)
GEORGE WRIGHT
 effects possible on a alarge theater
organ opus is by Les Baxter and organ. Opus is by Les Baxter and ik
(Continued on page 51 )

## The matt Excitury corsion.

## RICHARD

 MALTBY AND HIS ORCHESTRA
## THEMES.FROM THF MAN WiH THE <br> A Film by Otto Preminger A United Artists Release <br> cm "Heart Of Paris"

THE HIT VERSION

## "EDDIE

 MY LOVE" b THE CHorodettes cadenceSweeping the country! "TOO YOUNG FOR THE BLUES"

ELLA FITZGERALD
Verve Records \#2002

## WHEN IN BOSTON

 If's the
## HOTEL AVERY

Avery \& Washington Sts. Radio in Every Room The Home of Show Folk

II THE HEART OF CHICAGO'S LOOP HOTEL RANCROFT<br>  kitchene poople.<br>\section*{Direct From Fashion Shows and TV Performances MINK STOLES}<br>

## VOX JOX

GIMMIX: The entire deejay $\mid$ nis night 9-10:30 p.m. show, and $/$ departments in various high staff at WCUE, Akron, observed reports an enthusiastic response schools in Metropolitan Denver Lincoln's Birthday and the sta- from his listening audience, 60 per and in the surrounding area. Music tion's 11th anniversary this month cent of whom said they hadn't teachers from high schools in the in a unique way. The jocks decided to dispense with shaving f.em February 11 thru April 11 . They II stage a beard-growing conperiod, with bearded Skitch Henderson set to judge the event... Company's contest to select the best deejay-delivery of their "Man, Oh, Manischewitz" radio commercial were announced this week by the Emil Mogul Company. The deejay team of Gentile and Binge WJBK, Detroit, won for the "most original" treatment; Norm Tulin WORL, Boston, for the "bestselling commercial, and Jack Surrell, of WXYZ, Detroit, for the "most personable" presentation. Henorable mention went to
Dick Cook, KSFO, Sar FranDick Cook, KSFO, Bob Dalton, WTOP, Washington; Joe Walker WMBM, Miami Beach; Al Hunter, KSDO, San Diego; Bill DuPre, WEBB, Raspeburg, Md.; Larry McKinley, WMRY, New Orleans; Fred Wolf, WXYZ, Detroit; Sidney Smith, WRCA, New York; Art Brown, WWDC, Wash ington; Tom George, WJBK Detroit; Al Berre, WNOE, New Orleans; Dave Maynard, Gregg Finn and Alan Dary, worfers Boston. $\mathrm{K} \dot{\mathbf{V}} \mathbf{W}$ I staffers at KWW
KWWL-TV
Waterlos, KWWL-TV, Waterioo, Ia.,
will ceiebrate February 29"Leap Year Day" - by taking over all deejay, news, production, and management duties at the station from 5:30 a.m. until sign-off time.
TRENDS: Gene Romance, who recently joijed WLOG, Log.

| known polka music "existed" until | region have been invited to appear |
| :--- | :--- |
| they caught 19-year-old Fomance's | as |
| rests |  | they caught 19-year-old Romance's as guests on his "Cool Bill Davis" show. ... "Jazz is an American cul- show and talk about jazz and it's ure and should be treated as relation to music. University stu-

## YESTERYEAR'S TOPS-

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

## MARCH 2, 1946

1. Symphony
2. Let It Snow! Let It Snow! Let It Snow!
3. Oh! What It Seemed to Be 4. Doctor, Lawyer, Indian Chief 5. I Can't Begin to Tell You 6. Personality
4. I'm Always Chasing Rainbows 8. You Won't Be Satisfied (Until You Break My Heart)
5. Day by Day
6. Aren't You Glad You're You?
7. Aren't You Glad You're You? Dig You Later (A Huba-HubaHuba)
8. Atlanta, G. A.
9. Just a Little Fond Affection
10. Here Comes Heaven Again

MARCH 3, 1951

1. Tennessee Waltz
2. My Heart Cries for You
3. If
4. Be My Love
5. The Roving Kina
6. You're Just in Love
7. A Penny B Kirs Hill
8. A Penny a Kiss, a Penny a Hug 10. Would I Love You?
such," says Bill Davis, disk jockey for a two-hour nightly jazz show on this theory, Davis is offering 25 new jazz albums as the prizes of new lazz aloums as the prizes of
his latest contest. The albums will dents who are majoring in music as well as local jazz musicians and visiting jazz artists will appea
from time to time on the show.
MORE ABOUT* "THE GIRLS:" 1 reader reminds $u$ that a recent round-up of fem deejays neglected to mention Mary Dee, WHOD, Cleveland, who has been spinning em for eight years and was one of the first girl-jockeys in on the air four and a half hours a day ... Another has hours a day.... Another longwho had a show over WKRZ, Dil City, Pa., five years ago, and is currently broadcasting over WBBW, Youngstown, $\mathbf{O}$. $\therefore$ Meanwhile the new allfem station, WHER, Memphis, is going strong. One of WHER's veteran broadcasters, Marion Keisker (she's been in radio 25 years), reports the new station was piped into tem during Christmas "by spetem during Christmas by spelocal new Baptist Hospital East-with only four channels in its intercom system and nine stations to choose fromselected three network outlets and one indie-WHER."
CHANGE OF THEME: Guy Curtis has joined WSKI, Montpelier, Vt., and is spotlighted on a nightly show from 7 to mid-
night, with the first hour devoted to music from Broadway and Hel lywood, the second to pop platters and the remaining three hours to

## HIRSH, MIND YOUR MANNERS

NEW YORK, Feb. 25. -Admiral-or rather, Generalthe line forms to the right!

This is in answer to Dudley Manners, retired Army officer, who is interested in the overseas tour to be sponsored by the Defense Department to acquaint music execs with enices. Manners who produced shows while he was in the shows while he was in the Army, and who claims to be a
cleffer, publisher and disker all rolled into one - asks: "Whom shall I contact to get on that overseas tour?
is what the wild waves are saying.
lush mood music "with a big play given to LP's." . . . Bob Cain, a working newspaper man until a deejay and is spinning 'em over deejay and is spinning em over
KOIL, Omaha. After much delibKOIL, Omaha. After much delib-
eration, research and discourse eration, research and discourse
upon same," tongue - in - cheeks Cain, "we decided to call the animal 'The Bob Cain Show'." aniEarly morning deejay Lioyd Knight named program director of KMYR, Denver.

Gene Graves, ex-staffer at KYW, Philadelphia, has taken over the morning program at
WTTM, Trenton, WTTM, Trenton, N. J., replacing Wes Hopkins, who
moved over to KYW, Clevemoved over to KYW, Clevement at WTTM is that of Tom Durand to the post of program director. Durand will retain his afternoon deejay show.
Elliot Nevins, WKNY, Kingston, N. Y., writes: "We need releasesToo much of our mail has to go too much of our mail has to go disk supply."

## What have these five artists got in common?



LIBERACE


VIC DAMONE


PERCY FAITH

## next week!



SAMMY KAYE and the Kaydets

## The Billboard Music Popularity Charts

POPULAR RECORDS

## - Reviews of New Pop Records

## - Continued from page 48

is an intriguing treat for the ear.
Dancing Tambourine.... 70
This is an excerpt from an atbum by
the oreanist, a package that bas sold exiremely well to buyers of background music and hi-fi sound. Good Listoning. (ASCAP)

THE GEORGE WRIGHT TRIO VICror $6449-$ Wright is he young. on He NBC-TV "Surprise" quiz prosram, Many will be interested in Shadow," the singing of which helpe win him the prize. He accompanie ASCAP) 8
Another oddie read energetically, bu
with liule finish by Wright and his
icen-age pais. While the youngster's lecn-age puls. While the youngster's
fame is fresh, deejays and the general public, may go for this disk.
(Shapiro-Bernstein, ASCAP)
WHLLE (THE ROCK) KNOX ORK GRAND AWARD I- Some "Crazy Otio" syled 88 -ing here complete with knocked out piano sound and May be good for juk Row, Row, Row. . 70

More of the same treatment on an-
ether oldie, well suited to harmonizing with taproom jukes. Dotile Malone
WING $90060-A$ plainuive warbie on
an old theme. th's nicely done and An old theme. It's nicely done and
Miss Matone shows her pipes and Miss Matone shows her pipes to good
adramage. (Valley Brook, ASCAP) 1 Ooughta....69
This bouncer is a pleasant item, and
up quarret apain is in good form.
(Miranda, ASCAP)
THE DI MARA SISTERS
Story Love
UNITED 197-Pretiy harmonies on a 68 romantic ballad by the sister group who sing in attractive foreign accents.
(Pamlee, BMD
Whose Heart Are Yoo Breaking To night (Perche Tu Mraludi Cosi).....6.
Gals sing in two tonues on this. Galk sing in two tongues on thi ballad, but in either language the
material is on the weak side. (BAB, material

HE FOUR BITS
Don't Call Me (IUI Call You) ART 160-Energetic group shout of a hip rock and roll opus. Some jocks
will die $u$; has some yocks. (Artree, BMD
Trouble
Trouble on the Cable To-night.... 63
No TV tonite No TV tonite, the cat wants some
boving. Group offers fair rock and oving, Group offers rair rock and
roit shooting that could get some
movely sping. (Aartree, BMi)
moveliy sp
dick hoyt
Neree Doubt My Love.................. 68
ABBOTT 302 -The one-time Tiny
Markle vocalist warbles warmly on Markle vocalist warbles warmly on
pieasank song. (Dandelion, BMI) Turn Around My Darting,....60
Hoy has to fight his material h Hoyt has to fight his material here
(Dandelion, BMI)
omay ANDREWs
TOMmy ANDREWS
Were You Speaking to Me
Were You Speaking to Me ..............67
UNIQUE 328-Slow, nostalgic ballad is sung sweety by the crooner. Will require heavy plugging. (Delaware,
No.... 67
Snappy ditty is sung, with fine per-
sonality by Andrewis surf for today's race, however. (Brit. ton, BMI)
Jimmy shand band
The Biuchell Polka
CAPITOL 3364 This recording, an import from scotland, presents typicol rok dance material Prom that
councr. The "Bluebell Polka" is a
bonnie tune, with a firm beat, and
falls easily on the ears (Essex,
ASCAP) The Barn Da
A slower, more thately instrume that ought to gladden American clansmen, (Paton, ASCAP)

## ACK LOVD

Real Crary (Whut Pa Said)
EASTMAN 779-The embarrassment of a father trying to tell his son "the
facts of life" is amusingly portrayed here. (Rogers \& Van Buren, BMI)

This tune has the flavor of a country weeper, and is not unatractive. Loyd's styline is sraightiforward and | BMI) |
| :--- |
| unaffected. (Rogers \& Van B |

## JUDY KILEEN

Shameless Khasin', ${ }^{\text {ABBOIT }} 308$. Slight pop material 60
sung in fairly undistinguished fashion.
(Dandelion, BM1)
IF Pd Only Known. ...ss
Ballad material here is not peared to
tee present hiuthly compectitive mar-
ket, nor is the chirpine. (Dandelion,
ami)
LEONARD BAYLINSON
Put Your Lipstick Neblie .............. 5 .
ATKAN $5198-9-$ Pleasant organ piay-
ing of a tuneful Hem. Litile commer-



GARY CROSBY
2,
Eventn's WWTh
Eve
PRNS
Evenin's Wlth Eve ........... 50
PRINCESS 1076-Material, periormance and recording lack professtional
The Whawam Wigrle....50
As above. (Souvenir, ASCA
PAUL PAGE
My Dreams Cume True
PARADISE
PARADISE 2009 Both sides here
sound like a publisher's sound like a publisher's demo, and
not a particularly good one it that Wanderlurt, ASCAP)
Wanderlust.... ${ }^{50}$ As above. (Souvenit, ASCAP)
They're Payin' 'Em Higher in Hawaii
HONOLULU, Feb. 25.Liberace gave two concerts at the February 17 and Auditorim on night attendance was 2,500 which grossed $\$ 10,000$ with prices pegged at $\$ 4.40$ and $\$ 3.30$. The nut for the two performances was estimated at $\$ 25,000$. George Liberace conducted the 52 members of the Honolulu Symphony Orchestra. Engagement was under the auspices of the Waikili Lau Yee Chai nitery.

## SAMMY DAVIS JR. bent me daddy, EIGHT TO THE BAR aC-CENT-TCHU-ATE THE POSITIVE

## WATCH THERUSHTO COVER THIS GREAT NEW



## ed Mc lemore's <br>  <br> 10th ANNIVERSARY YEAR! JAMBOREE!

FLASH! Big News From Texas!!


PROUDLY ANNOUNCES...
The Hottest Three-Field
Newcomer in Years!
MR.
"BLUE SUEDE SHOES"
c A P


SMASH SENSATION OF SUN RECORDS

## Now Being Booked By BIG 'D' JaMBOREE

## SONNY JAMES

Starring on His Own Segment of ABC's Nationally Televised "OZARK JUBILEE" Every 4th Saturday From Springfield Newest Hif


Get HaNK LOCKLIN'S
Biggest Hit Record! "A GOOD WOMAN'S LOVE" ON RCA VICTOR

CHARLINE ARTHUR'S


New Hit On RCA Vidor
"Just Look-
Don't Touch-
He's Mine"
HELEN

HALL CORAL "Unwanted Love" | "That Kind of Guy" |
| :---: |

BIG 'D' JAMBOREE ARTISTS AVAILABLE THRU ARTIST SERVICE BUREAU Phone ED WATT (STerling 4374), Sportatorium, Dallas, Texas


JIMMY \& JOHNNY (Decta)
"Sweet Singing Daddy"
Big Bill Lister

The Belew Twins
Lafawn Paul—Abbott Orville ${ }^{\star}$ Couch TEXAS STOMPERS_Coral

Johnny Hicks E John Harper Co-Producers E M.C.'s

THE SOUTHWEST'S BIGGEST, OLDEST, 101 h Presented Every Saturday Night at BOLDEST \& BEST COUNTRY MUSIC SHOW! ANNIVERSARY ED MclEMORE'S SPORTATORIUM

THE FUTURE LOOKS BRIGHT

## Growth of CEW Field

 An Industry PhenomenonBy BILL SACHS Wherever music men gather, invariably the conversation leads
to the subject of country and western music and the phenomenal growth it has enjoyed in a relatively few years or, more specifically, since the advent of radio broadcasting. And more important than the c.\&w. field's present stature is the overall overwhelming acceptance country and western music has enjoyed in recent years from the general public in virtually every section
of the country.
the country
Before country and western artists first relayed their pickin' and singin' offerings over the
airlanes in the early days of radio airlanes in the early days of radio,
few big-city people knew that few big-city people knew that such a thing as c. kw . music
existed. Neither did the first radio outpourings of so-called folk or hillbilly music necessarily create a stampede in radio-set buying. Those early-day c.\&w. programs were made up largely of the traditional storied tales that
had been sung by the hill folk had been sung by the hill folk
for well over a century. The for well over a century. The
westerns were the plaintive melwesterns were the plaintive mel-
odies spun for years by the cowodies spun for years by the cow-
pokes on the lone prairie. Good music and solid, from a traditional and perfectionistic standpoint, but not of the quality to appea

Modernizing Does It
Country and western music created hardly a ripple in radio until a few years later, when
c. $\delta$ w. artists caught the idea of stirring the masses of radio listenstirring the masses of radio listen-
ers and succeeded along that line by modernizing their product and beat wi iout sacrificing the true country and western technique, or the field's biggest asset-clean, wholesome lyrics.
Pioneers of that period were
those old stalwarts those old stalwarts, Jimmie Rodgers and Hank Williams, whose names in the field have become legendary. With the spontaneity of the new styling, country and western music boomed year after year to its present status, aided years by television.
years by television.
It was in those early days of Rodgers and Williams that further impetus was added to the country music field. With the greater appeal to the masses created via the radio airlanes, country music sales began to register
over the counters of the nation's music and record shops. Beginning as a mere trickle, the country music sales trend soon rocketed until it reached its peak some three years ago, when country music sales, both in sheet music and records, zoomed to music business picture, just under the pops category.

Country to Pops
It might be mentioned, too, that in recent years country and
western music and the artists western music and the artists
who sell such merchandise helped who sell such merchandise helped
immeasureably in booming the pop music field. On numerous occasions in recent years, songs waxed by such top c.\&w. artists as Eddy Arnold, Webb Pierce, Stauart Hamblen and Hank Snow, to mention, a few, started out in the country and western field but, due to the nature of the song and the vast acceptance of c.\&w. music by the American public, soon, soared to the top The versatility and flexibility of country and western music is
further demonstrated by a switch by some of the younger artists to a modified rhythm-and-blues or bop styling with a world of appeal to the younger country music fans. Elvis Presley is the outstanding example in that respect. This young artist's new approach and modernistic styling has greatly boosted his stock with country music fans, especially the leen-age Itrowd, in the last two of how country musie example accepted by the general masses accepted by the general masses,
rather than by a small minority from the rural areas.
As mentioned at the outset, in the very early days of radio broadcasting, country music had a meager acceptance in metro-
politan centers. The disciples here politan centers. The disciples here folk who migrated from the hinterlands, the hill country and the plains areas where country, folk and western music was traditional.
This pure, beautiful, story-type music was limited in appeal. In the metropolitan centers, such music appealed largely to the older folk who had been brought up on such music fare, or to those who had learned to appreciate folk music as an art of another period, and who apprethe younger element city bred

## CEW Big Factor in 1955 Record Sales

## Country Music Far From Dormant, Racked Up $\$ 50-\mathrm{Mil}$ Volume Last Year

## by joel friedman

With record dealers thruout the country experiencing a banner year in 1955, the importance of country music in relation to the over-all sales picture of the industry has been emphasized more than ever before, contrary to the growing belief in some quarters that the c. $\delta$ ww. market is dormant.
There appears to be no question that c.dw. music offers the record dealer a plus profit and contributes greatly to the "fullline" theory of merchandising so popular today.
Country music is far from dormant, altho the field has gone thru a rather drastic faceliftin in the last year. It's estimated that c.\&w. records were responsible for approximately 18 per cent of the total industry volume or more than $\$ 50$ million in re tail sales last year. In an industry where the slightest gain in sales is generally noted with over whelming expression, it is interesting to note that the country tial despite the many changes that have taken place in the field

Country and Pops
It's true that the country market is not at the same exalted heights of yesteryear, with the most drastic modification in the buying habits of country fan tion of h undries releg eling tion of boundries relegating the
buyer to music supposedly within his field. The country as such in a vanishing market
limited appeal.
The changes wrought in the country and western music picture over a comparatively few years has been nothing short of startling. Constant exposure to country and western shows via radio and television, aided and abetted by a flourishing c. $\mathrm{K}^{2}$. music and record business, has won the acceptance and support of the general public on a scale not too far behind that of the pop field. This is best proved by the solid ratings garnered by such network Midwestern Hayride" Ole "Opry, Midwestern Hayride" and are made not from an isolated are made not from an isolated
small minority, but from the TV small minority, but from the TV
viewers from all sectors of the viewers from all sectors of the
nation at large. That should be proof enough of the industry's acceptance and popularity.
With the acceptance that country \& western music has garnered from the American public by means of radio, television and sheet music and record sales, the industry has nothing to fear for the future. While its position in the overall music picture may vary from second to third, or vice versa, depending upon the cycle country and western music will remain a prominent factor in the industry as long as there is any music business.
today, with c.\&w. fans becoming pop buyers as well. This change has been recorded in numerous instances, largely occasioned by c.\&w. songs gaining popular appeal. It appears to be generally accepted at both the retail level and the manufacturer's level, that it is difficult to draw the line where country sales end and pop sales begin. This was the case of such songs as "This Ole House," and "Open Up Your Heart," both penned by a country writer, Staurt Hamblen. Both tunes, in addition to countless others, material and yet they cain material, and yet they gained
universal appeal With less of
country and pop music, record country and pop music, record dealers have found new merchan-
dising techniques to sales. Decca's "Dance-O-Rama" series was an apt example of exposing the country buyer to package goods. Other labels have similarly instituted campaigns aimed at interesting the c.dw. fan, normally interested only in singles, to package merchandise Dealers have merchandised country music in recent months in much the same manner as they have pop records. The use of counter cards, window streamers, easels, store tie-ins with disk jockeys and personal appearances of country stars has resulted in a stable volume of sales. that he need not restrict his found to pop music. Dealers stocking to pop music. Dealers stocking
c. $. \mathrm{w}, \mathrm{p}$ in addition to pop and

## EDITORIAL

## Drop Petty Bickering

All of use who are engaged in a common endeavor must maintain an open mind and a certain generosity of spirit.

All of us love the country music field and our general aim is to see it advance.

Therefore, let us point up the necessity of pulling together on all fronts.

The matter is extremely pertinent at this stage. On the one hand the country field is showing signs of renewed vigor. On the other, it is showing signs of internal friction.

On the credit side of the ledger we can point to continued high sales by big artists in the singles record field, and to the growing sales impact of c.\&w. packages in the general record market.

Also, on the credit side of the picture, let us take cognizance of the fact that there is a growing excitement in c.\&w. repertoire, for something new has been added. This is the exciting type of performance and material first brought to prominence by Elvis Presley on Sun Records (now on Victor). Already a school of followers, artistwise and labelwise, has arisen to try to develop and put to best commercial and artistic use what amounts to a rhythm and blues influence.

The disk business thrives on excitement. Any new trend in repertoire should be given a fair trial. If it has any merit, it is likely to add to the all-round quality and salability of c.\&w. music. To those who would detract or belittle r.\&b. as an influence in the country field, let us caution them not to make the same foolish mistake that embarrassed so many music men in the pop field.

We believe the same open-mindedness is necessary with regard to the fusing of the country and pop styles, in such disks as those cut by Eddy Arnold and Hugo Winterhalter, Rex Allen and Victor Young. Some c.\&w. dee jays, we understand, took a dim view of these sides, but they proved commercial as well as artistic successes.

Finally, we believe it is essential for all proponents of country music to put aside petty bickering not only with regard to repertoire, but with regard to festivals and celebrations. Bill Sachs, in a recent issue of The Billboard, has pointed up the political hassle developing with regard to festivals which would rival the annual WSM event in Nashville

At this stage, none of us can foretell what animosity, if any, will arise. But we do know that if ill will is engendered, it will not redound to the benefit of the field generally.

No one group, no one trend, will ever make or break country music. It is here to stay. But divisive struggles over repertoire, over politics, will do the field no good.

Let us, in short, all pull together.

## Table of Contents

[^1]
## Barriers Being Swept Away

 In C\&W, Pop and R\&B Fields
## Categories Now Overlap in Both Single and Package Waxings

## By paul ackerman

 Hard and fast cleavages bepop, and rhythm and blues fields are rapidly breaking down. This is no sudden development, for all great late Hank Williams would oo por Today, however, the evidence on all sides has piled up to indicate that there is much overlapping of catégories. Thereas it was unusual years agofor a song in one field to make for a song in one field to make today.
An examination of the record market in both the singles and pachage field will illestrate the truth of this.
In the singles field, examples mont Victor's Eddy Amold cut "Cattle Call," with "The Kentuckian" on the flip. The diskery knew that Arnold had followers outside the country field and took the liberty of backing him on the record of the modern pop sound of Hugo
Winterhalter's ork: The label was quite correct in its thinking for quite correct in its thinking, for
the disk made the best selling charts.
The fact that it did so proves another point; namely, that country disk jockeys-many of whom would once refuse to play a disk that had a pop touch to it-don't
take such a hard and fast attitude take such a hard and fast attitude
today. They realize that good today. They realize that good versal appeal which cannct be bounded by the limitations of math-made categories.
More recently, in the singles
field. Decca Records followed a field. Decca Records followed a
similar line of thinking and issued a Rex Allen disk, "Im and issued Cowboy,", backed by "The Last woundup. For this job Allen ork-again a fusing of the coun-
R.\&B. Overlap

Perhaps the most interesting
example of the breakdown of categories, however, is the current overlapping of the country, rhy-
thm and blues field. Today the diskeries are pushing out an increasing number of disks which which have a definite r.\&b. quality about them. The outstanding example of this type of performer today is Elvis Presley, recently
with Sum Records and now on the with Sum Rec
Victor label.
Victor label.
Presley skyrocketed to fame on remarkable-for its r \& vocal style remarkable-for its r.\&b. quality, beat of guitar and bass. Meanwhile many other country artists, such as Marty Robbins on CoJohuny Cash on Sun, have been doing an amazing amount of country blues disks-blues which have an r.\&b. quality.
velond Sun Records, which developed Presley, has been developing another artist into what many consider a contender for the
spot Presley once held on that label. He is Carl Perkins, who now has a disk breaking for a
hit. This is "Blue Suede Shoes," another item characterized by its r.\&.b. quality.

Entering the sweepstakes, of course is Decca's c.\&w. exec,
Paul Cohen, who has quitely scouted around and has picked up a couple of young performers
with the "Presley sound." One of these is Tommy Smith. Decca is expected to release sides by Cohen, by the
Cohen, by the way, throws some interesting light on the
whole c.\&w.-r. \&b. trend. He notes that the fields were always denced by the songs of Jimmie

Rodgers, have always had a feeling for the blues and that often the difference between a country side and an r.\&bb. side is merely
the use of strings as against the the use of strings as against the
use of horns. The Presley sound -it is pointed out, might be called r.\&b. without horns, but with strings.

There is one aspect of the c. \&w.-r.\&b, overlapping which is
often forgotten. This is the inoften forgotten. This is the in-
teresting manner in which r.\&b.'s influence in country seems to be running parallel to $\mathrm{r}, \& \mathrm{~b}$.'s interest in pop. The latter came first, of course, and it will be interesting to see whether the r.\&b. incur-
sion into country will assume the same proportions.

Meanwhile Presley, a key fig. ure in it all, has been getting a tremendous buidup via perform He has also been brealing into the gossip columns-all indicative of the fact that neither he-nor the music he stands for-can be considered as strictly country. Packages
What is happening in the c.\&w package field is another indication of the growth of that field far was when the country market was considered strictly a 78 r.p.m.
market. The buyers did not have market. The buyers did not have
modern player equipment. Tomodern player equipment. To
day, however, this is not the case The switch to the new speed has been made, and there has age business.
One of the earliest indications of this was the release last yea of some eight c.\&w, dance al
bums by Decea titled the "Coun
series. These were 10 -inch LP's. Shortly thereafter Decca issued a 12-inch LP by the eutstanding Business has chanter Webb Pierce these that the diskery plans more Victor, too, has been pushing Victor, too, has been pushing
out c.\&w. packages. Recent ex out c.\&w. packages. Recent ex-
amples were the new Eddy Aramples were the new Eddy Ar-
nold and Che' Atkins packr.ges It is also expected that Presley It is also expected that Presley
albums will be issued. M-G-M still raking up heavy sales on still raking up heavy sales on
Hank Williams, just issued a new Arthur Smith package. Abbot has issued a Jim Reeves package,
It is no secret that t.ee release of c.\&w. albums are being stepped up because they rake in not only strictly c.\&sw. loot, but also rack up sales in metropolitan
areas. This is all part of the over areas. This is all part of the over-
all category-breakdown scene The metropolitan areas are becoming more country-consciou and vice-versa, and TV is playing a big role in this. The airing of such artists as Presley, the Grand
Ole Opry" stars, Red Foley and Ole Opry stars, Red Foley and
the RadiOzark group, etc., are having an effect.
In short, it may be said that sic are where you find them mu could be Boston, or Frank Dailey's Meadowbrook, or the New York Palace Theater. Similarly pop music is where you find it. And this could be over a deejay show in Nashville, Tenn.; on a disk which couples Hugo Winterhalter and Eddy Arnold. And, of course, r.\&b; enjoys a similarly
wide geographical spread, for it wide geographical spread, for it It's getting harder to tell 'em
apart.

## SPECIAL CATEGORIES

Sacred Diskings Big Part of CEW

By REN GREVATT
Special categories, including monologs, comedy items, instru mentals and sacred offerings, conthe country and western music business.
Tho outweighed in the disk field in terms of quantity by more conventional country fare hese special styles all have thei also standard with the . in per now abound in practically all sections of the country, both on TV as well as in theaters, arenas and auditoriums.
The increasingly important sta tus of the packaged country stage show, sparked in large measure Opry troupe, attests to the stay ing power of the styles.
Of these, the sacred is perhaps the biggest individual category Sacred material is the fountain from wiich springs much stand ard country fare. In deeply re flow of sacred songs gets a con istent sood socertion and fact, the sacred feeling is found act, the sacred feeling is found ard love ballads as well.
Of the specialty groups, sacred is the strongest by far on the Ferlin Huskey Red Foley Porter Wagoner, Webb Pierce, Kitty Wells, Martha Carson and Gene Autry not only include much sacatalog but frequently personal
new sacred songs. The late Hank Williams was particularly well known for
his tunes.
A natural outgrowth of the
sacred field is the monolog. Tho never a big disk factor, the mono$\log$ has strong appeal particularly at the local show level. Growth of the form can be traced directly to monologs frequently heard as a middle section of a sacred based on a sacred idea voiced in the spoken word. Nelson King's recent release of "Mail Order From Heaven" is an example.
But monologs come in other

HAYES EXPECTS C\&W BACKING

## Altho ABC - Paramount artist Richard Hayes is a pop

 singer, he expects to have a strong country and western following when he gets June. For the past couple of and producer of the Army's and producer of the Army'stwo c.\&tw. radio shows," "Country Jamboree" and "Countryside Style U.S.A." c.\&w, deejar show, is a rently aired over a $350-$ station Mutual netiv rk. The transcribed "Country "Style
U.S.A." (featuring "Crand U.S.A." (featuring "Grand
Ole Opry" cast) is carried Ole Opry" cast) is carried
over 2,000 local radio sta-

Some of ous Songs ${ }^{*}$ have hit like we was swingin' a

# "9 POUND HAMMER" at "16 TONS" 

 but we couldn't stay away from "SWEET TEMPTATION" thact's"SO ROUND, SO FIRM, SO FULLY PACKED"
and now there's
"NO VACANCY"
and I'm holing
"A PETAL FROM A FADED ROSE" and it's
"DARK AS A DUNGEON"
'cause my "BAYOU BABY"
says she'll "DIVORCE ME C.O.D."
so I quess 1 'ill
"SMOKE, SMOKE, SMOKE"
that cigarette and say
"THAT'S ALL"
Regards, Merle Travis

AMERICAN MUSIC, INC.
9109 Sunset Blvd., Hollywood 46, Calif.

## Best Selling Country \& Wesern Records - 1946-1955

-1946-

1. New Spanish Two Step
2. Guitar Polka

Divorce Me C.O.D.
Merle Travis-Capilot
4. Roly-Poly
5. Sioux City Sue
6. Wine, Women and Song
i. Someday (You'll Want Me to Want You)
Ele Brith- rCA victor
8. Cincinnati Lor Merie Travis-Capitol
9. Sioux City Sue $\qquad$
10. That's How Much 1 Love You
11. Sioux City Sue

Dick Thomas-National
12. Honey, Do You Think It's Wrong?
13. I Wish 1 Had Never Met Sunshine
14. Detour

Spade Cooley-Columbis
15. No Vacancy
16. Drivin' Nails in My Coffin
16. Have I Told You Lately That I Love You?
Gene Aury-Columbia
16. Rainbow at Midnight Ernest Tubb-Decea
17. You Can't Break My Heart Spade Cooley-Columb
17. Filipino Baby
-1947-

1. Smoke, Smoke, Smoke (That Cigarette)
Tex williams-Capitol
2. It's a Sin

Eddy Arnold-RCA victor
3. So Round, So Firm, So Fully Packed
Merle Travis-Capitol
4. What Is Life Without Love? Eddy Arnold-RCA victor
5. Ill Hold You in My Heart Eddy Arnold-RCA Victor
6. Timtayshun

Red Ingle-Jo Safford-Capitol
7. New Jolie Blonde Red Folcy-Decca
8. Rainbow at Midnight Ernes Tubb-Decca
9. New Pretty Blonde Mooa Mullican-King
10. Divorce Me C.O.D. Merie Travis-Capitol
11. Sugar Moon

Boo Wills-Cotumbia
12. To My Sorrow did Aroold-RCA victor
13. Filipino Baby Ernest Tubb-Decca
14. That's What I Like About the West williams-Capitot
15. Jole Blon
16. Down at the Roadside Inn
16. Feudin' and Fightin'
16. Never Trust a Woman
-1948-

1. Bouquet of Roses Eddy Arnodd-RCA vietor
2. Anytime
J.
3. Just a Little Lovin'

Eddy Arrold-RCA Vistor
4. Texarkana Baly

One Has My Name
Jimny Wakely-Capitol
6. Humpty Dumpty Heart
7. Life Gets Tee-jus Don't It?
8. Sweeter Than the Flowers
9. Deck of Cards

Ther Tyler-Four Sar
10. My Daddy Is Only a Picture
11. Tennessee Waltz

Pee Wee Kiny-RCA vietor
12. Suspicion
13. Tennessee Saturday Night Red Foley-Decca
14. Tennessee Waltz
15. I Love You So Much It Hurts Jimmy Wakely-Capitol
16. Seaman Blues Ennest Tubb-Decea
17. I'll Eddy Aroold You in My Heart Eddy Arnold-RCA Victor
17. A Heart Full of Love
19. Forever Is Ending Today Ernest Tubb-Decta
20. Blue Shadows on the Trail Roy Ropers-SOns of the Pioneer-
RCA $\begin{aligned} & \text { victor }\end{aligned}$
20. Cool Water
-1949-

1. Lovesick Blues
2. Don't Rob Another Man's Castle
,
3. I'm Throwing Rice Eddy Arnold-RCA Vistor
4. Slipping Around Margaret whiting-Jimmy wakely-
5. Wedding Bells Hank Williams-M.G-M
6. Candy Kisses
7. Why Don't You Haul Off? Wayne Rancy-King
8. Bouquet of Roses Eddy Arnold-RCA victor
9. I Love You So Much It Hurts
10. Tennessee Saturday Night
11. The Echo of Your Footsteps Eday Atnold-RCA Vistor
12. One Has My Name
13. One Kiss Too Many
14. Slipping Around
15. Tennessee Border

A Heart Full of Love Eddy Arnold-RCA Victor
17. Blues Stay Away From Me
18. I'm Bitin' My Fingernails Ernest Tubb-Andrews Sisters-Decca
19. Please Don't Let Me Love You
20. Let's Say Goodbye Like We Said Hello
-1950-

1. T'm Movin' On
2. Chattanoogie Shoe-Shine Boy Red Foley-Decca
3. I'll Sail My Ship Alone
4. Why Don't You Love Me? Hank Williams-M-G-M
5. Long Gone Lonesome Blues

Goodnight, Irene Red Foley-Ernest Tubb-Decen
7. Cuddle Bugzin' Baby

- (Remember Me) P'm the One Stuart Hamblen-Columbia

9. Birmingham Bounce
10. Lovebug Itch

Eddy Arbold-RCA Victor
11. Mississippi
12. Throw Your Love My Way
13. I Love $\underset{\text { Ernest }}{\substack{\text { Youbb-Decca }}}$
14. Cincinnati Dancing Pig Red Foley-Decca
15. I'll Never Be Free

Let's Go to Church Marazaret Whiting-Jimmy Wakely-
Capitol
17. Enclosed One Broken Heart Eddy Arnold-RCA Vietor
18. Angel With the Dirty Face
19. Why Should I Cry Over You? Eddy Arnotd-RCA Victor
20. Slipping Around Margaret Whiting-Simmy Wakely-

## -1951-

1. Cold, Cold Heart
2. I Want to Be With You Always
3. Always Late

Lefty Frizzell-Columbia
4. Rhumba Boogie

Hank Snow-RCA Victor
5. I Wanna Play House With You

There's Been a Change in Me
7. Shotgun Boogie

Tennessee Etaie-Capitot
8. Hey, Good Lookin'
9. Mom and Dad's Waltz
10. Golden Rocket

Hank Snow-RCA Victor
11. I'm Movin' On Hank Snow-RCA Victor
12. Kentucky Waltz
13. Slow Poke

Pee Wee King-rCA victor
14. Let's Live a Little
15. I Love You a Thousand Way Lefty Frizzell-Columbia
16. Poison Love Johnoic and Jack-RCA Victor
17. Down the Trail of Aching Hearts Snow-RCA Victor
18. Bluebird Island Hank Snow-RCA Victor
19. Peace in the Valley 20. Mister Moon Carl Smith-Columbia
-1952-

1. Wild Side of Life
2. Let Old Mother Nature Have Her Way
3. Jambalaya

Hank Wiltams-M-G-M
4. It Wasn't God Who Made Honky Tonk Angels
Kity
5. Slow Poke

Pee Wee King-RCA Vistor
6. Indian Love Call

Sim Whitman-Imperial
7. Wonderin'

Webb Pierce-Decea
8. Don't Just Stand There
9. Almost
10. Give Me More, More, More of Your Kisses
11. Half as Much

Hank Williams-M-G-M
12. Easy on the Eyes
13. Gold Rush Is Over

Hank Snow-RCA Victor
14. Are You Teasing Me?
15. Full Time Job
16. Missing in Action
17. Waiting in the Lobby of Your Heart
18. Too Old to Cut the Mustard Red Foley-Ernest Tubb-Decea
19. Don't Stay Away
20. That Heart Belongs to Me
-1953-

1. Kaw-Liga

Hank Williams-M-G-M
2. Your Cheatin' Heart
3. No Help Wanted
4. Dear John Letter
5. Hey, Joe
6. Mexican Joe
-
7. I Forgot More Than You'll Ever Knowv
Davis
Sisters-RCA Vietor
8. It's Been So Long
9. Take These Chains From My Heart
Hank Willams-M-G-M
10. Fool Such as I
11. Eddy's Song

Eddy Arnold-RCA Victor
12. Last Waltz
Webb Pierce-Decea
13. Rub-a-Dub Dub Capito
14. I'll Never Get Out of This World Alive
Hank Williams-M-G-M
15. Bumming Around
16. That Hound Dog in the $\underset{\text { Homer } \&}{\text { Window }}$
17. Crying in the Chapel
18. Jambalaya

Hank Williams-M-G-M
19. Death of Hank Williams

Caribbean
Mitchell Torok-Abbote
-1954-

1. I Don't Hurt Anymore
2. One by One
itty Wells and Red Foley-Decoe
3. Slowly
4. Even Tho
5. I Really Don't Want to Know

More and More
Webb Pierce-Decea
7. You Better Not Do That
3. There Stands the Glass
9. Rose Marie
10. I'll Bay Price-Co
11. Bimbo
12. This Is the Thanks 1 Get
13. This Ole House This Oit Hamblen-RCA Vistor
14. Sparkling Brown Eyes
15. Looking Back to See

Looking Back to See
Goldie Hill and Justin Tubb-Decoen
16. Secret Love
17. Back Up, Buddy
18. Wake Up, Irene
19. Release Me Ray Price-Columbia
20. Goodnight, Sweetheart, Goodnight
Johnnie and Jack-RCA victor
-1955-

1. In the Jailhouse Now
2. Making Believe
3. I Don't Care

Webb Pierce-Decca
4. Loose Talk

Satisfied Mind
Porter Wagoner-RCA Victor
6. Cattle Call

Eddy Aryold \& Hugo Winterthater-
RCA
Victor
7. Live Fast, Love Hard and Die Young
Faroa Young-Capitol
8. If You Ain't Lovin'
9. Yellow Roses $\begin{aligned} & \text { Hank Snow-RCA victor }\end{aligned}$
10. I've Been Thinking
Eddy Arnold-RCA Vict
11. More and More Webb Pierce-Decca
12. Love, Love, Love
Webb Pierce-Deca
13. Satisfied Mind

Red \& Betty Foley-RCA Decca
14. Ballad of Davy Crockett
15. Just Call Me Lonesome Eddy Arnold-RCA Vietor
16. There She Goes
17. Are You Mine? Ginny Wrighs \& Tom Tall-Fzbor
18. Satisfied Mind
ean Shepard-Capitol
19. Let Me Go, Lover
Hank Snow-RCA Victor
20. All Right

## PERSONAL APPEARANCES

## Live Shows Boom Countrywide; Talent Cost Over \$50 Mil in '55

The country and western personal appearance field is jumping! Contrary to the situation with pop talent, c.\&w. live shows have pop moving ahead steadily in recent years, opening up new locations of every variety in every part of the United States and Canths, the field has really taken off. Last year, the business hit its peak with an estimated $\$ 50$,000,000 gross talent cost. This year it is conservatively estimated that this figure will be topped by more than 20 per cent.

The increase is attributed to several things, most of which are of minor significance. One important factor, of course, is the encouragement promoters have received from profitable bookings in past seasons. Some who tried one c.\&w. package booking as an experiment now will run them as frequently as possible and on a regular basis.

## FOLK TALENT AND TUNES

## With the Jockeys

Deejays may obtain a copy of Gale Southern's latest Star dale recording, "Echos From
the Past" b.w. wrusting the Past" b.w. "Trusting Heart, by writing to her at
R. 2, Box 92, Garland, Tex. R. 2, Box 92, Garland, Tex just celebrated his seventh anniversary at KCSB, San Bernardino, Calif., and says he's well satisfied with the service the record companies have been giving him. . . Slim Corbin, formerly with KTFY, Brownsfield, Tex., is now spinnin' c.\&w. wax over 'HOB, Hobbs, N. M.

Happy Wainwright, WKRG, Mobile, Ala., recently kicked off two new shows, "R.F.D. Rendezvous," heard Monday thru Friday, and "The Country Show" on the air from 1-2 p.m. each Saturday. On the latter seg, Wainwright holds phone conversations via beeper with c.\&w, artists in the area. Any one wishing to talk to Wainwrigh and his audience may call
Roy Hines, formerly at WPAG, Roy Hines, formerly at WPAG Ann Arbor, Mich., is now spinning
the country stuff over WMIC, Monroe, Mich. . . . Nathan Street, WKSR, Pulaski, Tenn., infos that Audie Ashworth recently joined the station's staff. . . Ramblin' Lou, WJJL, Niagara Falls, N. Y., is now doing a three-hour country music show every morning; a 15 -minute live show each night; four and a half hours of the country tunes on Saturdays, and 30 minutes each Junday. . $\dot{O}$. Jake Gahm, WLMJ, Jackson, O ., is emseeing a live Saturday from $3: 30-5$ p.m. Show Saturday from $3: 30-5$ p.m. Show
features Bill Parsons and band comprising Luke Prater, Tillie the Drifter, Fiddlin' Norman Meadows Ike, Junior Landrum, and Janice Willis, vocalist.

Nap Nappier has joined the deejay staff at KTLD, Tallulah, La. . . Cliff Rodgers this week celebrates his 10 th anniJohn E. Kramer Jr., WDBS John E. Kramer Jr., WDBS, "Please thank for me the more than 150 artists who sent pic tures to us for our display

John Robbins is spinning seven hours of country material daily hours of country mater Rockville, Md. Robbins also serves as promotion di rector. . . Eddie Briggs, formerly with the Far East Network in Ja pan, is slated to receive his Navy discharge soon, when he plans te
sesume his "Eddie Briggs Show." resume his "Eddie Briggs Show.
Before entering the Navy he was with KCHJ, Delano, Calif. Hi home address is 4510 North Ar thur Avenue, Fresno, Calif.

The most spectacular, and perhaps most significant factor however, is the popularity of the big-cast c.\&w. packages appear ing every week on coast-to-coast TV. Heading these would be the "Grand Ole Opry" and Red Foley's "Ozark Jubilee." According to Harry Cooke, of Cooke and Rose Theatrical Enterprises, Inc., who books as much as 90 per cent of the country business Last of the Mississippi, these hows have frated a great pop thar demand for the talent viewed possible for talent buyers to know in advance what they are buy ing "It's very easy to sell these ing. "It s very easy to
acts now," said. Cooke.
Fair and Park Bookings Up
Probably the biggest area increase has been fairs. It is estimated, conservatively again that fairs have increased their gross talent outlay by 40 per cent in the past year. Parks, most of which play on Sundays, showed a 20 per cent upswing The fairs, without exception, have learned that in the course of a varied week of presenta-
tions, c.\&w, night is the one that never fails to draw a capacity crowd.
It is to be noted also that some of the increase in booking fees is due to increased asking prices for the top name stars, many of which are substantially increased. However, it also may be noted that there has been a trend in some sectors to bring in only the top names, pay their price, and fill out the bill with local talent.

New Territories
Of considerable importance to the entire c.\&w. field is the opening of new territories for first magnitude live shows. The acts out of Nashville; Springfield, Mo.; Wheeling, W. Va.; Chicago, and Los Angeles are ranging far these days for hefty returns. Tradesters label the Northwest and also the Eastern Canada territories as gold mines for c.\&w. shows. The latter is especially choice because shows can do well in the middle of the week, while some sectors confine their activity to the Sunday parks.
The practice of buying only
the stars for the big production around them in each locale is increasing, but the big "set" packages are flourishing as neve nate from the big radio and TV nate fro
centers.
"Grand Ole Opry," from WSM, Nashville, continues to put about 20 different units into the field. On January 1 alone, the station had eight units working, and they did a combined gross business of $\$ 100,000$. The WSM bureau, in January and so far in February, is rumning ahead of the same period for any year since its inception in 1938.

Nearly 3,000 for 'Opry'
Nearly 3,000 for 'Opry'
According to WSM's Jim Denny, "Opry" units played a total ny, Opry units played a tota
of 2,994 dates last year. Most of them were one-nighters, tho
of there are a few spots, such as the Casino Theater, Toronto; the Lyric, Indianapolis; the Olympic Miami, and the Paramount, Los Angeles, that can run a full week of c.\&w. Denny notes a new trend toward two-day stints, and the bureau is selling this idea with much success in cities where the population exceeds 40,000 . He reports that business invariably is better on the second night of each stand.
Denny also notes that, while the very top stars, the Webb Pierces, Hank Snows, Car Smiths, Kitty Wells, etc., are the big record names, there is a big
number of acts who have proven good b.-o., but whe record rarely, if at all. These include such as Duke Acuff, Minnie Pearl, the Duke of Paducah, and others who are. however,
heard on radio.

He also has observed that audiences everywhere are showing an increasing percentage of young folks.
In Springfield, Mo., where Red Foley's "Ozark Jamboree" origi15 units. WWVA, Wheeling W. Va., has as many as 10 units, tho they don't range too far from the surrounding territory. Richmond's WRVA, flagship of the "Old Dominion Barn Dance," has about five units for p.a.'s.

Many Big Grosses
It's interesting to note where
several of the big grosses of 1955 came off. A bill headed by Eddy Arnold drew 10,000 people to Sunset Park, West Grove, Pa., on a Sunday at $\$ 1$ per. Arnold did approximately the same business at the Circle A Ranch, Huddonfield, N. J., and almost as much at Sleepy Hollow Ranch, Pennsburg, Pa.
The Roy Acuff package, which included Johnny and Jack and Kitty Wells, racked up several grosses between $\$ 8,000$ and $\$ 10$,000 in the same section of the country.
And, say the bookers, "It's only the beginning."


## Denny Tops 1955 C\&W Poll; Sholes Voted Second Place

Jim Denny, head of the WSM Artist Bureau, Nashville, is the winner of The Billboard's second annual Country and Western Man of the Year poll, with Steve Sholes, RCA Victor's artist and repertoire director in charge of specialty singles, coming in a close second.
The Country and Western Man of the Year panel again this year was composed of top publishers, artists, a.\&rr. men and other leaders in the c.\&sw. field. Since The Billboard annually issues a series of awards to outstanding country talent, artists are specifically excluded as possible recipients of the C.\&W. Man of the Year award, which was set up to give recognition to efforts in the field by those persons in other-than-performer categories. The first annual C.\&W. Man of the Year award was won by the late Fred Rose, publisher, songwriter, and developer of country talent. This year's winner, Jim Denny, placed third in ond place.

Runner-ups to Denny and Sholes this year included Capitol's c.\&w. artist and repertoire


Steve sholes
Charlie Lamb. Others polling votes were Hubert Long, Decca's a.\&r. exec Paul Cohen, pro-moter-manager Colonel Tom Parker, promoter A. M. Bamford and WSM program director Jack Stapp.

Top Booker
Jim Denny is generally conceded to be the top booker of country talent in the U. S., and one of the nation's leading experts on things country and western. He joined WSM while still in his teens and is currently in his 28th year with the Nashville station.
In addition to his vast booking operation, Denny is also active in the c.\&w, publishing field, with his own firm, Cedarwood Publishing Company. He has enjoyed a measure of success in songwriting, and has served as personal manager for a number Of c. Ow. stars. WSM's "Grand and a half hours) and oldest ( 29 years) sponsored and oldest gram in the world As radio proer of all "Grand Ole Opry" talent, Denny is responsible for more than 27 acts involving some 160 performers.

Steve Sholes is an all-round music man, having piled up considerable experience in the rhythm and blues, kiddie and album fields, before he moved 1954. He has been responsible for the recording success of many all-time c.\&w. wax names (Eddy Arnold, Hank Snow, ete.) and is currently grooming Elvis Presley


JIM DENNY
as his candidate for an all-time timer while still attending school. c.\&w. great of tomorrow. Sholes, who also placed second in the C.\&W. Man of the Year poll last year, first went to when he was hired as a part n attending schoo In the late 30 s he joined the the exception of a depment and, with the exception of a two-year Army stretch during the war, has bee when he was hired as a part- since.

## Greed Is Sending CEW Music Into Decline, Say Pubs

## Everybody's a Publisher Today, From Sidemen to Station Execs

## By BILL SIMON

"Greed is driving country and western music into the grave." This bitter conclusion was voiced recently by a top-flight veteran c.\&w. publisher and echoed by a number of his coleagues, all of whom attribute the decline of solid c.\&cw, song hits to the selfish activities of parties on all levels of the business.
"Everybody," they maintain, is a publisher ... artists, re cording men, station executives even sidemen." The problem of getting an artist.to record a song in which he doesn't have some interest is becoming more acute each day. "They don't care whether or not the song gets exploited properly, said one. They just figure that, with the publisher's share of performance moneys, and perhaps a piece of the writer's share, they can come out well personally, and he song be damned. They in icate cleary that tists songs in irms owned by artists and such get when the artists themselves cept when the artists themselve perform them, and that practically no effort is made to get The importance of get uch covers to assure solid value for the tune itself, is pointed up by the fact that the only c.\&w tunes to stack up as sheet music
sellers in the past several years have been those which have obtained pop covers and pop-fiel exploitation. The c.\&sw, sheet music market, up until about five years ago, was a steady, clining rapidly and today am de to very little. and today amounts
o very little.
This applies also to the folio business, which once was a flourishing thing. Today, most of the tolios sold are those including and perhaps published artist and perhaps published by him, at personal appearances. Over the counter sales are small.

Writers Discouraged One result of this pursuit of self-interest by performers and producers has been the discourif a good new writer does up, before you know it he has his up, before you know it he has his
own firm, too."
The regular-line publishers find themselves in a situation where their only possible source of in-
come now is performances. In order to get records, they find that they have to make they find standard cut-ins, then give the standard cut-ins, then give the
diskery a rate, and then also pay for any exploitation that's done. As a result, some of the bestknown outfits have been known to increase their activity in other fields, such as pop, and rhythm (Continued on page 62)

## C\&W RECORD LABELS

FIN
35 Madison Street
Rochester, N. Y.
FLIP
706 Union Avenue
FLORAL
739 Lawrence Street
Detroit
FOLKCRAFT
1159 Broad Street
Newark, N. J.
Box 201
Flushing, N. Y.
FOUR STAR
305 South Fair Oaks
Pasadeaa, Calif.
FOX
Box 142
Abilene, Tex.
GATEWAY
3930 Spring Grove Avenue
GILT EDGE
305 South Fair Oaks
Pasadena, Calif.
1695 Broadway
New York
GRENOBLE
Box 821, Hilltop Station Columbus, 0.
HEADLINE
173 Washington Street
Barre, Vt.
HICKORY
2510 Franklin Avenue Nashville
HIDUS
Springfield, Tenn.
HILITE
173 Washington Street Barre, Vt. JET
5621 Washington Avenue Houston
406 South Division Street Northfield, Minn.
OY
401 East Randall
Beeville, Tex.
3930 Spring Grove Avenue
Cincinnati

## KING

1540 Brewster Avenue
Cincinnati
LIBERTY BELL
726 E. Weldon
${ }^{\text {Phoenix, Ariz. }}$
LIN
Gainesville, Tex.
1420 Wa
1420 Walnut Street
Philadelphia
MAC GREGOR
729 South Western Avenue Los Angeles
MAR-VEL
Box 841
Hammond, Ind.
MERCURY
35 East Wacker Drive
Chicago
MERLENE
1033 Willow
Abilene, Tex.
1914 Chelsea Avenue
Memphis
701 Seventh Avenue
New York
M. \& J. Box 238

Cincinnati
M. \& M.

747 East Walnut
Pasadena, Calif.
NUCRAFT
711 Rochow Street
OLD TIMER
3703 North Seventh Street Phoenix, Ariz
PEARL 809 Arlington Road Covington, Ky . PEP

9652 Winchell Street
Rivera, Calif.
PERFECT
Box 366, N. W. Branch Miami
PRINCE
4451 Alumni Avenue
Los Angeles
QUEEN
Snyder, Tex.
(Contimued on page 62)

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Bayou Baby
20/47-6407

## CHARLINE ARTHUR

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## CHET ATKINS

The Poor People of Paris
Honey
20/47.6366
BLACKWOOD BROTHERS QUARTET
Something Old, Something New
My Saving King
20/47.6442
SKEETER BONN
Rock-a-Bye Baby
There's No Use Now
20/47-6352
ELTON BRITT
Lonesome River
One Life, Two Loves
20/47-6429
HM EDWARD \& MAXINE BROWN
Watch for Release!

## martha carson

I Want to Rest a Little While
David and Goliath
20/47.6413

## ANITA CARTER

I Wore Dark Glasses
False Hearted
20/47.6364
TME COUNTRY PARDNERS
Ever-Ready Kisses
The Maple on the Hill 20/47.6433

## THE DAVIS SISTERS

Don't Take Him for Granted
Blues for Company
20/47-6409
terby fell
Over and Over
If I Didn't Have You
20/47-6444
Stuart hamblen
Hell Train
A Few Things to Remember 20/47.6465

## hawkshaw hawkins

Borrowing
If it Ain't on the Menu 20/47.6396

THE HOLY NOTES
Written on the Heavenly List Holy Notes 20/47-6373

## homer and jethro

This Is a Wife?
Love and Marriage
20/47.6374
BUD ISAACS
Boing!
Westphalia Waltz
20/47-6456
JOHNNIE AND JACK
I Want to Be Loved
Feet of Clay
(with Ruby Wells)
20/47.6395
johnson famity singers
Your First Day in Heaven
And He Was There
20/47-6372

## PEE WEE KING

Blue Suede Shoes
Tennessee Dancin' Doll
20/47.6450

## hank Locklin

A Good Woman's Love
I'm a Fool
20/47.6434

## MARTHA LYNN

Learning to Love
Suddenly There's a Valley
20/47.6257
PAUL MICKELSON
Lord, I'm Coming Home
The Stranger of Galilee
(with Tedd Smith)
20/47.6443
nita, RITA, AND RUBY
Not Any More
Leroy
20/47.6445
ELVIS PRESLEY
I Was the One
Heartbreak Hotel
20/47-6420
WADE-RAY
Any Old Time
Going Home All Alone
20/47.6457
IIM REEVES
If You Were Mine
That's a Sad Affair
20/47.6401
DAVE RICH
I'm Glad
Darling, I'm Lonesome
20/47-6435
RITA ROBBINS
Miss the Love
How Long
20/47-646
jimmie rodeers
Never No Mo' Blues
Daddy and Home
20/47-6408
george beverly shea
He Was There
Known Only to Him
20/47-6414
TEDD SMITH
Lord, I'm Coming Home
The Stranger of Galilee
(with Paul Mickelson)
20/47.6443
HANK SNOW
These Hands
I'm Moving In
20/47-6379
Jimmie rodgers snow
It Won't Do No Good
The Milk Cow Blues
20/47-6430
SONS OF THE PIONEERS
Mighty Rock
My Secret Wish
20/47.6362
THE SPEER FAMILY
Someday There'll Be No Tomorrow
Just Take It to Jesus
20/47-6415
the statesmen quartet
Headin' Home
Poor Old Adam
20/47.6191
mEDD STEWART
Don't Ever Fall in Love
Turn Around
20/47.6270
BUDDY THOMPSON
Echo Heart
Different from the Rest
20/47.6312

## ORTER WAGONER

What Would You Do
How Can You Refuse Him Now
20/47-6421
THE WEATHERFORD QUARTET
There's a Lot More Layin' Down
I Know He Cares
20/47-6311

## RUBY WELLS

I Want to Be Loved
Feet of Clay
(with Johnnie \& Jack)
20/47-6395
DICK WILLIAMS
If This Is Sin
I Made a Millinnviistakes

## 20/4i.6584

DON WINTERS
One Way Is Bound to Be Right
I've Been Thinking It Over
20/47.6348
DEL WOOD
Ain't She Sweet
Josephine
20/47-6397

## HILLBILLY \& COWPOKE

## LIVE C.\&W. SHOWS CUT BIG SLICE OF LOCAL TV

Country and western musical furniture and appliance stores or shows make up an important seg- auto agencies. Other local sponment of local live TV program- sor types are banks, grocery ming, aciording to a just com-
pleted survey of the field by The Billboard (see chart on this page). drive-in theaters and night clubs. The study indicates that almost National advertisers listed as 100 local live c.\&w. shows are sponsors of local live c.\&w. shows aired on a regular basis by more include Pepsi-Cola, Rinso, Seventhan 80 TV stations in 30 States Up, the A\&P chain, Naptha of this country, and in Canada. Soap, auto manufacturers, TV In addition, of course, there are and racio set makers, and cigamany sydicated TV film c.\&w, rette companies.
music series (see separate story) A study of the chart on this aired by hundreds of video out- page listing local live c.\&w. TV lets thruout the country. $\quad$ shows currently aired by stations About 90 per cent of the local makes it readily apparent that live TV shows polled are spon- there is a wealth of comparasored, with a surprising number tively undiscovered c.\&w. talen set up on a single-sporsor basis. available today to record comLocal sponsors are primarily in pany and TV network talen the food product line, or operate accounts.

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Latest release-ridin' high on the charts-

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Distributors-some territory open-send for catalogue and brochure, for play-dates-
write BUD LEWIS THEATRICAL AGENCY wire P. O. Box 746, Wheeling, West Virginia


## LOCAL-LIVE COUNTRY



## FLORIDA

|  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |


indiant

maryland
Batimore ......WMAR-TV ..The Coflegians ..........2-3 p.m. Sat..............T. Oliver Hughes ............T. Otiver
MASSACHUSETTS
Springfield .....WWLP ...... Rod Barley Sthow .......9-10 a.m. Mon.-Fri..... Rod Barkley .................Rod Barkley michigan
Ann Arbor ....WPAG-TV ..Okeh Country Show ....9:30 p.m. Thur...........Dick Deardoff ..............Not provided
Grand Rapids..WOOD-TV ..Rowena Rouad-Up .....6 p.m. Thur. ............. Grand Rapids..WOOD-TV ...Rowena Rouad-Up ......6 p.m. Thur. ..............Buck Barry ......................... Dick provided Kalxmazoo ....WKZO-TV ...Green Valley Jamboreo. . 4:30-s p.m. Sat......... Rem Wall \& His Greea . Salley Boys ............. Sim Balley Traverse City ... WPBBN-IV ...Buady Mouncaia

Bill Lyon, Cotion Nash, ., Bill Lyoa
minnesota
Dutuh ........KDAL-TV ... Uncle Harcy ...........6:15-6:30 p.m. Tues......Uncle Harry, Eddie Williams.Joha LaForse .
Minaeapolis ...KSIP-TV .... Susot Valley Bara $\begin{aligned} & \text { Dauce ................10:30-11 p.m. Sat....... David Stone, Billy Fotger, } \\ & \text { Chuck Carson }\end{aligned}$
Dare Stone
missourt
Mill Dickey, Scotly Nelsoa,
Bob Jonct
nèbraska
 NEW HAMPSHURE

New jersey
Newark .......WATV ......Westera Round Up .... 3:30 p.m. daily ......... Ranges Lyle Reod ..........G. H. Grees Nowark ........WATV .......Wewtera Jamborse ......8:30-9 p.m. Moa.......... Variety, Shorty Wacrea......G. H. Green

## AND WESTERN TV SHOWS



1956 Annual
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Special

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MGM EP X3299..X1190.X1189.X1188 ( 45 rpm )

MGMM RECORDS
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## C\&W RECORD LABELS

- Continued from page 56
'ICA VICTOR
115 East 24th Street 115 East
RED BIRD
Lincoln Way, East
Fort Wayne, Ind.
: EPUBLIC
714 Allison Nashville
RICH-R'TONE 407 West Main Street Morristown, Tenn.
IING
Bank of Galesburg Building Galesburg, III.
RITA
c/o B \& B Productions
Perth Amboy, N. J.
ROCKY MOUNTAIN
330 East Boulder Street
Colorado Springs, Colo.
ORK
Box 2281, DeSoto Station
Memphis
Memphis
ROSE
Box 49
Cisco, Tex
Cisco, Tex
moundup
Fairmont Hotel
San Francisco
ROYAL
6.333 Hollywood Boulevard Hollywood
goyalty
Abilene, Tex.
UURAL RHYTHM
Box 521
Arcadia, Calif.
SAGE \& SAND
56531.2 Hollywood Bouvelard Hollywood
SARG
311 Davis Street
Luling, Tex.
SENTRY
3151 Burlington
Butte, Mont.
iheraton
246 Huntinglon Avenue
Boston

SHO-ME
2510 Holme Kansas City, Mo.
SIERRALEN
5302 Clara Street Bell, Calif.
SIMS
7502 Denny Avenue
SOUTHWEST
SOUTHWEST
Riverside, Calif
SNOWCAP
5526 Zelgah
Encino, Calif.
STARDAY
Box 1689
Beaumont, Tex.
SUN
706
Mempion Avente
Memphis
332 South Michigan Avenue
Chicago
TIME
Box 1231
Dalhart, Tex.
TNT
1422 West Poplar
San Antonio
San Antonio
TREPUR
Route 3, Roanoke Road
La Grange, Ga.
TRU-BLUE
1650 Broadway
New York
Valley
Box 10033
Knoxville
VIV
7342 11th Place
Phoenix, Ariz
WESTERN JUBILEE
708 East Garfield
Phoenix, Ariz.
WESTPORT
3814 Washington Street Kansas City, Mo.

## Greed Causing C\&W Decline

- Continued from page 56
and blues, gradually excluding its own Hickory label. The comc.\&w. paratively new Trinity Music oc A glance at the few c.\&w. casionally turns out dates which tunes that have sold sheet music end up on regular labels. Other this year, and which have hap- are contemplating launching pened as songs, rather than as a labels of their own for tunes they single artists' record entry, dem- are unable to place with accepted onstrates the value of pop cover- labels and artists.
age and exploitation. Those that Conversely, most of the indie come readily to mind are "Sixteen companies who make c.\&W. disks Tons," "Satisfied Minds" and also publish much of the material "Hawkeye." A strictly country they record. Altho they control entry like "In the Jailhouse Now," the material and manipulate it to could not really break thru the their own interest, this sort of lethargy that has engulfed the publishing is not as restrictive as sheet field, altho it was the top that of the artists themselves. The disk seller and performance song companies, it is noted, indulge in
for many months. Pubs months. ${ }^{v}$ them have affected tie-ins with Pubs. pop houses whom they look to pop cover disks and attendant couraging situation. More and deejay hoopla.
more of the old and new c.\&w. are Starday with its Stompanies firms are launching their own sic, Excello with Excellorec Murecord labels and also going into sic, Four Star with its Four Star artists management. Acuff-Rose, Music, Imperial with Commodore which always made masters and Music, Abbott-Fabor with Dandeleased them to various companies, lion, Sun Records with Hi-Lo aud continues to do this but also has King Records with. Lois Music.


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[^2]City

## C.EW. Music Holds Line in Video Battle

- Continued from page 1

Cincinnati, and stars deejay Hugh Cherry as emsee.
In the TV film field the c.\&w program roster shapes up abou the same as last year-"Eddy Arnold Time" (distributed by Walter Schwimmer), with Betty Johnson and the Gordonaires in the cast; "Stars of the "Grand Ole Opry" (distributed by Flamingo Fims), with a raft of big c.aw wames, including hoy Acuf, West Tubb Minie Pearl, Goldi fill Smith and Jimmy Dicken, "ar American Barn Dance" (distrib uted by Kling Film Productions) with Bill Bailey, Tennessee Emie Homer and Jethro, Pee Wee King and the late Hank Williams; Gene Autry's CBS-TV film serie distributed by CBS-TV Film "Town and Country" (distributed by RCA Victor Custom Division ilm syndication department), with Jimmy Dean and the Texas Wild cats; Abbie Neal and Her Ranch Girls" (distributed by National Television), an all-girl band; "Foy Willing and His Riders of the Purple sage "distributed by Wagon Boys" (distributed by Wagon Bol Junction U S A" (distributed by American Newsreel)

Now in Production
New series in production include "The Young Sheriff," a ra dio and TV film series starring


Faron Young and His County Deputies, and produced by "Stars of the Grand Ole Opry" producer Al Gannaway and Charles Ver Halen; "Country Music Songs," a series of three-minute musical programs produced by Visual Transcriptions, Inc. The Faron Young series was slated for reby Young's serious illness last fall. Young is also making a series Young is also making a series of feature films for Gannaway-
Ver Halen, the first one on the schedule being "Hired Guns," with veteran film actor Richard Arlen as the Sherriff and Young playing his son. Also on the Hollywood scene is Eddy Arnold, who made a couple of film shorts for Universal International last fall.
"Eddy Arnold Time" is currently carried in more than 100 markets, including such major metropolitan areas as New York City, WRCA-TV; Washington, and Los Fitsburgh, KDKA-TV, and Los Angeles, KNXT, plus cities. "Stars of the Grand Ole Opry" is also carried in more than 100 markets, including Los Angeles, San Francisco, Dallas and Denver. "Town and Country Time" (produced by Connie B. Gay) is currently sarried on more than 40 stations across the country, while a transcribed radio version of the Gay show is aired over 1,834 stations, under the sponsorship of the U. S. Defense Department
One of the most elaborate of these special promotions was conducted by Eddy Arnold for Domino Cigarettes (thru the Cargill Arnold, Betty Johnson and the Gordonaires, Hank Garland and Roy Wiggins staged a special show before an audience of 2,000 (a fifth of the town's total population) fans in a Harrisonburg Va., ball park, with admission to the show the red top from a carton of Dominos. At the same time, Arnold and his cast visited Domino distributors in surrounding towns. The show had been ballyhooed well in advance, via extensive radio and TV spot campaigns, featuring special pitches by Arnold and display advertising (spotlighting special Arnold endorsement ads).

delivers because The Billboard w
member of the Audit Bureau nirculations.


Newest Sensations.... .


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(PUBLISHED BY CENTRAL SONGS, INC.)

and The Melody Masters with Perk Williams


Record No. 3333

## WESTERN RECORDS

## - Most Played by Jockeys

For survey week ending February 22 SIDES are ranked in order of the greatest number of plays on disk lockey radio shows
weekily survey of top disk fockey shows in all key markels Thin
week Lant Weeko
$\qquad$
. WHY, BABY, WHY?-R. Sovine \& W. Pierce.
2. I DON'T BELIEVE YOU'VE MET MY BABY-
$\qquad$38

Thanks to all for your fine cooperation. Mac
be sure to listen to this one:

##  ON THE HOG"

and<br>"THESE HANDS"<br>DOT 1276

For Personal Appearances Contact:
X. B. COSSE ${ }^{\text {ans remale rand - nassurut, temw }}$ PHONE: AMhurst 9-9904

## THE BUSIEST BAND IN ALL THE LAND

## 

and HIS WESTERN JAMBOREE COWBOYS

send their best wishes to the COUNTRY AND WESTERN

STARDAY folks and suggest that you listen to their recording of

## WE SMILE

## DON'T PUSH ME JUST LET ME FALL

LOVE, LOVE, LOVE-W. Pierce. . . . . . . . . . . . . . . .
4. I FORGOT TO REMEMBER TO FORGET-
E. Presley .. 223-BMi
5. SIXTEEN TONS-Teunessee Ernie.
6. YOU AND ME-R. \& B. Foley
7. HEARTBREAK HOTEL-E. Presley$-1$
8. EAT, DRINK AND BE MERRY-P. Wagoner....... 7 . 14
9. FOLSOM PRISON BLUES-J. Cash.114
10. BLUE SUEDE SHOES-C. Perkins. . .................. 13 . 2
11. THESE HANDS-H. Snow. . . . . . . . . . . . . . . . . . . . . . . 9
12. RUN BOY-R. Price.
13. I WANT TO BE LOVED-Johnnie \& Jack
13. YES, I KNOW WHY-W. Pierce.
15. YOU'RE FREE TO GO-C. Smith
, 13


Smart dealers know that the top records bring in traffic for additional sales. And that's why the faster service they get from Uptown pays off ... for dealers and operators get all the hot numbers while they're hot! No lost sales . . . bigger volume! Try our convenient one-stop service. Get all the labels in one order. . one shipment. Save on freight charges orders, no delays. Once you've tried our service you'll know why so many dealers say, "I pay $5 \ell$ extra per record, but I why so many dealers say, "I pay 5 e extra
make more money with Uptown service."




## DIRECT HIT EVERWHHERE!



## On its way to the top!



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Under personal management of

## HAL SMITH

4705 GALLATIN RD. NASHVILLE, TENN.

The Billboard Music Popularity Charts WESTERN RECORDS

## - Best Sellers in Stores

For survey week ending February 22 RECORDS are ranked th orden of theh current national selling importance at the RECORDS are ranked to ordet of theth current national selling tmportance at the
retail level, as determined by Thie Billboard's weekly survey of dealers thruout the
and sation with a nigh volume of salen in country and western records. When significand action is reported on both sides of a record, points are
This case, both sides are listed in bold type, the leading Last vele
Weat This case, both sides are listed in bold type, the leading Lest eet Chart
Week side on top.

1. I FORGOT TO REMEMBER TO FORGET (BMI)-

MYSTERY TRAIN (BMii)-Vic $20-6357-$ Sun 223 ... 125
2. WHY, BABY, WHY? (BMI)-R. Sovine \& W. Pierce. . 211
3. SIXTEEN TONS (BMI)-Tennessee Ernie. * ..... 4117

You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262
4. LOVE, LOVE, LOVE (BMI)-W. Pierce. . . . . . . . . . . 3

If You were Me (BMI)-Dec 29662
5. EAT, DRINK AND BE MERRY (BMI)-P. Wagoner. 5
6. YOU'RE FREE TO GO (ASCAP)-C. Smith......... 712

- I FEEL LIKE CRYIN' (BMI)-Col 21462

7. I DON'T BELIEVE YOU'VE MET MY BABY
(BM1)-Louvin Brothers................
In the Mdde of Nowhere (BMI)-Cap $300^{\circ}$
8. TOLSOM PRISON BLUES (BMI) C
9. FOLSOM PRISON BLUES (BMI)- J. Cash......... 9

SO DOGGONE LONESOME (BMI)-Sun 232
9. HEARTBREAK HOTEL (BMI)-E. Presley.......... I WAS THE ONE (BMI)-Vic 20-6420
10. YOU AND ME (BMI)-R. Foley \& K. Wells......... . . 8 .

NO ONE BUT YOU (BMI)-Dec 29740
11. BLUE SUEDE SHOES (BMI)-C. Perkins . . . . . . . . . . 10
12. JUST CALL ME LONESOME (BMI)-E. Arnold. . . . . 14

That Do Make $h$ Nice (BMI)-Vic 20.6198
12. I'M MOVIN' IN (BMI)-H. Snow. . . . . . . . . . . . . . . . . . . . 11 4
14. WHAT AM I WORTH? (BMI)-G. Jones. . ........... - 1
15. BEAUTIFUL LIES (BMI)-J. Shepard.

1 Thought of You (BMD)-Cap 3222

## THAT "SOMETHING DIFFERENT"

Country Music Team, Whose New Releases on Hickory Mean Business in '56.


## WILMA LEE ${ }^{\text {and }}$

 STONEY COOPERNOW
Zooming on the Charts
"ROW NUMBER TWO—SEAT NUMBER THREE" b/w "I WANT TO BE LOVED"

Hickory \#1043
Watch the Territorial Charts! Featured Stars
WWVA Jamboree, Wheeling, W. Va.

PERSONAL APPEARANCES, DIRECTION bud lewis theatrical agency

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# Year After Year. 

## It's a Genuine

pleasure to extend
a sincere "thank

you" to the great

people thruout the music industry. Charlofte
. I Doa't Believe You've Met My Baby
2. 1 Fouvin Brothers, Cap. E, Presliy, Vic.-Sun
R. Sovine-W. Pierce, Dec.
4. If You Were Mine, J. Reeves, Vic.
6. Baby, Let's Play House, E. Presiey, Su

Dallas-Fort Worth

1. Sixteen Tons, T. Ernie, Cap,
2. I Forgot to Remember to Forget
3. I Forrot to Rememm
B. Presley, Vice.Sun
4. Why
5. Why, Baby, Why?
6. Love, Love, Love, W. Pierce, Dec.
7. Eat, Drink nad Be Merry
P. Wagoner, Vic
8. Pm Movin' Inc. H. Snow, Vic.
9. Just Call Me Lonesome, E. Arn

## Red Foley

STAR OF THE OZARK JUBILEE

## Housfon

. Mue Suede Shoes, C. Perkins, Sun
Cause 1 Love You, W. Pierce, Dec, 2. Cause 1 Love You, W. Pierce, Dec.
3. Seasons of My Heart, J. Newman, Dot You Are the One, L., Payne, Sdy.
What Am I Worth? G. Jones, Sdy. Still Hurtin', G. Jones, Sdy, Sdy 7. Love, Love, Love, W. Pierce, Dec
Streen Tons, T. Ernie. Cap. 9. Folsom Prison Bhese, J. Caph, Sun
10. Heartbreak Hotel, E. Presley, Vic.
'55 Record Sales

- Continued from page 53
rhythm and blues, have found that carrying a full line creates additional store traffic and turnover, the latter unquestionably the most important factor in a dealer's success.

Hot Personalities
Just as it is true in the pop field that a hot artist or hot recline, it's equally true that a hot personality can focus further personaity can focus further the tremendous popularity of such artists as Elvis Presley has stimulated country music activity to its highest point in recent years. Presley's recent appearances on Jackie Gleasen's CBSTV "Stage Show" have likewise been turned into disk sales at the dealer level.
It's expected that country music, and specifically country rec ords will change merchandising ways and means in the months to come, with additional emphasis bound to be placed on package goods. It all augers well for the dealer, and is certain to be transposed in profit during the coming posed

Memphis 1. Bhe Suede Shoes, Co, Perkins. Sun
2. So Doganene Lonesome, J. Cash, Su
3. Sixteen Tons, T. Ernie, Cap. 3. Sinteen Tons, T. Ernie, Cap.
4. Was the One, E. Presley, Vic.
5. Yourre Free to Go, C. Smith, Col, 5. Yo're Free to Go, C. Smith, Col.
6. Cause 1 Love You, W. Pierce, Dec.
7. Cry, Baby, Cry, George \& Eart,

Nashville

1. Why Nash
2. Why, Sovine-W. Piercee. Dec.
3. Eat, Drink and Be Merry
4. P. Wagoner, Vic. You've Met My Eaby
5. Iouvin Becicheres, Cap Bep
6. I Forkot to Remember to Forget
7. E. Prestley, Vic..Sun
8. Tennessee Toddy, M. Robbins,
9. You and Me, R. \& B. Folcy, Dec
10. 
11. I Learned I' All From Yo
a. Jove, Love, Love, w. Pierce. Dec.

New Orleans

1. Blue Suede Shoes, C. Perkins, Sun
2. 1 Don't Belleve You've Met My Baby 2. I Don't Believe You've Met My
3. Touvin Brouble in Mind, Cap. Mrnold, Vic. 3. Trouble in Mind, E. Arnold, Vis
4. 1 Forzor to Remember to Fors

5. Folsom Prison Blues, J. Cash. Sun 2. Heartbreak Hotel. E., Presley, 4. Jean's Song, C. Alkins, Vic.
6. Trouble in Mind, E. Arnold. Vic.


St. Louis
St. Louis

1. 1 Forgot to Remember to Forget
2. What Am, I Wormt O. Jones, Say. 3. Why, Baby, What


\#129 by MILT dICKEY TEIEVISION LOVE $b / w$ BLEEDING HEART
H130 by THE WESTPORT KID YOU KAINT TAKE IT WITH YOU $\mathrm{b} / \mathrm{w}$ YOUR KISSES TURNED SOUR \#131. by JIMmY DALLAS WHO DO! HONEY, YOU DO $\mathrm{b} / \mathrm{m}$ I'VE GOT A RIGHT TO KNOW -DISTRIBUTORS WANTEDWESTPORT ENTERPRISES, INC. WESTPORT ENTERPRISES, INC


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- Continued from page 70


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 excellent solo wutar work.
get fuke play. (Peer, BMi)


MAR.VEL 230 - Forceliui, sinc... 69
 base $_{\text {with }}$ whis fine effort. (4 Star
 Oniy fiair material and less impressive
wartoling here. (4 star Sales, BMi) $\underset{\substack{\text { Bonsy SISCO } \\ \text { Honky Tonkia' Rhythe }}}{\text { Tol }}$

 antertive ool work. Deciay will
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Sisco, (4 Star Sales, BMI)
$\stackrel{\star}{\star}$ FABLE $\star$ I DOK'T WAKT YOUR

1. ADDRESS (AMYMORE)

- Why don't you smile at me

YOU GAVE ME THE MOST
2. ALL I HAVE TO OFFER

IT'S TOO LATE TO
3. SHED A TEAR

IT'S YOUR TURN NOW
4. I DON'T BEIEVE YOU EVER CARED
CHARMFUL ARMFULL
5. WHAT WheY SING ABOUT ON . Mars
dRIFING APARI
DISTRIBUTORS WANTED!
FABLELE
when answering ads
SAY YOU SAW IT IN THE BILLBOARDI

## FOLK TALENT \& TUNES

Around the Horn
Lefty Frizzell, still a feature of "Town Hall Party," Los Angeles, has been set by Americana Corporation, Holin Anchorage, Alaska, beginning March 31. Late in April Lefty takes off on his third trip to Honolulu, where he opens May 1 for a series of dates in the Islands. He'll return to the States in time to make the Jimmie Rodgers Memorial Celebration in Meridian, Miss., May $25-26$. "Town Hall's" Gary Williams is also planning to make the Rodgers celebration
Bob Neal, personal manager to Elvis Presley, has opened a record Main Street, Memphis. Formerly for 13 years on WMPS, Memphis, Neal is now featured on WMC, that city, where he's heard from 5-7:30 a.m., Monday thru Friday, Ferlin Huskey and Johnny Cash enjoyed a bonanza on their recent week's jaunt thru New Mexico,
Arizona, Colorado and Texas. At Arizona, Colorado and Texas. At
Oiessa, Tex, the group played Otiessa, Tex, the group played
to nearly 10,000 people with another 2,000 turned away. At Amarillo, Tex., they entertained over
5,000 stubholders with some 3,000 tumed away

For its ABC-TV network seg next Saturday (3), WSM's "Grand Ole Opry" takes on
the Little-Red-School-House theme, with pop singer Joni James in as guestar. Roy Acuff will sing lis famed "Great Speckled Bird," Minnie Pearl will bring along her "sister" to learn her ABC's and Prof. Rod Brasfield will wield the hickory stick. Other Opry" stars attending class will be June Carter, Jimmy Dickens, Chet Atkins, Marty
Robbins, Kitty Wells, Johnny Robbins, Kitty Wells, Johnny and Jack, the Smokey MounJunior Briarhoppers. Kentucky unior Briarhoppers.
Johnny T. From Tennessee
apolis, is touring the Minnesota sector with his group for Pillsbury Flour. . Ray Price, who recently chalked a bang-up week
in Anchorage, Alaska, is slated in Anchorage, Alaska, is slated
to return there around mid-Octoto return there around mid-Octo-
ber. . . . Ferlin Huskey heads up the Prince Albert portion of "Grand Ole Opry" over the NBC radio net from Nashville Saturday (3), with Jean Shepard in as special guest. . . Freddic Hart, formerly on the Capitol label, has signed a long-term contract with Columbia. He cuts his first session for the latter firm next week. . $\because$.
Tom Tall (Abbott), after an extensive swing thru California, has invaded the Pacific Northwest for
a series of dates a series of dates.

Connie B. Gay, who recently severed all radio connections in Arlington, Va., to expand into the radio-station reports that he'll soon move into his talent-buying season to line up c.\&w, artists for moonlight cruises, promotions, shows and dances in the Virginia, Maryland and District of Columbia area, He has just
entered his 10 th year of opentered his 10th year of operation in that sector. Now
that we have a 5,000 -watt radio station (WMAL) radio station (WMAL) as our Whe higgion area outtet and the highest-rated local TV
show in the D. C. area on show in the D. C. area on
WMAL-TV, covering parts of six States, we are in a better six states, we are in a better
position than ever to really pet the coverage necessary for top promotion," Gay typewrites. "We are on radio daily with Jimmy Dean and the Texas Wildeats and television every evening at 6:30, in addition to a three-hour TV jamboree on Saturday nights," Connie concludes.
Dee Kilpatrick, Mercury's ...\&r. topper, cut his initial session re-
cently with Bill Wimberly's Country Rhythm Boys and Chuck Bowers at the RadiOzark studio in ers at the Radingfield, Mo. Vocal side is "Old Mr. Cottontail," and the flip is an instrumestal, "Jubilee Jump."

Platter hits the music counters this | Johnny T. From Tennessee, |  |
| ---: | ---: |
| country deejay at KEYD, Minne- | Platter hits the music counters this |
| (Continued on page 72 ) |  |

## TH CAEJT CRARK MNBORE camwerv chemet里 laty RANGH BOTS melyIYN Hisb wimans = barifoot brownit

DETROIT
MJR
50,000 Watts-9:45 a.m. Daily, 9:30 Saturday Nites. WAKE UP SHOW, 5:05 a.m. Daily, "Country Records"

featured on
Radio and TV With THE LAZY RANCH BOYS SHOW
THE ONLY WESTERN SHOW AND DANCE BAND IN MICH.
Promoting Conntry Missic in Miehigan, Ohio and Conada

Personal Management: Jim Halsey, Independence, Kansas

## "INDIANA HOEDOWN"

starring

CHARLIE GORE

## Writer of

 Hit Tunes

HEAR HIS NEW KING RECORD \#4879 "DARK AS A DUNGEON" SWANEE RIVER BOYS

KING RECORDING ARTISTS

The Rangers<br>Clem Witherspoon<br>Curley Neyers<br>Ranch Boys<br>Gayle Griffith

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ESTIL McNEW'S
JR. KENTUCKY BRIARHOPPERS

## A Tremendous Team of twelve-year-oldsPrecision trained exhibition Dancers

Now signed for 40 Fairs in Indiana-Ohio-Illinois

All seen regularly on WFBM-TV-6—Indianapolis

For availabilities write, wire, phone
1330 N. Meridian Indianapolis 2, Ind. Phone Melrose 4-8521

## FOLK TALENT AND TUNES

- Continued from page 71
weekend. . . . Linville Ball, who recently received his greetings from Uncle Sam, will guest on Emest Tubb's Midnight Jamboree over erly Bresson fills the same niche erly bresson fill the same mich by Paul Gilley Promotions, Maytown, Ky.

Jim Edward and Maxine Brown, brother-and-sister sing ing team now appearing weekly on "Ozark Jubilee, Springfield, Mo., have just negotiated their release from Fabor Records and signed with RCA Victor. Negotiation with both Fabor Robison and Sholes were hadied, for the Browns by E E (Si) Sima Brows "Oy E. E. (Si) Sima Edward and Maxine have cently taken their 17-year-old cently taken their 1 -year-old Mac Wiseman kicked off new tour at Montgomery, Ala., Sunday (26), and follows with Marshall, Ark., Tuesday (28) and Biloxi, Miss., Wednesday (29). On March 1, Mac stop off at Panama City, Fla., fol lowing with Alexandria, La. Thursday (2); Knoxville, Fri day (3); Ashville, N. C. Saturday (4), and Jacksonville, Fla., Sunday and Monday (5-6). Wiseman's latest on the the Hog" b.w, "These Hands."

Jean Shepard, Hawkshaw Hawkins, Lonzo and Oscar, Judy Lynn and Little jimmy Dickens have just concluded a successful trek thru the Dakotas and Minnesota. At Minneapolis, February 16, the unit played to more than 10,000 paid admissions, while turning away some 700, ccording to John Kelly, personal manager to Lonzo and Oscar. The tour was promoted by T. B. Skarning Enterprises, Minneapolis. Miss Lynn flew out Monday (27) for Anchorage, Alas ka, (6) she joins Hawkins, Mis day (b), she joins Hawkins, Miss Shepard anc. Lonzo and Oscar March 16. On March 17, Mis Lynn joins a show being promoted by Harry Peebles, of Wichita Kan which opens March 18 in Kansa City, Mo., and winds up March 23 in Wichita.

The House Sisters will appear as guests with Slim Bry KDKA-TV Pittsburgh Frid night March 2 at $9: 30$. B night, Marts that he and the Wildcats are set on a string of 35 one - nighters beginning April 5. . . . The Steperettes, iunior square-dance group managed by Muine Tomlin appeared as guests on Lul Belle Si's television show ove WISH-TV, Indianapolis, las Sunday (26), . . . Don Ren and Red Smiley and the Ten nessee Cut-Ups, on personal in North Carolina and Virginia this week, have a new release on the King label, "Tm So Happy" b.w. "Family Altar." The group maintains a Richmonagement of carltom Haney.

For his next appearance on "Ozark Jubilee," March 3, Webb Pierce will have with him Roy Hall, pianist-vocalist; Rita Robbins, singer, and the Jubilee Promenad ers. Last named are currently on tour with Gene Autry. Other gues are the Wilburn Brothers Mare are the Whburn Broners, March 10, and Betty Johnson, of Don 17. The second "Junior Jubilee" will be presented March 24. Merle Travis' album of guitar pickin', titled "Merle Travis Style," wil Story and His Ramblin' Mountain eers will appear on Pee Wee King' television show over WBBM-TV Chicago, April 7, when they wil plug their new Mercury release "God Put a Rainbow in the Clouds.

Fred Foster, who recently took over promotion for Mercury's country and western
department, is on a crosscountry hop revamping his firm's country program. "Jimmy Dean'z newest release, "Glad ReTrain Blues b.w. "f a Rinne", Foster carmarks "Country hits have been pretty scarce around here but we are hoping our new country program will remedy the situation. From the looks of the Dean release, the drought is over." . . . "Let's Make a Fair Trade," originally cut on the indie BSD label by Tommy Tompkins, has been waxed by Bob King for RCA Victor.
Casey Clark, 'op c.\&w. personality and promoter in the DetroitWindsor area, has his Lazy Ranch Boys on the "Casey Clark Jamboree" on CKLW-TV, Windsor, each Friday night, and on the "Good Will Jamboree," on WJR, Detroit, Casey operated the Lazy Ranch Casey operated the Lazy Ranch Barn Dance on Saturdays and Sundays. Casey, the Ranch Boys and tween Flint, Mich., and Detroit. Among recent guests with the Clark group were Jim Edward, Maxine and Bonnie Brown; Ernest Tubb, 1 ndpa Jones, Cousin Jody, Dusty Owens, Mac Wiseman, Jimmy and Johnny, Webb Pierce and the Davis Sisters.

Gale Southem (Starday), while making personals thru the Southwest with Johnny liffe, has been pushing her liffe," has been "pushing her latest waxing, "Echos From the Past b.w. Trusting with "Big D Janboree," Dal las, and at the Round-Up Club in that city. John Stephenson, of Stephenson Music Publications, Fort Worth, is collaborating with Gale on a tume for her next recording session. Her next release, due soon, is "Waltz of Fate" b.w. "Just a Rose for Mother."

The "Hollywood Western Jamoree," with Freddie Hart, Tex Carmen, Lucky caroline, Joni Hall, Crazy Tracy, and Johnny Silvers
and His All-Star Western Band return to Los Angeles this weekend after an extensive tour thru Arizona. . . . Glenn Prout, the Missouri Mountain Boy, guestarred on the "County Barn Dance" at Baldwin Park, Calif., last Saturday (25), and next Saturday (3) does a guest hot with Tex Williams and band at Riverside Rancho, Los Angeles. Prout is a cousin to country singer Porter Wagoner.

Carl Per':ins and his threepiece combo, following their return engagement on "Big D Jamboree," Dallas, February 18, were pacted by Ed McLemore, "Big D" bossman, to remain with the show as regular features. "Big D's" Charline Arthur guested with "Grand Ole Opry" in Nashville last Saturday (25), and is due back on "Big D" in Dallas next Saturday (3), after two months on the road. Some Jaight, berins another same night, begins another March 4.

Ferlin Huskey, Cowboy Copas, Martha Carson and the Carlisles play Alexandria, La., March 2, and ollow with Asheville, N. C., 4; Jacksonville, Fla., 5-6; Orlando, Vest Palm Beach, Fla, 9: O., 8; Fla., 10, and Tampa, 10 . The gospel-singing Blackwood Brothers are routed as follows thru March: Anniston, Ala., March 1; Nashville, 2; Spartanburg S. C., 3; Montgomery, Ala., 4; Cape Girardeau, Mo., 8; Birmingham, 10; Winston-Salem, N. C., 15; Macon, Ga., 16; Atlanta, 17; Eldorado, Ill., 20; Fairfield, IIl., 21; St. Louis, 22; Centralia, Ill., 23, and Memphis, 24.

Routing for Roy Acuff, Johnny and Jack and Kitty lows: Evansville, Ind., March

4; Blomington, Iil., 5; Galesburg, III., 6; Rockford, III.; 7; Danville, III., 8; Quincy, III., 9; Burlington, 1a., 10, and Louisville, Ky, 11.... Red Sovine, Jimmy Dickens, Del Wood, Jean Shepard and Hawkshaw Hawkins are set for Atlanta March $11 . . \dot{\text { Cothers }}$ The Louvin Brothers, the Carter Family,
Benny Martin and Justin Tubb Benny Martin and Justin Tubb March 1; Gainesville, Fla, Blackburg, Va., 5; N. Wilkesoro, N. C., 7; Sandy Ridge, N. C., 8, and Mount Airy, N. C., 9 .

Faron Young was voted the top country music artist of the year i the annual poll conducted by Farm and Ranch magaz ne. Second place went to Marty Robbius. Others, in order were: Carl Smith, the WiTubb, Jimmy Dickens, the Louvin Brothers and Slim Whitman. Kitty Wells was voted the favorite female artist, and Chet Atkins headed the list of top instrumentalists.

## With the Jockeys

Jimmy Newman's personal manager, Slick Norris, infos that the former's latest Dot release, "Seasons of My Heart" b.w. "Let's Stay Together," is kickin up lots of interest. ewman stopped by KPAC, ort Arthur, Tex., recently for
brief visit with deejay J. R. Janot. . : Charlie Walker recently visited Paul Kallinger, XERF, Del Rio, Tex., to plug his Decca recording of "Only You, Jnly You." Ray Davis and Kallinger spin out the platters each night over XERF, 250,000 watts in September. After some six weeks off the air, Uncle Jim Christie, XEG, Fort Worth, is back in the saddle, spinning the courtry wax three hours eachnight.
Biff Collie, KPRC, Houston headed a show at City Auditorium, Houston, February 18, that also Arthur, Goldie Hill, Sonny James, Arthur, Goldie Hill, Sonny James, Hal Harris and Laura Lee McBride . Marty Roberts, WCKY Cincin
reports that Betty Foley head lined shows with Roy Drusky and George Head in East Point and Gainesville, Ga., February 26-27. Rouge Lou Minet, WLCS, Baton waxing session with Ekko Records in Nashville soon.
Gorden, the Tired Hand, is handling deejay chores at KEEN, San Jose, Calif. . . . Cactus Jack formerly with KLX, Oakland, Calif. is now spinning em over KSM, San Mateo, Calif. . . . Foreman Bill is airing the country wax
daily from KECC, Pittsburg, Calif. - . Chester Smith holding forth daily over KTRB, Modesto, Calif, with his "Chester Smith Show." . . Bill Lively is currently deejaying in Medford, Ore. . . . Cliff Rodgers, "HHKK, Akrion, with a friend on the su'ject, Will Deejays Play Records Made by Another Deejay?' My Friend said 'no.' I disagree. I play records by Nelson King, Johnny Hicks, Marshall Pack, Lee More, Texas Bill Strength, Bil Lowry and many other disk jockeys. I don't care who the artist is or whose label he is on. If it's a good record, its my dnty to my histeners to play it." . of Dave Dudley, new member of Paul, needs recordings. . . . Deputy Jim Thompson is doing a $1: 30-3$ p.m seg every Saturday over KQV, Pittsburgh . Corral Al is pinning an hour program, 4-5 p.m., daily from WPIT, Pittsburgh.

Mike Michael has added two hours of programming at KDMS, El Dorado, Ark. Gil Wallace, WVMC, Mount Camel, III., infos: "For the past two years I've been using as a the re for my daily 12 12:30 p.m. show, Wallace's Western Wagon,' a taped recording of 'Guitar Blues' by James (Spider) Rich. He's currently featured on a TV show originating from Henderson, Ky., with Les
Smitheart and His Super X

Cowboys. Ive had a number of requests for the song, as well as info as to where the recording may be purchased. Some record company might take note." Wilma Lee and Stoney Cooper were recent visitors on George Popkins' "Pop's Country Store WxGI, Richmond, Va. Dropping by George
turntable at WHIN, Gallatin, Tenn, recently were Eddy Amold, Carl Smith and the Wilburn Brothers.

Jimmie Lee Prow advises that SLM, Salem, Ind., is featurin such groups as Herb and Al, the entucky Pals, the Rhythmaires of Paoli, Ind.; Taylor Porter and the Gray Mountain Boys and the Radio Ridge Runners, with Pappy Grant Gullett, Pat Begley, Jackson Hilton and Taylor Porter every Sat-
urday and Sunday. Prow and Porurday and Sunday. Prow and Porthe Radio Ridge label, a WSLM nterprise. Tex Justus is now doing a new daily 15 -minute seg "Pre-Noon Round - Up" over WBNL, Boonville, Ind. One c.\&w artist is featured each day, with the listeners naming their choice. Favorite thus far has been Ernes Tubb.

Lew Banks, WHIE, Griffin, Ga., types: "Not to throw a business, but why is it that just as soon as an artist moves from a small indie label to a major, the big wheels imme diately try to improve upon his style by adding instruments and by changing the solid arrangements that put him on top in the first place? Example: Elvis Presley's 'Heartbreak Hotel' (RCA Victor), that sure ain't the Presley I've got on the Sun label. Another gripe along the same line is, why do those big outfits continually use the same talent to back up an artist? On any one given label every insame. Gets monotonous sometimes!"

Polly Lynn is singin' and spinnin' a two-hour daily show over hat WMSN has gone a long way in making country \& western mu ic popular in the Raleigh are since going on the
October of 1954.

Zeke Clements, prexy of Blazon Music, Inc., has kicked off a deejay show over WAGC, 6-9 a.m Monday thru Satur day. . . . Station XERF, Del Rio, Tex., plans a heavy power increase next fall from its present jay Paul Kallinger infos that he has received cals from listeners reporting clear reNew Zealand on his four-hour nightly show.
Marion Russell, WTTN, Water ,own, Wis., reports that his mail has been going astray since about nyone who may have written to him or sent him records since then to please drop a line telling what and when. Russell still needs rec ords from the majors. . . . Gene (Uncle Ned) Stripling is currently doing nine hours of TV work a week over Channel 13, WMAZ-TV Macon, Ga., plus five hours a week of radio time over WMAZ. In addition to his broadcasting chores Stripling and his band, the Hayloft Jamboree, work a minimum of four
square dances a week Hopkins, formerly with ${ }^{*}$ WWVA Hopkins, formerly with W. W. is now deejaying and newscasting over KSOO Sioux Falls, S. D.

George Jones, KTRM, Beaumont, Tex., advises that deejays who haven't received a copy of "White Am I Worth" b/w "Still Hurtin'" may obtain the platter by writing his manager, William Hall, at 3455 Elder Street, Beaumont. A card to Hall will also garner Jones' waxing of "Why, Baby, Why?" . : Peter Paul complains that his station, WIDE, Biddleford, Me., is not receiving c.drw, disks from Decca,
Capitol or Coral, even tho

WIDE covers Portland, Me. and is the only station in York County, . . . Curly White, WBEJ, Elizabethton, Tenn., is on the air 6-7 a.m. Monday thru Saturday, with his "Early Risers Round-Up; ; 4-6 p.m., Monday thru Friday, with each Saturday 8-12 p.m, with "Saturday Night Barn Dance,"
Sammy Lillibridge, KLEN, Kil leen, Tex., types: "We are feeling precty good here at KLEN. We recently joined the Mutual network. Since the station has only
been on the air since July, 1955, we feel that we are progressing. I am making personals with George Tucker and his band. There is more work in this territory for us
than we can handle.". Kenny Wilder, Orlando, Fla., deejay writes that service from the small labels has been great, but that the majors have been letting him down, especially Decca and Capitol.

$$
\Gamma
$$

Gonzales, Tex., needs records from the majors. . . . Buddy Wright, WSIN, Perkin, IIl., SOS's for recordings. . . . Bill Myrick, KECK, Odessa, Tex., off the air several months due to paralysis of his left vocal chords, is back at the mike with a daily deejay show. He's also working a live TV show with his band plus doing personal appearFreddie Frank (Capitol), Durwood Dailey (Four Star), Leon Hayes Johnny Jay, Billy Cooper and Myrick.

Jake Armstrong is airing ive and a half hours of c.\&tw. Friday, and two hours and 45 minutes of the same each Saturday over WROM, Rome, Ga . . Jack Lloyd is helming a daily show, "Country Crossoads," at 11:05 a.m. over KNIM, Maryville, Mo., and also a live show at 12:45 p.m. each day. The latter seg fea10:30 a.m each Saturday, Lloyd is featured along with Poese, Judy Ackley, Jim Shadduck, Dennis Knight, Bob McMann, Phyllis and Janis, and Ray Black on the "ShoMe Jamboree."
In addition to his regular showe ver KUGN, Eugene, Ore., which are aired from 5-6 p.m., Monday hru Friday, and from 5-8 p.m. now helmin-Along Hathaway show, 6-6:45, Monday thru Friday - Joe Morris, general manager of WAGS, Bishopville, S. C., sends ir these plaudits: "We just couldn' do without The Bilboard here use the magazine and to grest ad use the magazine, and to great advantage.
issue.
A. E. Baynard, WTYC Rock Hill, S. C., has penned a new tune, "Be My Love, Day by Day. . . . Carl Sau (Continued on page 77) <br> <br> 
} <br> \section*{master of country-styled melody <br> \section*{master of country-styled melody <br> <br> PEE WEE KING <br> <br> PEE WEE KING HIS BAND HIS BAND <br> }

RCA VICTOR 20/47-6450

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FALL
WN LOVE


## *TEENAGERS

feqturing
FRANKIE LYMON
b/w "PLEASE BE MINE" GEE \#1002


RECORDS
220 West 42nd S., M. Y., Y. Y. WI 7.0652

The Billboard Music Popularity Charts RHYTHM \& BLUES RECORDS

## - Best Sellers in Stores

For survey week ending February 22 RECORDS are ranked in order of their current national selling importance at the RECORDS are ranked in order of their current national seling importance at the
retail level, as determined by The Billbard's weekly survey of dealers thruout the
nation with a high volume of sales in rhythm and blues records. When significant nation with a high volume of sales in rhythm and blues records. When significant
action is reported on both sides of a record. points are This combined to determine position on the chart. In such a $\quad \begin{aligned} & \text { cose, both sides are listed in bold type, the leading side } \\ & \text { cost }\end{aligned}$ Week Chart 1. GREAT PRETENDER (BMI)-Platters. .. 112
Tm Just a Dancing Partner (ASCAP)-Mercury 70753
2. WHY DO FOOLS FALL IN LOVE? (BMI)-Teen-Agers
Please Be Mine (BMi)-Gec
1002
3. TUTTI FRUTTI-Little Richard. ${ }_{\text {I'm Just a }}$
4. DROWN IN MY OWN TEARS (BMI)-R. Charles. ... 12
5. SPEEDOO (BMI) Calill
llacs. .
6. DEVIL OR ANGEL (BMI)-Clovers HEY, DOLL BABY (BMI)-Atlantic 1083
7. EDDIE, MY LOVE (BMI)-Teen Queens Just Gooled (BMD)-RPM 453
8. BO WEEVIL (BMI)-F. Domino

9. SEVEN DAYS (BMI)-C. MCPhatter.
10. AIN'T THAT LOVIN' YOU, BABY? (BMI)-J. Reed.. 10
11. NEED YOUR LOVE SO BAD (BMI)-

Little Willie John.........
Home at Last (BMI)-King 4841
12. JIVIN' AROUND (PARTS I \& II) (BMI)$\underset{\text { Cash } 1017}{\text { E. Freema }}$
13. NO MONEY DOWN (BMI)-C. Berry............... -
14. I DON' WANT NOBODY (BMI)-E. \& B. Johnson. . 15
15. SEE YOU Paper Boy $\underset{(\text { LASCAP })-\operatorname{Dec} 29791}{\text { LATER }}$ ALLIGATOR (BMI)-B. Haley... 143

## - Most Played in Juke Boxes

For survey week ending February 22 RECORDS are ranked in order of the greatest number of plays in juke boxes thruout
the country, as determined by The Billboard's wekkly survey of operators using a high proportion of thythm and blues records. When significant action is reported on both sides of a record, points are combined to dee

termine position on the chart. in such a case, both sides | This |
| :--- |
| Weel | armine position on the chart. In such a case, both sides

are listed in bold type, the leading side on top. Last on
Week 1. GREAT PRETENDER (BMI)-Platters. ...7.
2. SEVEN DAYS (BMI)-C. McPhatter...
$\qquad$

TUTTI FRUTTI (BMI)-Little Richard
I'm Just a Lonely Guy (BMI)-Specialty 561
4. SPEEDOO (BMI)-Cadillacs
5. JIVIN' AROUND (PARTS I \& II) (BMI)E. Freema
6. DEVIL OR ANGEL (BMI)-Clovers
7. AIN'T THAT LOVIN' YOU, BABY? (BMI)-J. Reed. .

Baby, Don't Say That No More (BM1)-Vee Jay 168
7. I'LL BE HOME (BMI)-Flamingo
9. APRIL IN PARIS (ASCAP)-C. Basi

Roil 'Em Pete (ASC
10. DROWN IN MY OWN TEARS (BMI) P Charles.... Mary Ann (BMI)-Atlantic 1085

## - Most Played by Jockeys

For survey week ending February 22
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's
weekly survey of top disk jockey shows in all key markets.

| This |
| :--- |
| Week |

Week Chart
Mercury 70753-ASCAP
$\qquad$ 1
2. SEVEN DAYS-C $\begin{array}{ll}3 & 9 \\ 5 & 4\end{array}$
3. AIN'T THAT LOVIN' YOU, BABYP-J. Reed...... 5
4. TUTTI FRUTTI-Little Richard. . . . . . . . . ............. 2 . 14
5. DEVIL OR ANGEL
6. BO WI $1083-\mathrm{BMI}$
6. BO WEEVIL-F
8. DROWN IN MY OWN TEARS-R. Charles.......... 12
9. EDDIE MY LOV

RPM 4, MY LOVE-Teen Queens.................... -
10. DON'T BLAME IT ON ME-F. Domino. . . . . . . . . . . 9
11. WHY DO FOOLS FALL IN LOVE?-Teen-Agers... -
12. NEED YOUR LOVE SO BAD-Little Willie John. . . . -
13. SPEEDOO-Cadillacs
14. HANDS
14. HANDS OFF-J.
15. CRYIN' WON'T HELP YOU-B. B. King.

## II'S A SLEEPER

New Breaking In
$\star$ Delroil $\quad \star$ Clereland
$\star$ Chicago $\quad \star$ Pittsburgh

## DON'T PASS <br> THIS ONE UP!

Vee-Jay \#166

## "ZING,

 ZING, ZING"b/w
"DREAMS OF CONTENTMENT" by
The Dells


Bustin' Out! FATS DOMINO 'BO WEEVIL' \#5375
smliey lewis 'ONE NIGHI' \#5380



## The Billboard Music Popularity Charts <br> - This Week's Best Buys

 RHYTHM \& BLUES RECORDSGET UP, GET UP (Lowell, BMI)
MY HAPPINESS FOREVER (Progressive, BMI)-Lavern Baker-At lantic 1087
Against a currently sluggish market, this disk has been showing up well in most areas. Action is almost evenly divided between the two sides; the popularity of both tunes has made it particularly established include Philadelphia, Baltimore, St. Louis, Nashville, Atlanta, Los Angeles, Buffalo and Durham.

## - Review Spotlight on . . . RECORDS

PATRICIA-BOWMAN-JAY McSHANN ORK
rye Got News for You (Tollie, BMI)-Vee-Jay $179-$ ns "Hination has its first new contender since their he charts. Again it's the gal's compelling warbling, plus the powerful band beat in back that makes this irresistible wax. The flip is "My Darkest Night" (Tollie, BMI) an appealing, plaintive lament.
Little walter
Who? (Arc, BMI)
It Ain't Right (Arc, BMI)-Checker 833-Little Walter' first in some time could be another two-sider. "Who? is not the Kern standard, but Walter's own forceful hunk of interrogation with an accusin, amusin tone, all at a wailin Southern-fried pace. Flip is at a brighte speed and gains rhythmic momentum thru repetition of the title phrase. Should be one of the biggest in the Southern territories.

TALENT
GLORIA LYNN
Affection (Angel, BMI)
Cool Daddy (Angel, BMI)-Ember 1002-Here's a soc talent. The thrush sings with strong emotional appeal a big, exciting range and plenty of sales savvy. The material could be stronger, but the gal herself is great. lively rhythm tune with humorous lyrics.

- Reviews of New R \& B Records

eddie curti
Rich Lady From Supar Hill
on this side on a driving fust heard Latin beat item. Sininger, feltst-moving, the off-
boat tyrics for boat
BMI) JEWEL CURTIS
1 Don't Wamas Be Alone....75: 7
Distaff member of the Eddie and
Jewel husband-wile team gets and wild wailing mood in this
pleader, Gal has a lot on the b
(Hollis, BMI) THE SPANIELS
Falue Love
VEE.JA
performance by the trong showmaniy group on a moving theme. (Conrad,
BMI)
Here's Really?.
Hun. The boys wartle under the r.db. match tempo with interesting song in ins. spins. (Conrad, BMI)
TOMMIE DEANS
One More Mile...................
VEE-JAY 172 - Joe Buckner, the vo-
calist on this calist on this side. mourns as he
travels the last leg on his earthly
journey the withey. It's a moving blues, sung eng efiect. th could stir up
loss of attention. Straight and Ready....72
organ prominems in the sound the organ prominert in the sound pat-
tera. (Tollie, BMI) ETTA (MISS PEACHES) JAMES Number One
MODERN
uat phrition4-Eta James individ- 7 very well on this side. Wing get gooud
exponure. (Modern, BMn) Tien a Fool....
Another kood performance by Eta
James. She's backed Jamos, Sthe's backed here by lively
instrumentation and a smart arrangemest. Anocher to watch. (Modera,
Lili)


## ${ }^{\bullet}$ R\&B Territorial Best Sellers

For survey week ending February 22
Listines are based on late sales re ports secured via Western Union mesblues dealers and juke box operaton in the markets listed.

## Atlanfa <br> Drown in My Owa Tean

${ }^{\text {R. }}$ Bo Weritiles, At . Domino, Imp.
3. Bo Weevii, E.d. Domino, Imp.
3. Great Preetender, Platers. Mer

5. Hee,- Dools' Gabe.
5. Het; Doll Baby, Clovers, Att
o. Ainit That tovin" Yoo, Baby?
7. Stetin' in the Dark, N. Brown, Sar.

Charlotte

1. Great Pretender, Platuers, Mer.
2. Speedoo, Cadillacs, Jse.

Why Do Fools Fall in Love? . Be weeril, F. Domino, Imp.
 R. Charles All 8. No Mones, Down, C. Berry, Chs.
9. Blue Sude Shoes, C. Perkins, Sua

## Chicago

Tutti Frutti, Little Richard, Spe. 2. Gpeedoo, Cadillacs, Jse. 4. III Be Forever Loring You 5. No Money Donn, c. Berty, Ch.

Cincinnati 1. Great Pretender. Platers, Mert,
2. Way You Dog Me Ae Arouad, Diabios, Fin 3. Drown in My Owa Tears 4. Edadie, Ay' Love, Teen Queens, RPM 5. Derii or Anesl. Clovers. Aft.

## Detroit

Tutti Frutti, Litile Richard, Spe.
No Mony Doma, C. Berry, Chs, No Money Dorne, C. Berry, Chs.
IDont Want Nobody, E, Johnsor, Great Pretender, Platiers, Mer. Why Do Fools Fall in Liere? Spen-Agers. Cice,
 a. TII Be Home, Flamingos, Cla . Great Pretender, Platters, Mer So Bud 3. Why Do Fools Fall in Love? 4. Jivin' Around, E. Freeman, Cas 5. Devil or Angel, Clovers, AlL, AL
6. Eddie, My Lore, Teen Queens, RPM 6. Tutti, Frutu, Litite, Teen Richaechs, RpM 8. See You Later, Allikator, B. Haley, De 9. Spedoo, Cadiliacs. Jse.
10. Drown in Al Own Tears

## New Orleans

 1. Great Pretender. Platters, Mer 2. Bo Weevill, F. Domino, Imp.3. Drown in My
Oma Teara
4. Eddice, My Lovit, Teen Queens, RPM 5. Don' Blame ti on Me, F. Domino, Im

## New York

1. Why Do Fools Fall in Lore? 2. Tendie, Ay My Lore, Teen Queens, RPM

 5. Yeer sir, That', My Baby 6. Seasations, Alo. 7. Hei A. Hibe Home, Flamingos, Chio.

## Philadelphia

Why Do Foole Fall in Lover 2. Drown in in Inwn Tears
R. Charies, All.
3. Great Pretender, Platern, Mer, 5. Are You Satistied, A. Cole, Bua. 3. Edaie, My Love. Treemancenas 8. Tutti Fruti, Litule Richard, Spe.

St. Louis
Why Do Fools Fall tin Lore? Teen-A gers, Gee.
 Eddie, My Lore, Teen Queens, RPM 5. Specdoo. Cadiliacs, Je. Jecens, RPM
$\qquad$ 9. Yuest Srit, That's My Baby . Yee Sir, That's My Baby

Washington, D. C. 1. Great Pretender, Platers, Mer.
2. Tuti
Frutti, LLule Richard,
spe 3. When Yoon Dante, Richard, $\mathrm{S}^{\text {pee. }}$ 4. Eddite, My Love, Teen Quecens, RPM
5. Devil or Angel, Clovers. All . Dromn in My Own Teari , Speedoo, Cadilit 8. Seren Dass. C. McPlater, AtL Wby Do Fools
Teca-A cera,
Gea

## Calling all D. J.s

## Coast to Coast -



## DICK (Huggy Boy) HUGG

 mations longest rock and roll show K-R-K-D 5,000 Watt 9 P. M. till 4 A. M. Los Angeles"'This New TURKS' Record of I'M A FOOL-HIT LIKE AN ATOM BOMB!
More requests and repeat plays than-Sh-BOOM and EARTH ANGEl" -GET-


вr THE TURKS
(Creators of "EMILY")
Money \#215

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Western Distributors-order from Monarch Records

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QUALITY RECORDS OF CANADA

The Billboard Music Popularity Charts
RHYTHM \& BLUES RECORDS

## RHYTHM-BLUES NOTES



GREAT NEW RELEASE THE VALENTINES
"I LOVE YOU, DARLING"
"HAND ME DOWN LOVE"
RAMA RECORDS


## Catchy Title-Catchy Tune <br> TARIAN AND THE DIGNFIED MONKEY

 b/w "HOW COME"WILIE MaE "Hound Dog" thornton
PEItock RecordS, Inc.

GVE TO DAMOM RUNYOM CNWCER FIE


#### Abstract

his distribs in the Midwest and South. . . The latest Tin Pan Alley publisher to cut his own r.\&b. wax and turn it over to a regular label is Howie Richmond, of Hollis Music. Richmond cut two Hollis tunes with Eddie and Jewel Curtis, and the coupling is out on Atco.


Uncle Matlee, the cat who wail on "basement music" five shots week over WCNH, Quincy, Fla.
is none other than Lee Mathis. One of his 11 sponsors is a palmist, and how many other deejays can make
that claim? . Edwin Arnold, who beams his swingin' seg over KOSY, Texarkana, Ark., complains that he
can't get on Atlantic's deejay list.
get on Atlantics deejay list. cross, Ga., finds it pretty "drafty" goatee for the benefit of the March of Dimes.
"Rock and Roll Cavalcade," packaged by Universal Attrac-
tions, is off this week on a 40 tions, is off this week on a 40 city tour. The jaunt starts Thursday (3) in City Auditorium, Houston, Tex., and headliners include Roy Brown Percy Mayfield, Little Willie John, the Five Royals, Tiny Kennedy, Linda Hopkins, Ca-
mille Howard, Joe Tex and mille Howard, J
Jimmy Coe's ork.
The Norfolk, Va., Journal and Thide has launched its own second annual "Top Artists Awards" poll. Fifteen of the nation's top \&b. jocks have been asked to make the selections in all catego-
ries, including individual gospel ries, meluding individual gospel
singers and groups. We'll be watching for the results, and will report 'em here for all you folks out there. Last year's winners include Roy
Hamilton, Ruth Brown, Brother Joe May, the Clovers, the Clara Ward Singers and the Dixie Humming-
birds.

Herald is coming out with new releases this week by Charlie and Ray and by A Savage. . . . Rama signed two New York groups this week. The Kellow Keys, according are strictly r.\&b., while the Plaids are described as "rock and roll." Rama added two new distributors and changed one old one. The new jobbers for the line are Binkley Distributing in Jacksonville Fla., and Dixie in Atlanta. The switch was in New Orleans, with A-1 taking over from Robeson Sales. The label
also made a deal with Compo also made a deal with Compo fit that handles Decea and Coral there.

Leo Rogers, mentor of the Harptones, has found a new group, the Jumpin' Jacks, and they have their first sides out this week on the 1.0-1 label. The group, says Rogers, is from Newark. Who's that
fantastic tenor sax on those sides?

## Two well-known warblers

 are reforming their own bands after knocking around for several years with unknown andoften unpredictable units for accompaniment. Amos Milburn is forming his back home in Houston and Lowell Fulson in his hometown of Ft. Worth. Milburn will take his new crew to the Coast to open with $5-4$ Ballroom inch at the 5-4 Ballroom in Los An-
geles. . . Fats Domino will geles. . Fats Domino will March 5 for an opening at the Ebony. From there's he's set to wail into Pep's, Philadelphia, March 12.
We were saddened to learn that daughter Gade Green, 11-year-old daughter of r.ab. thrush Viviane following a long illness. Mrs following a long illness. Mrs.
Greene, who has recorded for Decca, and most recently for Imperial, is the West.

## - Reviews of New R \& B Records



## THE COOKIES Passing Time ATANTIC ATLANTIC ios 4 Flavolsome siow buse-ballad by the gitls. (Progressive, BMI) ${ }^{\text {BMI }}$ <br>  ballad side here, with brief male mate recitation midway. (Tiker, BMI)

## SOBBY MITCHELL

 no, no" theme features this upbeat
effort. Unexpected, a fiddie is heard
in the backine (Reere BMD in the backing. (Reere, BMD)
Try Rock and Roll.... 68
Try Rock and Roll. $\ldots 68$
This one tells how rock and roll
helps throw off the blues. Mitchell does his best with some fairity
material. (Commodore, BMI)
GLADYS PATRICK
Love is a Walling Thing
M-G-M
$55015-G a l$
interesting aspects of 1 mour some
swinging pace. Should be good for
juke coin in certain quarters. (Mar
Somebody Please. ... 70
Low-down bluesy effort with Miss
Patrick wailing for Patrick wailing for someone to
show the way. (Marlyn, BMI) $\underset{\text { Down and }}{\text { THE DAPS }}$
Down and Out
MARTERRY
$\$ 249-A$ - solid rocker. in which the lead comptains about
the effects that love is having on him.
The Daps build a fecling of ment that reaches quite a climax (Are, BMM)
When You're Alone...70
The group harmonizes tastefully on
this prety ballad. A smooth per-
formance formane that ought to heip establish
them. (Are, BMI)
PE WEE CR
Steppin' Out $\quad$ HOLLYwOOD ioss - - Homer the
Great" sells a smartly paced vocal on
(Golden State, BMI)
Hey Lithle Dreamboaf.... 7
by "Homer" on an ataractive filling fot
dity wiht effective lyrics. (Gallo-
Otis, BMD)
He CHARMS of a Rose
CHART 613 Personabic warbling by The Charms on an a
item. (Sherlyn, $\mathbf{~ B M 1 )}$
Offer You.....69
The boys sing a pop-ish ballad with
warmith and sincerily. (Sherlyn, BMI) HE CHAMPIONS
AN's Love, It's Leve
in's Love, II's Love .............
CHART 611-The chancers po inio
estacies over the pleasaves.
Nice performance. (Sherlyn, BMI)
Novelty lyric, the theme built around a chick, whom the chanter met met
Mexico. Adequate. (Pelican, BMI) Abs GONZALES
House Rent Party
KING 488 -Gonzates comes up with
one of his better amic recintions one of his better comic reciations on
this side. Good clean fun here and a
handy novelty side for rock and roll spinners. (Jay
\& Crese, BMI)
Sust Right or Me,
He has a five-figure bank account
and a whole book full of Cadilac
because he dixs ugly chicks. Humor
misses here,
IMMY WRIGHT ORK
CEst La Vle .......................
RAMA 194-The pretty une is given
a very soulful instrumental treatment
with fine sax work. (Kami, BMI)

## THE WRENS C'Est La Vie.

C'Est La Vie....7
featuring Bobby of the same tune,
featuring Bobby Mansfield of the
Wrens. He gives a smooth perform-
ance. Makes an interesting two-sided
seces
ORI JAI (kahl, BMI
Hold Me Close
RIM 2016 -

 THE VELVETEERS
Tell Me You're Mine ................7.
SPIFIRE $15-$ Slow moving pleader
highlights wailing solo tones. A Amert highlights wailing solo tones. (Amert
can, BMI)
thm-blues job which features group and band in repecitive
theme. Small solo bits are almom theme. Smatl sole bits, are
drowned out. (American, BMI)
SAM (THE MAN) TAYLOR ORK - Reviews of New
Childrens Records

## THE LENNON SISTERS


 from Scandinavia is a feature of the
Mickey Mouse Club, and Lawrence Wekey Mouse Club, and Lawrence
atractive farte of it. Could do some moppet business, it if it's packag
colorfully, Dissey, ASCAP) colorfully. (Dispey, ASCAP) Another cutic from the same TV
show. The younsters overdo the
mambo grunt, but its probably just
what the what the junior
(Disney, ASCAP)

## DANNY KAYE Outfox the Fox

DECCA K 167 Cliever, pater ditty
from 'The court Jester", some kiddie business, altho it might be a bit too slick for many mopp
He Could Not Better Be.... 70 Tune alone has kiddie possibilities.
Lyrics are for their parents or big

## - Reviews of New Polka Records



M-G-M ${ }^{\text {12 }}$
nonchalant amblings on tenor sax, nonchalant amblings on tenor sax,
his ork swings smarty in this zay
dance instrumental dance instrumental, The riff is in-
fectious and ourht to do fairly well
in juke boxes. (Roosevelt, BMI)
O Wee....67
Another briskly paced dance instro-
mental,
Taylor
makes pienty of
Another briskly paced dance instru-
mental Taylor makes pienty of
noise, creationg the kind of excitement
the youngsters want from rock n
the youngsters want from rock 'n'
roil, to so some may find the material
a bit over-worked. (Kahl, BMI)

## great gates

Jump, Jump, Jump
ALADDIN 3310 - Rocking, up-beat
number may find favor wiph the
young rock and rollers. (Aladdin,
$\begin{gathered}\text { young } \\ \text { BMD } \\ \text { Darting.....6s }\end{gathered}$
Gates
Gates has a distinctive flavor on this blues song. Faces tough sledding in
the current market. (Aladdin, BMI)
he rock brothers

old New Orleans rune. "Oh, Didn't
He Ramble." The brothers, who had
the original disking of "Dongaree
Doll,", have a less likely "Dice h
(E. B. Marks, BM)
Gotar Get Back ...68
Energetic chanting, by the tads. bix
the material doesn't stand our. (E. B.
Marks,
HE TWILIGHTERS

Hall Angel....66
Routine ballad sets an adequate vo-
cal performance.
cal performance.
Carmen tayl
APOLLO 498 -Thrush's siyle is in
the pop rock and roll groove. With
full exposure, this could see fair aco
tion. (Cesestwood,
tMI)
th Please. .62
An unconvin
wood,
BMI)

$1 / 2$ if in 5,000 lotr
lich
6 in 1,000 lots
$\$ 7.99$ per 100
Postcards $\$ 23$ per 1,000
Postcards $\$ 23$ per 1,000
Copy llopulive $\mathrm{t}^{\prime \prime} 10^{\prime \prime}, \$ 1.25-$ Poskerk, 75
Mented


WE DELIVER WHAT WE ADVERTISE
MINSTREL
COSTUMES
COSTUMES
Cor oll other occosions
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MULSON STUDIO
PHOTOS for PUBLICITY





## Reviews of New Sacred Records



## Reviews of New Spiritual Records

the five trumpets
 citement. A obowerful en
field. Crosroads, BMD
Another arudually bullding rocker the spirit of memphis TH Tell 11
PEACOCK testimonial to Go-'s An impassioned
to his children. Lead Silas Stess builds to a powerful climax and gets
effective harmonic support from the group. This should be an outstanding
seller. (Martin \& Morris, BMI) He'll Never Let Me Fall. Familiar as this spiritual is, this new
arranement by Wilfie Jefferson
makes it seem freshly appealing Jef. makes it seem freshly appealing. Jet
ferson's high-flying solo is deeply fett and will move the customers. (Lloa, the caravans

STATES 1 .........................7 7
Goorge. this outstanding female grietta Gorrse. in an exceiting female group
fast. dramatic piece of material that will have great appeal in this market.
Tell Hime What You Want...75 Cell Him What You Want...75
The contratio lead, Albertina Walker, take over on this side, and sparks. a
satisfying performance of a spiritual that is an encouragement for prayer
and an assurance of Jesus' help.

- Number of Releases This Week

| Label | Pop | C\&w | REB |
| :---: | :---: | :---: | :---: |
| ABBOTT |  |  |  |
| abc-paramount |  |  |  |
| advance |  |  |  |
| ART |  |  |  |
| ATCO |  |  | 2 |
| ATKAN |  |  |  |
| capitol |  |  |  |
| CHART |  |  |  |
| columbia |  |  |  |
| coral | . 4 |  |  |
| DECCA | . 2 |  |  |
| DUKE |  |  |  |
| EASTMAN |  |  |  |
| Ember |  |  |  |
| EPIC |  |  |  |
| EXCEL |  |  |  |
| federal. |  |  |  |
| GRAND AWARD |  |  |  |
| Groove |  |  |  |
| Hifi |  |  |  |
| HOLLYWOOD |  |  |  |
| hULL |  |  |  |
| MMPERIAL |  |  |  |
| KING | 1 | 2 |  |
| MAR-VEL |  |  |  |
| MARTERRY |  |  |  |
| MERCURY |  |  |  |
| miranda |  |  |  |
| MODERN |  |  |  |
| Paradise |  |  |  |
| PLUS PRINCESS |  |  |  |
| RONEL |  |  |  |
| UNIQUE |  |  |  |
| UNITED |  |  |  |
| VEE-JAY |  |  | 5 |
| VERVE. |  |  |  |
| VICTOR | 3 |  |  |
| Vİ |  |  |  |
|  |  |  |  |
| otal |  |  |  |


| - Other Records Released This Week |
| :---: |
| Popular |
|  |
| Conat |
| koma nom coil |
|  |
| restom simo |
|  |
| Talme |
| Whem |
| Country \& Western |
|  |
|  |
|  |

## FOLK TALENT AND TUNES

- Continued from page 73
man, WRAG, Carrollton, Ala., recenty added a TV show to Beamed over WTOK-TV, Meridian, Miss., show features Sauceman and His Green Valley Boys, and has Win Beaver, who recently rejoined the WRAG staff, doing commericals and a magic turn.
Jack Morris, KXLA, Pasadena, Calif., has as his first release on the Starday label, "My Pony Wants to $\mathrm{Go}^{\text {" }} \mathrm{b} / \mathrm{w}$ "Cooing to the Wrong Pigeon." ... Wild Bill Price is now t $12: 15$ p.m. each Saturday ove XERB, San Diego, Calif. Smokey Stover, who spins out four hours and 15 minutes of the country stuff daily from KBRZ, Free port, Tex., asks that word be passed on to Decca that he's badly in need of their wax.

Eddie Skelton needs more hillbilly and sacred recordings for his daily hour-and-a-half "Country Junction.". . . From WONE, Dayton, O., Cuzzin Bill Hamby pens: "Would like to call your attention to the fact that 'If Jesus Came to
Your House' (Billboard Spotlight Review, February 18), was written and originaily recorded by me on the Skyland label, which I own. Record was first released by Skyland October 15, 1955, and has been a hit in the Dayton area decided to cut the tune when ecided to cut the tune whe e heard it on my show."

Lou M. Ezzo, Ozone Park, N. Y reports that the Easter novelty, "Pinky Hopalong," of which he is co-writer, has been recorded on the Dome label by Woody Wooddell
and the Bailey Sisters. Jockeys and the Bailey Sisters. Jockeys
may obtain a copy of the recording by writing to Ezzo at 88-16 97th Avenue, Ozone Park. $\dot{\text { Savell, fem twirler of }} \mathbf{W} \dot{\mathrm{PFA}}$. Paris sacola, Fla., got herself a 20 -minute interview with Eddy Amold when the singer showed up in Pensacola ecently for a personal appearance. hour daily with her "Country Cousin" show.

Hank Harral, KGRT, Las Cruces, N. M., types: "I am now with a new 1,000 -watt indie station, KGRT, spinning a two-hour show, Mesilia Valley Hoedown, Monday thru Saturday, with the top 15 The Billboard, featured each Saturday morning. Need new records, and, incidentally, am always happy to spin recordings by new artists who are trying to gain a toe-hold."
Cactus Pete Williams, WSKY, Asheville, N. C., writes: "We at WSKY proa day of spiritual and gospel a day of spiritual and gospel
music. I do an hourly colored spiritual show each night 9:30-10:30, which has proved a big success thru Western North Carolina. The Billboard is used by all of our jockeys. Sure would appreciate it if the gospel spinners continued cooperating and exchanging
Waltr-Bill and Mary Reid, Columbia
21497 Puttug' on the Style; Poeatello Odaho-
Lee Holdden, Cavalier 861
Thy Burdens Are Greater Than Mine; Ty Rerdens Are Greater Than Mine;
Callfornal Zephyr - H.nk Williams
M-G-M 12185

## Rhythm \& Blues




## Sacred

Meet Me Up in Heaven Some Day; I Can-
not Bring Them Back-The Stamps Quar-
tet, Columbia

## Spiritual

Consider Me; Going Home-Anacle May, Somebody's Knocking at Your Door; 1
Looked Down the Line-Jowel Gospel
Trio, Nashbore 579
ideas with me." . . Cousin
Lonndon, Conn, is in need of records from the majors.

Bob Turbeville is featuring reordings by the Chuck Wagon Gang on a 15-minute show, six days a week, over WFGN, Gaff ney, could use more platters by the group. l BUXX Dave Hendricks has left WBUX, Doylestown, Pa., to
join WCRE, Cheraw, S. C., where join WCRE, Cheraw, S. C., where
he will handle deejay and announcing chores. Hendricks, wh was with WBUX four years, ha
been replaced there by Hugh Clinton.
ton
tol

Lumpkin Williamson, WIMO, Winder, Ga., infos that Lester "Flatt and Ear" Scruggs, of Grand Ole Opry, are doing a sponsored show over Wuesday at 6:30 p.m. William son and his Georgia Rambler are working show dates and dances in the Winder area. . . Dick Embody, KGGF, Coffeyville, Kan., queries "What do you do when every shipment of RCA Victor rec ords has two or three distorted platters? When you write to the distributor he never even answers your let
ter."
.
Pete Hunter, KTLM, Houston has a new M-G-M release, "Bumble "Somepl: ce Else and Let Me
Be , which he penned himself Be," which he penned himself You?" composed by Hunter and Jimmy Newman. . . . Junior Janot is currently spinning country wax from 12:30-4 p.m., Monday thru day over KPAC, Port Arthur, Tex . . Pete Burrows, of KDNT, Denon, Tex., where he's heard 1-3 p.m., Monday thru Saturday, advises that any records sent to him will receive a plug. with an hour Chapman, on the air with an hour
seg, Monday thru Saturday over 3:45-5:10 Oskaloosa, la., goes to

Fred Brooks, WTJS, Jackson, Tenn., types: Car 'rerk Suede Shoes,' is going well in West Tennessee on my early morning show, which I do with the singing cowboy,
Harry Bryan. I interviewed Perkins recently and sent the tape on to Lew Banks a WHIE, Griffin, Ga. Harry and I still send out country music and corny chatter every moming from 5:06-6:45." . . . Tex Tiny's hour and a half taped show over XERB, San Diego, Calif., has been extended an other hour. Tiny is also heard
over KFOX, Long Beach over KFOX, Long Beach,
Calif. . . . The original label on Chuck Reed's first Decea release, "Seasons of My Heart" b.w. "No Need to Cry Anymore," was a misprint. Later copies of the latter were corrected to read, "By Chuck Reed and the Spade Cooley
Band." Band."
Marty Krauss is now deejaying a country and western show each Sunday, 2-6 p.m., over WILY Pittsburgh. Previously the show
was heard from $2-5$ p.m. ... Mary McCoy is helming a talent show $9-10 \mathrm{a} . \mathrm{m}$., five days a week, over KMCO, Conroe, Tex. On Saturdays she is on the air from $1-3$ p.m
with her "Hillbilly Corral"" and from $3: 30-4$ p.m. shares the mike with the Texas Rhythm Masters. town, Ky., and the Rangers recently did two Saturday guest appearWHAS, Louisville. Sanders and the Rangers record for Abbott.

[^3]to send platters to Uncle of the station. Boone, W C JU, Columbia, Miss., and Ellis Cooper, WEGA, Newton, Miss., say majors and the indies. Chuck Rogers, writer of "Tied Down," recorded by Roy Acuff a couple of years ago, is now doing live and record shows over WOWL, Florence, Ala. He says he'll plug any records sent to him.
Cousin Lou Williams, KVLC, ittle Rock, Ark, writes: "Rhythm nd blues is definitely showing signs f infringing on my hillbilly programs. The mail is loaded with equests for that type of music. My programs have been drastically reduced to make way for pop and . \&b. . . . Don Pierce, president of Starday Recording \& Publishing Company, Inc., Los Angeles, re-
ports that Starday is now mailing to nearly 1,500 deejays each month hockeys who spin one or more hours of country music per day Berendo Street Los Angeles, for deeiay service.

Jolly Cholly and the Jolly Boys are appearing at the Gay Paree, Morrero, La., every Fri-
day, Saturday and Sunday day, Saturday and Sunday WWEZ New Orleans. Freddie Chapman's "Moun Music Time" is now siring at a new time, 4:05-5:30 p.m over KBOE, Oskaloosa, Ia Chapman says that Decca and Coral service has picked up . . . Lewis Kanode Jr., WRAD Radford, Va., has the Louvi Brothers and Justin Tubb se for a March 5 date at Black burg High School, Radford Country recordings are need ed," writes Kanode.

## Moving on

## CROO:

## VARETTA DILLARD

 DARLING, IISTEN TO THE WORDS OF THIS SONGb/w<br>MAMA DON'T WANT<br>(What Papa Don't Wani)

6/4G-0139

New Hit


GROOVE
155 East 24h Street, N. Y. 10, N. Y.


## Ress, Jack and Harriet

would like to thank the many friends of Ike Berman
who expressed their heartfelt condolences and sympathy upon his death.
We sincerely appreciate your thoughtfulness.

## OUTDOOR

# Communicatiens to 188 W. Randolph St., Chicago 1, III. <br> <br> NATION'S PRESS CHIEFS <br> <br> NATION'S PRESS CHIEFS ENROLL FOR FAIR CLINIC 

 ENROLL FOR FAIR CLINIC}

## Two-Day Publicity-Promotion-Adv. <br> Workshop to Be Held March 12-13


#### Abstract

CHCAGO, Feb. nouncement that The Billboard will sponsor a publicity-advertising-promotion chinic for fairs Monday and Tuesday, March 12 and 13 at the Hotel Sherman here brought a rush of early registrations from fair secof early registrations from fair sec- retaries and fair press chiefs. Ed Schultz, secretary of the Nebraska State Fair, Lincoln, was the first to register. In advising that he would be on hand, Schultz m typical of the others. "I wouldn't miss it. The first climic held by The Billboard three years ago was extremely worthwhile. 1 know I got a great deal out of it 1. ideas which I was able to put to work. And I'm sure from too profited greatly by attending too profited greatly by attending and participating," Schultz wrote.

\section*{Spur to Participate}

Judging by indications this week Kansas City where the Middle at Kansas City where the Middle West fair circuit met, practically all of the major fairs of the Midwest will be represented by their press chiefs at the two-day workshop. Douglas K. Balduin Douglas K. Baldwin, secretary of the Minnesota State Fair, St. Paul, for Ray $\mathbf{P}$ Speer alread had arranged chief, to attend. Willard Mastersom, secretary of the Wisconsin only would be send the head of his press department but that he also would attend. One of the few major Midwest clinic, the Kansas Free Fair wirl send its press chief. At Kansas City Maurice Fager, secretary of the would be on hand. Frank H. Kingman, secretary of he International Association of Fairs and Exposition, said he would ttend the clinic. Kingman, who was present at the first clinic, hailed the clinic as a great contribution to the fair move". press men is mange of ideas among more effective advertising prome tion and publicity for fairs promovery much impressed at the first


Outdoor Showmen Take Over Florida

- Continued from page 1

Displays, Too
Besides the panel discussion, the used in advertising, publicizing o promoting fairs. Included among

## $\$ 70$ Mil Bond Issue For Miami's Fair

## Permanent Site to Spur Latin Trade; April Dredging for 1,675-Acre Site

MIAMI, Feb. 25.-The longplanned
should
April, it
A engineering firm survey that some $59,000,000$ visitors can first five years
Inter-American Center Authority, set up by the F
ment, reports that a $\$ 70,000,000$ bond issue will be put on the mar Asarch 6 by Lehman Brothers. managing director of the authority the site bordering Biscayne Bay,
opposite the Miami Beach Cold vast world's fair complete with
amusement zone. One of the maior purposes will be to promote trade U a better relations between the many of which have indicated thei willingness to participate.
'Interama' Title Chosen
The fair would also be open to be known as the Interama, it has been awaited by its adherents for
within
sale. Permanent exhibits will be requested from all governments in also from all major manufacturers. by a short-term arrangement at
The area will contain many waterways along which launches
will carry spectators, and a surface

## By HERB DOTTEN

 Kansas CITY, Mo., Feb. 25.Framk H. Kingman, secretary of theWinston-Salem (N. C.) Fair and for years secretary of the International Association of Fairs and Expositions, Saturday (25) was named
o a newly created full-time position as executive secretary of the

NLRB Rules on RAS Case; Jurisdiction Denied to Carnivals

## Action Leaves Shows, Employees, Unions Subject Only to State Laws

Upholds Prior Ruling
The gencral counsel's action this week sustained a prior ruling by
the Indianapolis regional directo of the board.
The case involving the Royal American Shows was one resulting from charges of violating employ-
ees' rights under the Taft-Hartley Act filed by The Billboard in June, 1955, against the show and also
against the Carnival and Allied

## Kingman Is Named To New IAFE Post

 IAFE.Kingman was given the post at a special meeting of the IAFE's board of directors held in the Hotel Presi ager of the State Fair of Texas, chaired the meeting.

## To Start April

The appointment of Kingman will become effective April $1 . \mathrm{He}$
will
operate from Winston-Salem at least thru this year, but the at least thru this year, but the
probability is that an IAFE office probabity is that
will be set up eventually in a majo
Midvest city probably Chicago. Kingman will step out as secre the end of March.
The action of the board in creat ing the full-time position stemmed
from a proposal introduced at the cago late last year.

## Define Functions

Directors, at their meeting to day, defined the functions of the
These are:

1. To encourage a spirit of co
operation among its members.
2. To act as a clearing house for
information on fair managemen and the fair industry for its members, and to act as a clearing house for information for organizations interested in fairs.
3. To publish information of al kinds concerning the interests of

## members.

4. To co-operate with govern
mental agencies, commercial organ
izations and educational institu
tionse

$\qquad$ rovincial associations of fairs. 8. To conduct aunual and special 9. To 9. To act
pokesman. $\qquad$ ude the entire fair industry
(Continued on page 81)

Washiverov, Feb, 25-The National Labor Relations Board take jurisdiction in labor disputes involving carniv
The NLRB's general counsel The NLRB's general counsel sert jurisdiction in a case involving the Royal American Shows and the carnival and allied workers' union because that carnival - acknow-
edged the nation's largest-"is engaged in an activity over which the boar
Thus the board puts carnivals in the same category as hockey teams and symphony orchestras which play in many States and leaves them subject only to the
varying State laws thruout the varying
country.

eamsters Union affiliate, Harry Karsh, its organizer. The charges followed the unionzation of the Royal American year, when the Royal American igned a three-year, closed-shop ontract.

Terms of the contract called for The show to pay $\$ 8$ per month for every employee and for employees o pay $\$ 4$ each month to the union uring the operating season. The nion agreed to provide year-round eath and $\$ 2,000$ upon accidental eath Incurance provisions also alled for $\$ 10$ daily hospitalization payments for the first 31 days of any one sickness, up to $\$ 200$ for boratory fees and

## Cor

William Coker, Auditorium Assn. President, Dies
NEW ORLEANS, Feb. 25. f the International Association of Auditorium Managers, and manager of the Municipal Auditorium here, died Tuesday (21) after a long illness.
IAAM Secretary Charles McElravy announced in Memphis that
Emmett Race, manager of the Will Emmett Race, manager of the Will
Rogers Memorial Auditorium at Rogers Memorial Auditorium at
Fort Worth, will fill the vacancy Fort Worth, will fill the vacancy
until the organization's August until the
Coker was manager of the auditorium here for eight years. A native of New Orleans, he served in World War I and then was with commercial firms here until 1925, He was director of promotion for the Young Mens Gymnastic Club
until 1933. Coker moved to Bos-
(Continued on page 81)

## John Klohr, 'Billboard March' Composer, Dies

| de him a success. Altho he w |  |
| :---: | :---: |
|  |  |
| ard March and other |  |
| ches which brought him narenown, died at his home | lished the Apex Band band compositions were |
| here February 17 of a heart attack. | ble for his fame. These |
|  | " |
| he Billboard March," | Forch ow "Mibery, Peace "Fel |
| us of Klohr's 20 publishe |  |
| hes, was named in honor | low |
| publication. It was compose | na |
| en Klohr, in his | 19 |
| trombonist with the old Oh | Klohr retired 30 years ago after |
| irst Regiment Band. The first | he had been a member of many |
| dience to hear it was at the lo | bands and ore |
| arthage Fuir, and the rendition, | He had been prominently identi- |
| e dazzle and trombone, was | fied with bands of Cincinnati's |
| mediatc hit. The stirrin | Syrian Temple Shrine, of which he |
| ful tune, so circusy that you | had been a member for 50 years, |
| d almost smell the | o been a member of the |
| ickly caught on with the tented | Knights of Pythias, Fraternal Or- |
| tractions and became identified | der of Eagles and the American |
| a standard circus tune, altho it | Society of Composers, Authors and |
| almost as well known for its | Publishers, which he joined in |
| ess. For | 1939. He was born here in 1869. |
| ars it was the theme song of | Surviving are his widow, Mrs. |
|  | Alice Gleason Klohr, and a nephew, |
|  |  |
| ge. |  |
| hr had been a close friend | Serviced were held February 20 with burial in St. Joseph Cemetery. |
| the late John Phillip Sousa, the | with burial in St. Joseph Cemetery. |
| arch King, and often credite | nein |



## STAGE COACH RIDE

A sensational new mechanically operated stage coach. Large capacity. Metal bodies with all the details of the finest stages of the Old West. A truly fabulous Kiddie Ride that will attract large crowds anywhere. High quality heavy duty construction.

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hirst in popularity, per
and profits.
Small and large installations EQUAUY SUCCESSFUL!

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DODGEM CORPORATION


| THE TMT-A-()H(RL Ride |  |  |
| :---: | :---: | :---: |
| Standard Equipment Feature |  |  |
| + FLUORESCENT Lighting <br> * Fibreglas Car Tops |  |  |
|  |  | tion Gears |
|  |  |  |
|  | SELLNER MFG. |  |

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Rink Tops, Ball Came Hoods, Sidewalls and Show Canvas of all kinds. Write for price
ROGERS TENT \& AWNING CO


- 67,000 ACTIVE BUYERS $\bmod$

The Billboard Classified columns each week

## Hamid-Morton

 TV-Proof AerialBy TOM PARKINSON Millwaukee, Feb. 25. - Ha-mid-Morton Circus has taken to plains that the purpose was to specialize in material that televi sion can't approach. With a wide variety of aerial turns, plenty of

thrillers, plus wild animals, he has done just that.
For the show's expanded route this season there is a good variety of course. This aerialists' brigade includes such acts as the Atterbury high wire walkers, the Three
Danies, the Flying Marilees, the
Sinru Simru Duo, the Great Wilno's can-
non act, and newcomers Montons non act, and newcomers Montons
and Mazurs. In the animal department are Pat Anthon's Wild partment are Pat Anthony's Wild
Animals, Captain Leslie's Seals, Animals, Captain Leslies Seals,
Bushbaum horses and Jinx the chimp.
The performance has some ouches of production added. Tak are Bob Morton announcers mike and Bob Atterbury. Leading the band until Joc Basile returns is AIred Largo. Basile is expected back when the show returns to the East.

New One Opens
Opening the show are the Wir rengards, along with the aerial bal let on webs and ladders. The ac uses rigging comprised of an up
right axle on which a bar revolves right axee on which a bar revolves
horizontally. All this is guyed high horizontally. All this is guyed high
and four performers work in acrobatic

Anthony's act now also includes a tiger, as well as 11 lionesses and one lion. Flame-hoop jumps are fast and hoop and ball rolling are okay. The tiger rolls over and the male lion battles.
The Three Danies are the Aerial Chapmans in a revised comedy act on the revolving ladder. Clowning on these rungs brings good laughs from youngsters. They finish off
with the ladder upright, two memwith the ladder upright, two mem
bers at the bottom and one in a sway-pole-style turn, handstandin entertainment in this
entertainment in this act
Clowns appear in the
and several spear in the next slo and several subsequent spots. They
are Dime Wilson, Sa-So, Cosmo, Bumpsy Anthony, Frank Cain, Slim Collins, the Sylvesters and Conni Wilson. Cain has his collection of big heads along and town kids an mate these in the walkaround the center while the Langs work a knockabout comedy routine, and the Vidbels have a bull and two ponies for teeterboarding, cross-overs. In his daughter's ab
sence, Bill Bushbum sence, Bill Bushbaum handles the dressage act and displays a fine cued and works some novel gaits. More in the Air
The Lee Sisters and Bobbie are the Bob Atterbury act. They make an unusually good appearance, and early bits on the high wire include
bike riding, blindfolded crossover and a two-high walk. Featured parts include a human wheelbarrow with neek, suspension from it and Atterbury's bike riding with a gir suspended from each wheel. This is a strong act by versatile people. The Montons are a man-and-girl
duo on the double trapeze. He revolves around the trapeze bar using an unusual hold combining arms on a chair to the bar. While he
hangs in teeth suspension, he hold the does an iron iow spin she does an iron jaw spin.
come along with top-gralterbury) come along with top-grade flying
return work. There is a double return work. There is a double complishments. The clincher is a passing leap with an extra refine-
ment in the form of a one-and-ahalf somersault added at the actual passing.
Billed as Davy Crockett III Texas Tommy flashes in with about 14 huge white dogs, two white ponies and two girls. The animals
mount a pyramid prop and perform mount a pyramid prop and perform is in its initial flash and in the nov elty of the breed of dogs. elty of the breed of dogs. Plummer, contortion. the high, small spot. Chapmans bar act
Tommy's whip act. band number escaped injury near future.

Bill Bushbaum is Bill Bushbaum is
with cight Palomino.
work The stock look
 The Mazurs are a male $c m_{2 n} n_{a}$
the double traps. Peak of the 2 . is when one member balances the other, in an ankle-to-ankle hold with him, h.ungs upsidedown. Fi-
nally, one hangs upside down by nally, one hangs upside down by
his knees to hold an iron jaw swivel from which the other is suspended from which the other is
at the waist for a spin.

Simru Duo Clicks
The Langs, six-people teeteroard number, works in some com such. The adequate, and the break-ups after catches are sparked with some novel bits. Working alongside are Trudy Wilson, contortion, and Hal
Readily spectacular is the Simru Duo. High in the air is a smal round platform which they use as thriller floor. This would be thriller enough as one more high act. But setting it apart is the fact that the floor is transparent, so the

A four-act display has Biehler's Belgian Schipperkes, dogs; Jinx, the "Super Circus Chimp; the

Wells and the Four Fays joined the show here. There are dancing dance, considerable acrobatics and nice wardrobe. Al and Joyce Vidbel work the good results. The clowns work a

For the finale, almost all perand parades with flags. This is an introduction for Wilno, human cannon ball. Staging of the cannon act successfully buids suspense, and Wilno's performer is garbed in something out of Space Man. At the performance caught, a tie-off ring in the building crys-
tallized as he hit the net, but he

## PNE Mulls <br> Trade Show

Plans for the establish, Feb. 25. International Pacific Trade Fair at the grounds of the Pacific Na-
tional Exhibition are being diseussed, V. Ben Williams, fair man

The trade fair would be spo sored by Vancouver businessmen Villiams said. He recently returned cussed Irom Ottawa, where he discussed the possibilities of such an ment of trade and commerceAn of trade and commerce. An carly decision on the advance sale of PNE tickets and car giveexpected. Federal Justice Minister Garson recently indicated that he is hoping for a report from the Parliamentary Committee in the

Walter Nilsson
Marks 50th Year
VERDUN, France, Feb. 25. Walter Nilsson, cyclist-comedian Who has been featured at fair Broadway productions, was Broadway productions, was hon-
ored here on the occasion of his 50th anniversary in show business A surprise party was given in his honor at the Verdun Officers' Club Nilsson is traveling with the Let's Give Em Rhythm," an ADSEC Special Services floorshow. Peggy Miller, vocalist and dancer; Peggy Miller, vocalist and dancer;
Earle Howard, jazz pianist; Oscar Bonetti and Alba D'Arena, vocal duo, and Bill Luckin, emsee.

## TENTS

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[^4]
## Kingman Named

 - Continued from page 78 berships will be sought from those engaged in the many phases of fairbusiness, including carnivals, book-
 ing offices, etc. He said that an
intensive drive will be launched to increase the IAFE's membership which he reported now numbers about 240 fairs and State associations of fairs.
The directors' meeting was attended by eight of 11 directors. Besides Stewart, others present were
Joe Monsour, Loutisiana State Fair, Shreveport; Virgil Miller, Kansas State Fair, Hutchinson; Dudley Fortin, California State Fair, Sacra-
mento: Willard Masterson, Wisconmento; Willard Masterson, Wiscon-
sin State Fair, Milwaukee; J. C. Huskisson, Florida State Fair, Tampa, and John Leahy, Danbury
(Conn.) Fair.

## Miami's Fair

- Continued from page 78
transit system will also be devised. A degree of dignity, Ross added, will be maintained in the amuse mevealed just which amusement
reat elements will be employed, or on what basis.

1958-59 Opening Hoped The opening, tentatively set for
December, 1958, will be followed by a daily calendar of at least three special events, including athletic contests, concerts, pageants, diplomatic receptions and others. Miami had originally acquired the site for use as an airport. Altho
there will be vast facilities for yere will be vast facilities for
yachts and small craft, and a heliport will be maintained, it is ex-
pected that 75 per cent of the pected thill arrive by automobile, and for that reason parking lots
will be located near most of the main exhibition halls and pavilions to minimize walking.

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ARENAS \& AUDITORIUMS

## Pittsburgh Lease Expiring; Denver Spats Over Red Rocks

## By TOM PARKINSON

Failure of the owners of the Gardens, Pittsburgh arena, and John H. Harris, who has leased the building for 23 years, to get logether on a new lease apparenty has signaled the end of the

Owners Louis Feldman and Carl and Sidney Munter have announced the former street-car barn, which was converted into an arena in 1899, will be razed to make room for an apartmen Capades," and Shipstads \& Johnson's "Ice Follies" without Pittsburgh rinks. It also will force Harris to close down hockey in Pittsburgh.
ut came out of from Europe in order to takk with the owner, not being renewed.

This, he pointed out, will leave Pittsburgh without an arena for sports, icers, circuses and similar events until the completion of a new Municipal Auditorium there in 1958.
The owners, however, said that the way was still open for Harris or some other person to lease the Gardens, but plans ere made to start tearing it down in June.
Meanwhile in Denver the well-known concert manager Mrs. Hazel Oberfelder, has complained about booking practices
at the city-owned Red Rocks Amphitheater, charging that the at the city-owned Red Rocks Amphitheater, charging that the most favorable time in the summer was reserved for the Denver
Symphony Society and that private enterprise was at a disSymphony
In swinging out against "unfair competition" she was con tinuing a campaign began by her late husband
Mrs. Obertelder charged that it was unfair for the symphony to use tax money from the city to finance competition against taxpayers who risk their own money to bring attrac
tions to the city.
An upshot has been that the city auditor has refused to honor city warrants for money to be paid to the symphony. In cutting of city aid to the symphony, he cited a law making it legal for the city to contribute to public or private corporations. His action held up payment of the city's usual $\$ 10,000$ grant that the latter was the amount the symphony owed the city for rentals at Red Rocks. The city would make the grant, and the symphony would return the money as payment of the past-due rent. Coming up now is legal action between the city administration and the auditor.

## NLRB Rules on RAS Case

## - Contintied from page 78

the only carnival currently organized by the Karsh umion. Three other railroad carnivals,
the James E. Strates Shows, the World of Mirth Shows and the Cetlin \& Wilson Shows, last year
signed with the Outdoor Employees' Chapter of the Retail Clerks International Association (AFL) Strates show the first to sign with that union. The Strates show wa three weeks after the Roval Amer ican was unionized by Karsh The Strates contract with the
Retail Clerks, unlike that of the Retal American Shows with the Karsh union, is not a closed shop contract. Only working personnel
paid out of the office paid out of the office wagon, excepting staff and executive per-
sonnel, are covered under it. Per sonnel, are covered under it. Per
forming personnel and independent contractors are no
union membership. union membership.
Under the Strate also under the Strates contract and also under the World of Mirth and Cetlin \& $\$$ show pays $\$ 4.33$ pentracts, month for
she pays $\$ 3$ per month during the period of employment. Concession
personnel are issued working perpits at 50 cents per week. The
Retail Clerks union peovide Retail Clerks union provices a
$\$ 1,000$ life insurance policy and $\$ 8$ per day for hospitalization, plus $\$ 70$ in fees.
Karsh attempted to picket both the Strates and Cetlin \& Wilson shows after they signed with the
Retail Clerks, but in both instance the Clerks Union intervened, at Buffalo, N. Y., to assert jurisdiction Huron, Mich., on the Cetlin \& Wilson Shows, when show employees,
faced with a choice of being or ganized by Karsh or a representacontinuing Retail Clerks or of continuing non-union, cho
unionized by the Clerks.
Shortly after, Karsh turned his attention from carnivals to the
Ringling-Barnum and Bailey circus Ring ling-Barnum and Bailey circus
He sought to unionize the Big One from the time it hit the San Franthe season and on a number of oc casions Karsh threw up pieke
lines. But the Ringling show did not siga.

## Pomona Sets Barnes Acts For Matinees

POMONA, Calif., Feb. 25. -
Barnes-Carruthers Theatrical En Barnes-Carruthers Theatrical En-
terprises, Inc., thru Fred H. Kressterprises. Inc., thru Fred H. Kress-
man, vice-president, will again provide the acts to be used in the afternoons at the Los Angele
County Fair, C. B. (Jack) Affler County Fair, C. B. (Jack) Affler baugh, fair president
The contract calls for the variety talent to work for the complete 17-day rum of the fair, which op erates September 14-30. The fair
night attractions, including a rodeo night attractions, including a rodeo
horse show and jazz attraction, will be produced by H. Werner Buek of Show

## Ocean Beach Work Voted

## NEW LONDON, Conn., Feb. 25. - Architect Sol Bernstein has

 been given the go-ahead signal by complete plans for the recreation addition and new sh The projects, which have beenapproved by the City Council, will approved by the City Council, will
cost an estimated $\$ 150,000$ cost an estimated $\$ 150,000$, to-
gether with other related park imgether with other related park im-
provements. The city will include provements. The city will include
the cost in a forthcoming bond the cost in a forthcoming bon


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tioners will take. quarters.


## 12.Mo. Action Demanded for A. C. B'walk

ATLANTIC CITY, Feb. 25.The Boardwalk Association has de manded a 12 -month promotion program, financed by the city, to
increase off-season business. Memincrease off-season business. Members will meet again this week to
draw up a program for bringing draw up a program for bringing the Boardwalk during the winter
David Bluestone urged member to pool ideas for the program and it out of luxury tax funds. isitors have come into my store and complained they have nothin have this in Florida. We've got to supply people with the things they expect them to come here. If we have a program, we've got a city All we have to do is offer. Vaca-
Bluestone and Abraham Roth stressed that members must plan to end the Boardwalk dollar shortage in the off-season. Roth warned age in the off-season' Roture effectiveness depends upon the forma tion of a program to "reawaken the interest" of mémbers.
Suggestions for bringing "drama to the Boardwalk included "municipal ice skating, municipal swimming, a mardi gras and a winter time toboggan on the beach,' als a canopy running the length of the Baardwalk to provide shelter from the elements to strollers.
James McKenna, Pawtucket, R. I., eaught the Gen. Autry show in Providence and visited with Happy kuilder. Anthony Olobri, circus models on Oispry, had heir show recently. Olobri went to Florida for a visit to Ringling


Jumbo Peanut Roaster Capaeity 125 lb , per roast, Many other
typies. An eleetre and zas fired.
Counter Models snd portable Outita BARTHOLOMEW ROASTERS \& POPPERS

## Carnival Routes

2160 Patterson St.


## Circus-Routes



## Ice Shows

Rity ane ix zow ex




## Miscellaneous




## IMCA Picks Libby

To Make Survey
John Libby, assistant to Douglas . Baldir, St Pal Th Minesota State pick, St. Pau, Thursday (23) ternational Motor Contest Association to make a survey to determine how the IMCA could be further developed and made more effective.
Ed Schultz, secretary of Nebraska State Fair, Lincoln, was elected a director to succeed Al Halvorsen, former secretary of Sioux Empire
Fair, Sioux Falls, S. D., who had Fair, Sioux
Joe Monsour, secretary of Lou siana State Fair, Shreveport, presided at the meeting held in the

Roger Brown, presiden. of CFA, and Herm Linden, a vice-president, attended the meeting at Davenport, Ia., recently at which the Buffalo Bill Tent was raised. The tent has 15 members.

- Prompt thipment - Longer sevice lifel - Len wretch!


KLOHR-John N
86, widely known musician and composer of "The Billboard March. (See General Outdoor section for details.)
LaPLANTE-Lawrence (Blackie), 46, veteran pitchman and concessionaire, February 9 in El Monte, Calif. For many years he worked with Dolly Long and other west Coast shows Survin Roy his two Myr ters, Doris and Janet, Burial in El Monte.

## MARDO-Pete

74, retired circus clown, in Akron February 22 after an illness of three weeks. He was with cir cuses 34 years, starting with Su Bros. and moving on to Hagen
beck-Wallace, Hobinson, Bar he moved much equipment to the park across from the Columbus brother. Survived by his brother Elmer. Services Tuesday (22) at Elmer. Services Tuesday (22)
Columbus.

## THE FINAL CURTAIN

Bockus-Curtis,
65, veteran carnival agent, February 19 in West Hartford,
Conn. (Details in Carnival secConn.
BOLT-J. P.,
owner of the Royal Exposition Shows, February 26 in Orlando Fla. (Details in Carnival section.) BONHOLTZER-Ralph J.,
65, widely known showman and concessionaire, February 15 in
Sinai Hospital, Detroit. He trouped with various carnivals, including Greater Sheesley, Harry Copping and Cetlin \& Wilson, and more recently had operated a scale concession at
Jefferson Beach, Detroit. He was a member of the Michigan a member of the Michigan vived by his widow, Ida; twr CARR-Mrs. Emma L.,
53 , wife of Bill Carr, for 29 years lot man and ride foreman on th Alamo Exposition Shows, re cently in San Antonio. She had been in the business 3 years. daughters, Mrs. Katerine Barker, Kansas City, Mo., and Mrs. Burial in San Jose Mission Burial Park, San Antonio.

## COKER-William A.,

69, manager of the New Orleans Auditorium and president the International Association of Auditorium Managers, at New
Orleans February 21. (Details in General Outdoor section.)

## DIAMON-Gideon,

4 , promoter of the annual July January 28 in that city. He was a State officer of the Veterans of Foreign Wars. Burial in Saranac Cemetery.

## ROST-Jack,

73, veteran grocery salesman,
well known in the circus field,
recently of injuries sustained when struck by an automobile near his home in Fort Worth.
His wife was killed in the same His wife was killed in the same
accident. For many years he sold accident. For many years he sold
groceries to circuses, including groceries to circuses, including
the Ringling, Clyde Beatty, Sells-Floto and Buffalo Bill shows. Survived by a daughter, Mrs. Margaret Duncan. Burial in Fort Worth.
GOLDMAN-Edwin Franko, 78, famed bandmaster, February door section.
GOULD-Sam,
58,-veteran jewelry and novelty concessionaire, February 19 in
Good Samaritan Hospital, West Good Samaritan Hospital, West
Palm Beach, Fla. Su vived by Paim Beach, Fla. Su vived by
his widow, Dorothy, and a son, Albert. Burial February 21 in Showmen's Rest, Miami.
HAENLEIN-Leo,
77, owner of Zoo Amusement 17 of in Columbus, O., February 17 of a heart ailment. He had concessions at the old Olentangy
Park and in 1923 bought the park. When it was sold in 1938
num, Ringling and Ringling Barnum.
FFARLAN-H. J.
former equestrian director with Adkins and Terrell's Cole Bros. Circus and with such shows as Gentry and Robinson, at Louisville recently. He had made his home at the State Fair grounds, ormer quarters of the Cole show UURPHY-Jack (Dotty),
former concessionaire and for many years legal adjuster on the Royal Midwest Shows, recently Since his retirement from the road four years ago, he had worked as a house officer for the Conrad Hilton Hotel, Chicago. Survived by his widow and
a foster son, George C. Stacey.

## EIR-Joe,

41, widely known sheet writer and concessionaire on Midwest ern Shows, February 10 in Ida-
bel, Okla. Survived by his widow, Peggy. usu
ALSH-Ed (Gentry),
86, for the past 34 years associated with F. S. Woleott minstrel shows and a veteran circus man,

February 2 at the Crawford | February |
| :--- |
| at the Crawford |
|  | Nursing Home, Jackson, Miss.

Among the Wolcott shows with Among the Wolcott shows with which he trouped were the Ala-
bama Minstrels, Georgia Smart bama Minstres,
Set, Huntington's Mighty MinSet, Huntingtons Mighy M. Wol cott's Rabbitfoot Show. For the past five years he had been lot
superintendent of the Rabbitfoot
superintendent of the Rabbitfoo
Slow, now owned and managed
In Memory of My Dear Wife
GLORIA JONES
Professionally Known
"PRINCESS ZULIEKA"

Who passed away March 11, 1955


Coving arms.
cone your way and wind youm waiting
there.
BILL JONES

IN MEMORY
zEKE SHUMWAY
Whe passed away
March 7, 1955. We will always miss you Darling
Your Wife Virginia Daughter LOUISE

In Loving Memory ADA BISHOP


LOUIS SCHLOSSBERG
Sweet are tetruary me. memories wat never
tnde of one 1 loved but could not save. Wife, LEMA
Sons, BOB, NORMAM AND FAMILY
by the Hendren family of Erwin, Tenn. Walsh had been in outdoor show business for more than 70 years, earlier having trouped with most of the major circuses, including Barnum a Bailey. For many seasons he was boss hostler of Gentry Bros. Circus. He was among the las when horse flesh was when horse flesh was he motive ruary 4 in Port Gibson, Miss.
WOODHOUSE-Ira S .
58, partner in the National Bureau for Fairs, February 22 in Chicago. (Details' in Fair section.)

## BIRTHS

## ALSOP- <br> A son to Mr. and Mrs. Eddie Alsop recently in Miami.

## kearns-

A son, Perry Richard, to Red and Kathy Kearns February 5 in Dallas. Mother was with Olsen and Johnson and a vocalist for Eddy Howard's ork and is
active in the Lone Star Showactive in the Lone Star Show-
men's Club of Texas. Father is men's Club of Texas. Father is a veteran outdoor showman, Hopalong Cassidy and a numHopalong Cassidy and
ber of other attractions.

## URVIS-

A son to Mr. and Mrs. Robert Purvis recently in Tampa. Par ents are veteran operators and producers of midway shows.

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ARD) Billbard advertiser a true me
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## PARKS-RESORTS-POOLS

## Palisades Bally Aided By Superman Comics

UEW YORK, Feb. 25 .-Palisades
usement Park will be promi- be increased in the metro-
politan New York acea. These usement Park will be promi-
tly featured in the popular erman comic books beginning $t$ month and continuing thruout outdoor season, park operator ng Ro
bout half of the claimed 8,000 , half-page ads featuring con half-page ads featuring the -third-page ads. The ads are eduled for the entire press rur so will be circulated nationally
oupons providing for free adsion and parking will be in : Boys and girls, be my guest Palisades Park," it is expected

Village Planned
Designer Jack Ray is now work on plans for the creation
perman Village in the park. perman village in the park. plying special window cards s

## urf Club Buys

 ption on Pier t Ocean ParkDCEAN PARK, Calif., Feb. 25 years option to buy the Ocea

k Pier Amusement Compan e was obtained this week b
Los Angeles Turf Club. Th ion also includes the Casin ldings.
The reported asking price for property is $\$ 3,000,000$. A re
ple source, however, discounte
figure, saying it was much
The Billboard learned that consumation of the sale will de1d largely upon the co-operation
the City of Santa Monica in viding parking facilities
Roy C. Troeger, secretary and
heral manager of the pier for 15 rs, declared that if the sale goes
u , the new owners will develop a , the new owners will develo p ons in the area have curtailed
wds in late years. wds in late years.
Elmer Velare, operator of a glass ise and dark ride on the pier
1 that the park has "excellent po tial." He added that despite the ffic and lack of parking facilities area still continues to pull siz

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DON'T BE FOOLED:
 Holmes Cook Miniafure Golf Co.
politan New York asea. These
will be made available to all stores carrying the Superman units. For the first time the park Westchester County promotion in schedules have been set up to coinschedules have been set up to coin-
cide with the season. County residents will be able to ride the buses from Yonkers for $\$ 1$. The cost from White Plains is $\$ 1.50$. A second major tie-in is being olive-Peet Comp the Colgate-Palnsult in the distribution of park promotional literature thru chain

## Bowen With

New Bosion
TV Group
BOSTON, Feb. 25.-Henry G Bowen, president of Whalom Park Leominster Street Railway Com
pany, Fitchburg, Mass pany, Fitchburg, Mass,,
among the stockholders
Greater Boston Television Corporaprofessional men. The group was recently allocated television chan
nel 5 here by a Federal Com-
munications Commission examiner Four other groups sought the channel.
Bowen said that the company has been seeking for two years to channel which will result in construction of a 1,200 -foot tower in
suburban Framingham and studios in Dorchester.
Each of the stockholders now 60 shares of its $\$ 10$ par value common stock. All have subscribed
to acquire an additional 2,440 shares if
granted.

## Disneyland Attendance Up; New Ride Plans Described

ANAHEIM. Calif., Feb. 25.-
Average weekly attendance at DisAverage weekly attendance at Dis-
neyland here is increasing as Prof.
George Keller's Wild Animals returned as an added attraction and plans for new riding devices were revealed.
tendance has increased to 50,000 with the park doing "satisfactory"
business on weckends and school holidays. With Washington's Birthday plugged as a time to visit the park, attendance that day hit 18 ,-
900 . Intermittent rains during the past few months have curtailed crowds. With the weather sched-
uled to clear soon, attendance is uled to clear soon,
expected to go higher.
Keller's act reopened for an indefinite run. The act was featured
for seven weeks in the for seven weeks in the Mickey
Mouse Club Circus, which closed January 8. Keller appears in th circus wagons are displayed. The act is presented four times daily
and a charge, in addition to the front gate, is 25 cents. There is
seating capacity for 400 and the performance runs about 25 min utes.

## Rides Described

Tomorrowland will be the locafirst is Super Jet, modified version of the device developed in Europe. The second is the Chair Lift, in which passengers will ride in a
plastic bubble suspended from an plastic bubble su
overhead cable.
Super Jet will have 12 cars,
shaped aerodymind
shaped aerodynamically. With the

BALTIMORE, Feb. 25. long-range improvement plan involving expenditures of up to
$\$ 750,000$ is under way at venerable $\$ 750,000$ is under way at venerable
Gwynn Oak Park. When the project, costing some $\$ 150,000$ yearly over a five-year span, is finished,
it will reportedly show it will reportedly show the park in a completely changed layout and with much new equipment, includ-
ing a second major Roller Coaster ing a second major Roller Coaster
David Price, general manager, said this wreek that Gwynn Oak oresees "at least a couple of more very good parks should not be reluc tant to improve with the inflation ary dollar.
One key clement to be undertopographical survey to result in an accurate sand box mo lel of the
park. This will be used as an aid in redesigning the funspot. Other 1956 steps will be

1. Rebuilding the old Coaster
which was brought which was brought here from On-
tario in 1921. National Amusement tario in 1921. National Amusement
Device Company will replace all cars, install a new brak:ing system cars, install a new brak.ng system tional's Bill de L'horbe, Price con-

## Four Lads

 5 Days at NorumbegaNEWTON, Mass., Feb. 25. New owner Douglas Farrington
had the Four Lads booked into the Totem Pole Ballroom, Norumbega Park, over the Washington's Birth day stretch. Dates were Tuesday thru today (21-25).
Backing the vocal group was Freddie Guerra's 15 -piece orches tra. Tickets were $\$ 2.75$ per couple
for Tuesday, $\$ 1.75$ on Wednesday for Tuesday, $\$ 1.75$ on Wednesday
and Thursday (22-23), $\$ 2.20$ on and Thursday (22-23), $\$ 2.20$ on Friday and $\$ 3.30$ today. Couples all alcoholic beverage
passengers in the plastic bubble the ride will take off in Tomorrowland, rise to a height of about 30
feet and fly over Fantasylanc and return. Holding three people to a eight feet per second.
The Chair Lift is being imported rom Switzerland. While not a true afford transportation of patrons to and from the parking lot to the shopping centers.
A Mine Ride is also planned for in scale-size gondola cars thru eaverns and past rushing rivers. New Walk Thru
A Tom Sawyer Island, a walk
thru, is also under construction.
PARK OWNED
PLAN, BUT
DOG ATE IT
BALTIMORE, Feb. 25. Gwynn Oak Park's idea for a
topographical survey and sand topographical survey and sand
box model, announced this box model, announced this
week, will be the second master plan the park has had. There hasn't been such a plan 10 years
David Price, general manager, said a plan existed in 1946, "but the dog ate it." doubtlessly be elevated to protect it from dogs.

## Gwynn Oak Slates \$750,000 Project

New Coaster for 1957; Entire Park
To Be Altered in Five-Year Scheme


## LONG BEACH, Calif., Feb. 25.

- A new kind of glass house to be
construction on the Nu-Pike of the
Long Beach Amusement Company
in for the Decoration Day opening
The attraction will cost in excess of \$25,000.
Ernest W. Hoffmeister, inventor of the Rotor, is here from Canada and working on the project with Velare. Hoffmeister also invented the Variscope mirrors being used
and said to offer three optical curves in three directions supe imposed in glass.
Velare added that the mirrors will be both tilted and revolving,
and look-thru ones will also be used. A posing show will be offered with mirrors to project the
take-offs with theatrical effects in take-offs with theatrical effects in The front will be designed by John C. Ray, well-known amuse-
ment center architect. Rav designed ment center architect. Ray designed
the front for the Velare VVhispering the front for the Velare Whispering
River dark ride, which is part of River dark ride, which is part or
the local operation and one of the seven Velare attractions in the
seval

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## 

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Wanted Concessionaires
To install and operate Miniature Goit,
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Storyiand, or what
BROWN DEREYY PARK

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## TYBEE ISLAND AMUSEMENT PARK

SAVANNAH BEACH, GA., RIGHT ON BOARDWALK low percentage to anyone who can supply complete set of Rides. Kiddie and Major
Rides need Rides needed
CONCESSIONS OPEN-One of a kind-All Eats open, Hot Dogs and Sandwiches, Pop.

Tybee Island Amusement Park, Savannah Beach, Ceorgia.

High Quality
KIDDIE RIDES
ROTO WHIP-KIDDIE WHIP_SPEED BOATS-PONY CARTSGALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

AUTO SKOOTER AND LIVE PONY RIDE In beautiful, well.planned PLAYLAND PARK having 9 Major and 11 Kiddie Rides.
Situated 2 milies west of Chicago. Good spots on midway available. Ride must be
in ROCCO AMUSEMENT CO.

WANTED TO BOOK UNUSUAL RIDE<br>AT DETROIT'S BEST PARK<br>Contact Mr. Wagner<br>c/o Edgewater Park, 23500 West Seven Mile Road, Detroit 19, Mich.

## for sale <br> AMUSEMENT PARK-PICNIC GROVE

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fred ${ }^{\$ 52,500.00-T i s C O T T,}$ Trojans. $7-9893$

## CARNIVALS

## Route Has 3 Stills, Rest Fairs in 1956

KANSAS CITY, Mo., Feb. 25 .The Royal American Shows will probably play only three still dates the smallest number in its his tory-during the coming season, Carl Sedimayr Sr., RAS owner, indicated here this week while at west Fair Circuit.

## COLONY GROWS

'Ouief Lite' At Gibsontion Lure to Many
GIBSONTON, Fla., Feb. $25 .-$ Year by year, the show population
of Little Gibsonton keeps growing of Little Gibsonton keeps growing
with folks seeking the quiet life during the winter vacation, and
Patriarchs of the coleny are
Mom and Dad Locke, both in Mom and Dad Locke, both in
their nineties. Others, including old-timers and newcomers, who populate the sun-drenched town Allens, the George Welches, the Edaie LeMays, the Jim Eastons
the Whitey Sutton family, Harry the Whitey Sutton family, Harry Dell and Maude.
Also, Tom Isles, Charles and Bobby Taylor, Mrs. Buck Alsop Mr. and Mrs. Joe Massicotte
Lucille Lampkin, Mr. and Mrs. Joe Jernigan, Whitey and Pancakes
Hewitt, Bill and Marie Hageman Jim and Vera Anderson, the Eddie tain and Etta Delmo, Mrs. Frank Allen, Evelyn Howey, the Bil
Stophels, the Al Moody family. More Names
Also, Harvey Wilson, senior and junior; the Gilbert Traceys, Mr. and Mrs. Rady, Mickey Mansion,
Stanley Barbay, the Chuck Gallaghers, the Virgil Dickeys, John
and Kiki Dolan, Mabel Reid, Dick and Kiki Dolan, Mabel Reid, Dick
and Bessie Tralor, the Fox family the Charles (Whitey) Hardman Jrs.; Al and Jeannie Tomaini,
Helen Haag and Buster Hayes, Helen Haag and Buster Hayes,
Ralph (Highpockets) DuVal, Jim
Easton, the Glenn Porters, John Easton, the Glenn Porters, John
Weldy, H. D. (Doc) Hartwick and wife Betty, Tommy and Happy Dot Blackhall, Pat and Bill Frey Erdman, Jack and Bonnie Norman,
Charles Zerm, H. C. (Doc) Morehouse, Pearl Keys.
Also, Virginia Shumway, Rodger
Young, A. R. Maxivell, the Dime Wilson group, Art and Ann Det P.

## J. P. Bolt, Vet

 Showman, DiesORLANDO, Fla., Feb. 27. Funeral service Shows, who died here Friday (24) Sunday (26) with burial in Wood lawn Cemetery, Orlando
The veteran show owner was after suffering a stroke and cerebral thrombosis last July 7. In Novem ber, 1954, he was hospitalized and in critical condition from bronchia
pneumonia, at which time he suf pneumonia, at which time he suf-
fered another slight stroke, but On Monday (20) he was again On Monday (20) he was again
taken to the hospital because of lung congestion and stayed ther until his death
Surviving are his widow, Emma a daughter, Hazel Remlinger, an Airy, N. C.

## All arrangements have not been buttoned up, but the RAS will

 buttoned up, but the RAS willprobably play only Memphis, St. Louis and Davenport before going stered this year by the addition of Kansas State Fair, Hutchinson.

Line Later Opening
The show will open a week later than usual at the Memphis Cotton
Carnival, its perennial tee-off spot, Carnival, its perennial tee-off spot,
as the Cotton Carnival was set busek a week to avoid conflict with
another attraction due in Memphis.

The later opening, plus the addition of the Hutchinson fair to its route, gives the RAS the best route it has ever had. To insert Hut-
chinson in its route Sedlmayr inchinson in its route Sedimayr in
duced that fair and also the Kansas duced that fair and also the Kansas
Free Fair, Topeka, each to prune a day from their run.
Sedlmayr said that he does not plan to open his big revue until the show plays Davenport. The
revue this year will feature Lottie Mayer
let.
He He also revealed that he is building a Wax Show which will depict that he will unveil this show for
the first time, not on his own mid. way, but in April at the Southwest American Exposition in Oklahoma Sedlmayr left here Saturday (25) for Hutchinson to map the layout
of his show at the fair there. From Hutchinson he plans to fly to St. Louis before returning to his Tam-
pa home. pa home.

## Ohren Moves to Get New SLA Quarters

## CHICAGO, Feb. 25. - Moving all of the necessary figures on th

 vigorously to obtain new quarters America, when the club's present lease at 54 West Randolph street expires in the spring of 1957, Maurice (Lefty) Ohren, League president, this week appointed a hree-man committee to bring inpossible recommendation to pura possible recommendation to pur-
chase one of three income-produc chase one of three income-produc-
ing buildings in downtown Chicago.
Much of the needed information on two of the buildings has al-
ready been obtained and Fred H. Kressmann was appoisted to obtain

MILWAUKEE, Feb. 25, Eleven fairs and eight celebrations
booked for the 956 tour of Belle City Amusements make up what E. Joe Henke, advance man, calls
the best route the show has had in its four years of operation.
 from Florida and plan a March 1 opening of quarters.

Winter Haven Reported Okay For Strates

## WINTER HAVEN, Fla., Feb

 Florida Citrus Exposition, whichFidway business at the annua ended its six-day run last Saturday (18), was characterized as good
by owner James E. Strates of the how bearing hi. name.
Fair officials were more laudatory than the showman, saying the gross at rides and shows was up, It was Strates' fir't time the Goo
Good employment conditions in the central Florida area contributed o the turnouts, which reportedly The fair reported purchasing a 60 acre location, two miles from town,
on which to erect a new fairground or 1957
One obstacle which kept grosses
from getting higher than they from getting higher than they
were, was lack of adequate space in which to lay out a show of Strates
tage.
Shows scoring well were Charles Taylor's "Bronze Follies," fronted Audrey June, and and featuring
Lorelei. The latter had Joe Boston
Happy Bruno, emcee an! ventriloquist; Roslyn and Her Rosinettes, ights; Janet Daye, tap dance Jacques Berri, baritone, and a cho-
rus line. Norman will have his "Broadway to Hollywood" revue at Orlando's Central Florida Fair this
week. er building.
Appointed to the committee to consider the buildings and possibly chase one of them were Mike H Barnes, Rudy Singer and Ned E.
Ohren pointed out that the ap pointment of the committee did not preclude the possibility of the purchase of a building outside of
the loop or the possibility of renting quarters for the club. In attendance at a Monday (20) Levy, Mike H. Barnes, Fred H ressmann, Ned E. Torti, Rudy Singer, Jack Duffield, Al Sweeney
William Carsky, Harry Russell, Ed ward Levinson, Benedict Garmisa Ernie Young, Charles Owens, Ed
Sopenar, Norman Schlossberg and Herb Dotten.
Ohren urged a free expression
of opinion by all in attendance.
A vote as to whether the league
should consider the purchase of an income-producing building in
which the club could have its quarters was taken, with the re-
sult overwhelmingly, tho not unanimously in favor of giving such
consideration.

CRANDON PARK DOINGS

## 2,500 Fun and Frolic At MSA Outdoor Fete

MIAMI, Feb. 25.-The annual $\left\lvert\, \begin{aligned} & \text { C. Yoncey and mother, Tommy Them }\end{aligned}\right.$ Showmen's Association went off in grand fashion last Sunday (19),
with some 2,500 members, families and friends turning out in Crandon Park. As in past years, they came
from all parts of the U. S. and from all parts of the
from Canada as well.
Joe Ross was committee chairman for the event, which offered many activities, including a pieeating contest in which 12 women participated, a fancy and funny hat nd youngsters, with such prizes as watches, pen and pencil sets, wallets and toys.
A partial list of those in attend ance, compiled by Marty Weiss, in cludes the following:
Mr, and Mrs. Lou Kramer and daughter
Kitty, the Danny Dells, the Bir Cowans
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\$ 3,500$ Raised
For Troupers
At Date Fete
indio, Calif, Feb. 25.-The Regular Associated Troupers treas-
ury was enriched by close to $\$ 3,500$ at a recent show held on Frank W. Babcock United Shows the Indio (Calif.) Date Festival. The original goal of $\$ 2,000$, to reduce the current first mortgage
on the clubhouse, was easily suron the clubhouse, was easily surpor reaching the quota, and when Bill total was increased to $\$ 3,000$, Bill Davis, club's first vice-presi-
dent, donated an additional $\$ 500$. Larry Ferris was chairman of the show with C. H. Allton as ve turkeys and Mrs. Rose Ferris brought several hams. Others conributing to the food department neluded Mrs. Inez Allton, baked beans; Steve Vaughn, bread and butter; Emily Bailey, potato salad; Ann Stewart, coffee; Larry Nathan, rum cakes; Florence Lusby, homerefreshments were brought in by Alex Freedman, Frank Babcock, Ted LeFors, Ed Kennedy, Mora Bagby, Bill Davis, Dan Ferguson,


NSA Disallow Switching Its Banquet Date NEW YORK, Feb. 25.-One he winter's best turnouts attend Association meeting, at which question of whether to change date of the Thanksgiving Eve $\mathrm{b}_{\mathrm{i}}$ quet, last held in the Hotel Co modore. The vote was the sa
as usual: No change thir year. President Gerald Snellens, $m$ ang one of his infrequent Dominican Fair, presided, and
joined on the dais by Jeff Har joined on the dais by Jeff Har hird vice-president; Harry Ros attorney.
Snellens appointed Harry Ro of the banquet committee, to place Joe McKee, who resigned cently since a planned trip abr will deprive him of time to dev to the annual affair. Rounding Frank Capell.
Another einstatements
allow former was the decis instated in good standing be payment of the current year's dues and approval by the Charley Dave
the entertainmentort reported uled St. Patrick's Eve party, to held as a "barn dance" the night March 17, Saturday. Tickets be $\$ 1$ per person and it will
permissible to wear jeans and of Continued on page 88) leisure clothes.

## Curtis Bockus, Veteran Agent, Dies Suddenly

WEST HARTFORD, Conn., ors, besides the widow and one of its widely known figures, $\mid$ two nephews. Curtis L. Bockus, last Sunday (19) in his sleep here in the home of his neice. Bockus would have been 66 years old in June.
Last associated with the Cetlin and Wilson Shows, Bockus had spent 53 years around the nation's
show lots in various capacities. In 1955 he was active in the fair staged at the 'Gator Bowl in Jacksonville, Fla., in which city he resided with his wife, Ethel, who survives him:
kervices were held at the Newkirk and Whitney Funeral Home, tery, Hartford. Among those at tending was Issy Cetlin, of the tending was Issy Cetlin, of the
Cetlin-Wilson organization. Surviv-

Curtis Bockus' introduction 1902 as a flunky world began how. He was theater mana or a time in Wonsocket, R. then toured with the Forepat Show as a candy butcher 1910-11. From that time on, efforts, many of which te back on later with humor. extracted laughing material f ailures rather than d
Among his favorite tales was circus with the late John Kilo Circus Try Recalled The title of Bockus and Kilo
Bockus recalled, was probably

## MIDWAY CONFAB

Larry A. Martin, formerly of Col. Lew Alter's Side Show, will
be off the road this season, remainbe of the road this season, rem
ing at his Reading, Pa., lome. ing hian Wilcox, back at his Mary Shan Wilcox, back at his Mary-
ville, Tenn., home after trips that ville, Tenn., the Tampa Fair and the Mobile (Ala.) Mardi Gras, reports that he will again operate Ta While in Mobile Wilcox visite with Frank W. Peppers, Johnn Denton and Walter B. Fox.
Friends of vet agent L. D. (Bill) Dollar, who has been hospitalized all winter, will be glad to learn that he is convalescing at his home 32411 th Street, S. W., Birming ham. He would like to hear from friends. Frank W. Peppers All-State Shows will open in early March at Pascagoula, Miss., and
play several Mississippi and Louplay several Mississippi and Lou-
isiana towns before heading north isiana towns before heading north
Peppers did fair ride business a Peppers did fair ride business at
the recent Mobile (Ala.) Mardi Gras but reported skyrocketing

The R. A. MacEacherns, West Memphis Ark., worked the Charro Days celebration in Brownsville, Tex. .. Turner Scott postals
from Daytona Beach, Fla., that he plans to open his permanent he plans to open his permanent
ride spot there March 3 . Line-up will include a Merry-Go-Round Rolloplane and two kid devices f Roxie Harris, owner-manager Blanchard Valley Hospital, Find lay, O, co
cent illness.

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Want Freaks and Novelty Acts. State
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On the James E. Strates Shows Marietta Allison reports the deliv ery of a new top for her China (Fla.) Exposition. Curley Have (Fla.) Exposition. Curley LaVier drummer on the Lorelei Revue,
was stricken with a heart attack but continues to gain at a Winter Haven hospital. Audrey June of Haven hospital. Audrey June of birthday February 24. The Baltineers, male quartet on the same show have cut a series of records on the Teen-Age label. Stoney, Strates electrician, pinch-hit as ven while the regular crew went ahead for the opening at the Cen tral Florida Fair at Orlando.
Jose Rahola reports from San Juan, Puerto Rico, that he was
recently visited by Capt. Jack Valley and daughter. Valley Jack Val ley and daughter. Valley owned
and operated water shows and other operated water shows and
in Puerto Rico for five years up to 1936, and Rahola toured with one of his
units, the South American Exposiunits, the South American Exposition Shows. Valley left for the World's Fair there.
Billy Logsdon is back in Pascagoula, Miss., after making the New Orleans Mardi Gras with Ted Porter and Vicki La Page. A don's show on the Pan American Shows this year. . . . Col. Sam Rose postals that Twitter Johnson, of the Bill Lynch Shows of Canada, has been elected chairman of a com in the maritimes. Teddie Shieres, Donald (Stubby) Fergusen and Hap Hanlon are members of the committee. . . Ruby and Gerald new 35-foot house trailer. They'll be with Joe Reynold again this be with Joe Reynold again
season on the G. B. Shows.
Morris Vivona Morris Vivona reports that he r cently concluded a tour of the Gulf Coast, seeking attractions for his Amusements of America. Those signed were Dave Fineman, reptiles; Tubba Hyman, sword swallower; Strings Cohen, geek, and Arthur Brown, fire eater. E. G Hart will bring his revue from
Honolulu for fairs, according to Honolulu

Billie Timberlake and James Le Roi are playing Missouri, Arkansas Oklahoma and Kansas schools with a magic and mental show. They will be back on the road this spring with a Side Show.
Glen C. (Thousand-Sheet) Loomis rejoined the West Coast Shows as head billposter and advertising managed by Harry Myers. About 20 years ago Loomis worked with the late William Jessup on the then single unit of the shows. Sinc that time he has been with Bob Schoonover's California and Cavalcade of the West shows. Loomis
said that his return to the Mike Krekos Shows is lo the Mike coming.
Ernest Sylvester, manager of the New Carolina Amusements, write that he has signed the Marita De formance will be held in a portable air-conditioned theater, equipped with chairs and special box seats

Mrs. Virginia (Boots) Bennett, cookhouse op with Blue Grass continental phone call from he son, Jack, who's stationed in Paris with the U. S. Army. Jack was en route home.
Hal Haviland (Al Avalon) is readying his girl show for this writes, after a winter series of dates for his "Capers with Papers" act for his Capers with Papers" act. attended their first meeting las week as National Showmen's Association members Schilly is in Veterans; Hospital East Orange, N. J., while Julius Roth has been discharged and is recuperating at home. Louis Lemons) Kronenberg is in Kings County Hospital, Brooklyn.
The Sam Petersons and
The Sam Petersons and Vincent Andersons are vacationing in has returned to New York from a three-week vacation.

## MIGHTY MWINTII shows

## FIEST CALI

## FIRST CALL

FIRST CALI OPENING APRIL 19, JEFFERSONVILIE, INDIANA, WITH THE FINEST STILL DATE ROUTE FAIRS STARTIMG JUIY 16, SOLID UNTIL OCTOBER 6
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#### Abstract

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Last call for opening, March 12th, Forest, Mississippi, for the big State Stock Show followed by Port Gibson, also State Stock Show. April 11 thru 14th for the Big
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Want Hanky Panks all kinds, Shows with own outfits, and Ride Men who drive
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| SHOWS | Fun House Monkey show, snoke, wialite any good outifit Sow, Wiom oning for you, Jetse Brown. Pout |
| RIDES | $\begin{aligned} & n_{n}^{\prime r} \end{aligned}$ |
| Want Foromen for Wheel, Merry-Go-Round, Chairplame. Second Men on all Rides, and celebrations, including the Bassett. Va., Spring. Festival in the heart of downtown Bassett, with 11 fairs booked. hone pending-incivaing Martinsvilie, Va.; Chester, $\mathbf{S}$, C.i Easily, S. C.; York, S. C.; Greonville, S. C.i Bishopville, S. C.j FIorence, S. C.i Anderson, $\$$. C. Winter quarters now open. Plenty of parking space, lights, Ali replies BEN WOLFE, Box 277 <br> Landrum, S. C. |  |
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CONCESSIONS: Basket Ball, Long ond Short Range, Penny Arcade, Jewelry, RIDES: Will book Kiddie Rides ond Pony Ride, ony Flot Ride, Round-Up, Harris or Lewis Scott for Minstrel Show. Man to operote Funhouse. Book Grind Shows and Unborn. RIDE HELP: Merry-Go-Round Fo Second Men

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cols occoptod.
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ETHEL RALEY, Socy;; FRANK DICEKERSON, Gen. Agt.

## CLUB ACTIVITIES

## Miami Showmen's Association

1799 N. W. 28th Street
MIAMI, Feb. 25.-Quite a number of the boys and their wives at-
tended the benefit fight last week, tended the benefit fight last week,
which will probably result in a which will probably res
hefty profit for the club.
Mail is being held for Raymond . Bona, Blackie Comerata, Sa Barrett, Ralph Corrie, Eddie Davis, oseph L. James, Don Ramon, Joe Rollins, Sid Rifkin, Joe Regens
berg, Kenneth Slaughter, Anthon berg, Kenneth Slaughter, Anthon Sacona, Fletcher Lee Scott, E Walker, Joe Virgilio, Alfred Pin oneault and William Paquin.
The tables were decked with
virtually all kinds of buffet food virtually all kinds of buffet food t the annual Carndon Park pic nic, and some frolicers even
brought bagels and lox. More than brought bagels

## Ladies' Auxiliary

On the rostrum with President Agnes Grosso were Kitty Glosser er, second vice-president; An Whitehead, third vice-president Lois Weiss, treasurer; Hilda Roman, recording secretary, and Rhea Carson, corresponding secretary, Chaplain Elsa Bryant gave the in-
vocation. Welcomed to their first vocation. Welcomed to their first
meeting were Nova Dell, Mary E. Crowell, Leona Plas and Dorothy
Hilda Roman read minutes of the ast meeting, and Lois Weiss gave
he treasurer's report. Rhea Carson he treasurer's report. Rhea Carson riety Children's Hospital and the uxiliary of the Hot Springs club Zell Travers and Lillian Riley read applications for membership. Bea Truesdale reported the following on the sick list: Billy Stone, Lucy Yamanaka, Verna Nixon, Anna
Girard and Anna Benjamin, who Girard and Anna Benjamin,
is in the Hialeah Hospital.
The penny parade brought in $\$ 8$ and the dark horse, won by Mrs.
Pearl Norman, $\$ 13.65$. Sidney Thomas announced that the Blac Lioness dessert card party will be end in the clubrooms March a social will be held March 29. The officers' card party, February 21, brought in $\$ 489.50$, which went
to the Mercy Fund. Charlotte Wright and Elizabeth Murphy served coffee at the party, and
prizes for the affair were donated prizes for the affair were donated
by Hilda Roman, Lois Weiss, Ruth by Hilda Roman, Lois Weiss, Ruth
Schrieber, Aggie Grosso, Elsie Keeler, Margaret Farris, Ethel Weir, Mrs. Soloman, Ann Whitehead, Rhea Carson, Ada Cowan Onalee Jones, Cesare Buzzella and
Frances Deemer. The prizes were Frances Deemer. The prizes were
won by Rebecca Smith, Marie
Feldman Cesare Buzzella Dora Feldman, Cesare Buzzella, Dora Betty Endy, Mrs. Tomargo, Mar Barber and Lil Norman. Mrs Pulaks won the watch set.

Hot Springs Showmen's Association

## 710 Whittington Ave. Hot Springs, Ark. <br> Ladies' Auxiliary

The regular meeting found the following on the platform: Ethe Booth, president; Pearl veynolds second vice - president; Bonnie Wheatley, secretary, and Carolyn McJunkins, treasurer. Chaplain
Lillian Ray delivered the invocaion.
Out-of-town visitors were Mar garet and Evelyn Hock and Viola
Parker. Evelyn Rinaldi and June Reynolds reported on the bon voyage party for Harry and Vivian Zimdars who left for Hawaii. The
clubrooms were decorated in colorcul travel posters for the event from the members.
atif inclided with a Hawaiian notif, included numbers by Caro ine Holt, Alice Hennies, June Reyn-
olds, Elsie Powell and Rose Marie Stein. Bonnie Wheatley supervised the style show participated in by Lillian Ray, Jackie Wilcox, Shirley
Bazinet, Evelyn and Al Rinaldi, Bazinet, Evelyn and Al Rinaldi,
Virginia Gamble, Pearl Weydt,

Rose Cutler, Elaine Dimitri and
Angie Conroy. being held on Saturday night during the race meet here Billie
Owens, Millie Wilson and Virginia Gamble have been high scorers The the Friday night bowling league. the player with the highest score
Mresents it to the clib.
Mrs. Evelyn Rinaldi played host recently honoring Margaret Hock, velyn Hock and Viola Parker Other guests included Joan Fairly, une Reynolds, Daisy Fritts, Alice Hennies, Caroline Holt, Marion Glosser, Carolyn McJunkins, Pear Weydt. Angie Conroy, Jackie Wil Charles Weaver, local business $\operatorname{man}_{2}$ presented the club with a
slicer for the kitchen. The raffle was won by Viola Parker and Shirley Bazinet.

Pacific Coast Showmen's Association
1235 S. Hope St., Los Angeles 16
LOS ANGELES, Feb. 25.-President Edward Harris turned the avel over to vice-president Bob weekly meeting $h$ act Monday (20 in the clubrooms. Also on the rostrum were Harry Phillips, treas urer, and Bob Matthews, secretary Joseph F. Vallerie was voted into membership, his application having previously been $p$.
the board of governors.
he board of governors.
Phillips reported for
Phillips reported for the sick Mack is suffering from mild heart trouble: Louis Godfrey is improving; Harry Horowitz discharged rom a San Diego hospital and George Redwood now a patient Veterans Hospital, Sawtelle,
in Vet
Calif. Toney Martone advised the croup Toney Martone advised the group to his home by illness. Bert isher was discharged from the Community Hospital in Long Beach after a stay of a month or
so. Harry Merkel, who recently so. Harry Merkel, who recently
underwent surgery at Mount Sinai Hospital, visited the club. Ben orte was discharged from th Hollywood Presbyterian Hospital and Harold Mook continues to
improve. Clyde Gooding, Phillip added has been removed to a Glendale rest home.
Matt Herman attended the meet ing, having returned from the Forida State Fair, where he rebrought greetings fror. Charle Walpert, who at the last minute decided not to make the trip with
him to the West Coast. Downie called upon Sam Ansher, who re turned from Kansas City; Danny Callahan; Louis Hoffran, in from
Salt Lake City, and Harry HarSalt Lak

## Arizona Showmen's

 Association216 West Washington, Phoenix
Phoenix, Feb. 25.-The Mon
day (20) meeting was called to or as by President P. H. Seibrand assisted by Dorl Salter, secretary. A tota of 56 members and guests were present, including Inez Carro
Mr. and Mrs. Herb Crangle.
Marie Berko was reported a home atter a long stay in Good Samaritan Hospital. Joe Steinberg
was welcomed back from the Pacific Coast where he spent the win ter. Also back were Norman and Marion Prather who have leased a
home here. home here
Arrangements for the February 27 going-away party were dis-
cussed. Don Hanna and Jack Terrell reported the cemetery fund books to be sold this sum
The building committee was in structed to look for a site for a new clubhouse. Pot-of-gold was taken by George Redwood. Luncheon was served by Mary Collins, June Curry, Delores Cordon and Rose

## Greater Tampa

Showmen's Association
1799 N. W. 28th Street, Miami
TAMPA, Feb. 25.-President Sam Gordon wielded the gavel at he regular meeting. Assisting him were C. C. (Specks) Groscurth second vice-president; Joe Fontana, third vice-president; Vernon Korhn, secret
urer.
George Ringlin reported that Johnnie Joknson had been discharged from St. Joseph's Hospital. Higgins J Kilptick 1 Higgins, J. Kilpatrick and Tex Grimmsell. He also reported that Carl Groscurth, orother of the second v
troit.

The weekly dance, supplemented entertainment from the loca ght clubs, was well attended. Jack Young called the attention the local mew the feature siory the local newspaper which deal ing on the west coast of Florida.
Lloyd Serfass announced that all embers who bring in $\$ 50$ during e year will be peests at dinner the fall. C. I. Sedlmayr Jr. re ported that all headstones were in place at the cemetry plot and that he Clover Garden Circle has been utting in many hours beautifying e grounds.
Harry Rubin disclosed that amboree for the club was schedled to be held in Orlando and in Largo.
Total membership was reported s 809 paid-up members.

Ladies' Auxiliary
President Esther Young called he Wednesday $(22)$ meeting to or-
der, assisted by Vera Hauck, first der, assisted by Vera Hauck, first vice-president; Mickey Wenzik,
hird vice-president; Grace Fillingham, secretary, and Elsie Owens, reasurer.
New members are Ethel Deal velyn McClusky and Emma Jean uncan. Blanche Zieman reported e sick list included Virgima Gal agher, - Jean Tomani and Helen ulius. Bob and Joy Purvis re-ine-pound son.
A number of the members re orted preparations were being made to assist at the upcoming The dark horse, an electric bean was donated by Ella Cerone d taken by Mary Cain.
Bertie Perrot, sergeant at arms Bertie Perrot, sergeant at a.
reported 63 members present.

## Missourt Show Women's

 Club415a Chestnut St., St. Louis, Ma
ST. LOUIS, Feb. 25.-President Rose Brown called the meeting to order. With her on the platorm were Mary Thompson, treasurer;
Nora Gdyia, social secretary, and Teresa Sidenburg secretary. In Teresa Sidenburg, secretary, In
the absence of Peggy Grimm, the the absence of Peggy Grimm, the
invocation was delivered by Lotis invocation was denivered by Lor-
Francis. Sergeant at Arms BarFrancis. Sergeant at Arm
bara McGinley was on duty
Ida McCoy reported Marie Kirtly was in Missouri Baptist Hospinother was in Christian Hospital A letter was read from the A letter was read from the
Ladies' Auxiliary of the Michigan Ladies Auxiliary of the Michigan
Showmen's Association and thankou notes wers received from Estelle Regan and Eileen Whitney.
Babe Weinstein donated new hili bowls for the club kitchen. welcome back after an absence. Margaret Lohmar and Gertrude Door piz served a buffet lunch and Gertrude Donnelly. They Estelle Regan.
A social held in the afternoon was attended by 20 who spent the fternoon playing bingo and canasGinley and Ellen Robinson served beef stew to the wo
club and 10 guests.
'howmen's League of

## America

54 W. Randolph St., Chicago CHICAGO, Feb. 25. - The Thursday (23) meeting was opened by President Maurice (Lefty)
Ohren. Lou Keller, past-president, and Homer Briant, executive secretary, were also on the platform
with upwards of 50 members in attendance. Two new members are H. S.
Somson and Somson and Bennie Fox. The
membership was saddened by the membership was saddened by the
death of a Curtis Bockus, long-time member.
St. Cammelius Hospital red still in It was reported that the new
issue of "News out soon.
Following the business session a luncheon was prepared and served
by Mrs. John Kenedy Todies' Aurilizs, The recent social was well at tended despite inclement weather ext business meeting is scheduled March 1
Letters received from Edith
Streibich and Nan Rankine Streibich and Nan Rankine. Greet
ings received from ings received from Evelyn and
Margaret Hock, Viola Parker and Lena Schlossberg, all of them enLillian and vacation in Hot Springs. Nan Rankine in Miami and and , Cass is in Long Beach, Calif

## Show Folks of America

 145 Turk St., San Francisco SAN FRANCISCO, Feb. 25. The regular meeting was called $t$ president. Other officers on hand nicluded Charlotte Porter, treaser; Albert Roche, corresponding ecording secretaryIt was announced that a special oard of directors meeting would
pe held to discuss printing of the py-laws to be distributed to the nembership
Kathleen
Kathleen Elsmere was reported n University of California HospiJim Redder major surgery
Jim Redder announced preparaions were nearly complete for the
$i$ ijinks party. Attending ter 1 i-jinks party. Attending the meetpg after absences were Sam Lan
esman and Lester Hart. Johr

## Greater Ohio

 Showmen's Association 5 East Rich St., Columbus, 0 COLUMBUS, O., Feb. 25.-Op ation of the club offices and clubich Street, are in address, 15 Eastinw lities are open to members daily The series of parties een held at indivíidual whouses, have pw being held in the clubrooms. Mr. and Mrs. William Alspach, obert Abrams and Mrs. Ginny ams attended the New Orleans
di Gras and then headed for Wornia, Wintering in Florida Mr. and Mrs. John Enright, Mr.
d Mrs. Robert Keener and family d Mrs. Robert Keener and fami
d Mr. and Mrs. Bob McGill. Hal Eifort is back at his hor tse here after a southern trip that
Dominic Albanese is also 5. from a Florida jaunt.

OKLAHOMA EXPOSITION SHOWS



$\qquad$

## CHARLES TRAVERS

WITH KING RELD SHOWS


"EJECUTIVOS FERIAS E. U." (American fair men) are shown in this picture taken recently at the Dominican Republic World's Fair. From left are Hiram McCallum, of the Canadian National Exhibition, Toronto; Jack
Reynolds, of the Eastern States-Exposition, Springfield, Mass.; John of the Great Danbury (Conn)) Fair and Ceorge A. Hams.; John Leahy, Jersey State Fair, Trenton, who was also active in A. Hamid, of the New event's amusement zone. All construction on the grounds is of the type shown, modern and substantial, as the seat of government will be moved into the fair buildings from Ciudad Trujillo after the fair closes.

## NEW DEVELOPMENTS:

## Improved Snow Cone Machine Makes Debut

DALLAS, Feb. 25.-A new $\mid$ lock door; extended discharge said to have many advantages over water inlet.-Universal Industries, older types, has been introduced Inc., 360 Mystic Avenue, Somerhere. The unit is being offered in two sizes. The larger type has a capacity of $121 / 2$ pounds of ice and is capable of pulverizing one ton of ice per hour, the maker re-
ports. The machine is completely automatic and shuts off when its load of ice has been exhausted. It operates on regular A.C. current and is driven by a one-half horsepower electric motor.
The motor is inside the machine and directly under the cutter eliminating the need for a gear
system and the necessity for oiling and changing gears. The motor is protected by a shield. The smaller unit has a capacity of four pounds of ice.-Sammie Bert, State Fair
Park, Dallas, Tex. Park, Dallas, Tex.

## CHAKE M

SEATTLE, Wash.-A compact milk shake machine, designed for back bars, has been introduced here. The unit is completely selfcontained, is 15 inches high, $21 / 1 / 2$ inches wide and 16 inches deep It has a six-gallon mix tank. Features include a mix feed system that needs no adjustment. Production capacity is reported to be four 12 -ounce shakes per minute.
Refrigeration is provided by 3 Refrigeration is provided by a
horsepower hermetically sealed water-cooled condensing unit. The dasher is powered by a $1 / 3$ horse power motor. Finish is polished stainless steel and enamel.-Sweden
Freezer Manufacturing Company Freezer Manufacturing Company,
3401 Seventeenth Avenue West 3401 Seventeenth
Seattle 99, Wash.
PORTABLE
SPUD PEELER
SOMERVILLE, Mass.-A portof 20 pounds, has been introduced by a local manufacturer. According to the maker, the unit is adaptable for either bench or permanent installation. It is made of stainless steel and is said to peel a 20 -pound load of vegetables in one minute. Unit has automatic dial-control for
selective timing and automatic $\begin{array}{ll}\text { selective } & \text { timing and automatic } \\ \text { shut-off. } & \text { Features include a } 1 / 3-1\end{array}$ horsepower motor; stainless steel
drive shaft; splashproof snap-on drive shaft; splashproof snap-on
cover with hinged opening; an easy

## CHARCOAL

BROILER
NEW YORK-A gas-fired broiler that can be adapted to give it a charcoal pit" effect, is being mar keted here. The unit is designed so that a brick, stainless steel or
copper enclosure can be built around it, to make it appear authentic. The broilers are available in nine different sizes, according o the number of grates required. All can be adjusted to operate on mixed, bottled, natural or manuCo., Inc., 1641 East 233d Street, New York 66, N. Y.

## SAFETY

TENDERIZER
CONCORD, Mass.-A mechanimeat tenderizer that has a afety chute that guides fingers
way from the blades and is equipped with a safety switch that permits operation only when the hopper is closed, has been introduced. In addition the unit is designed to prevent accidents from underneath. Parts contacting the meat are made of stainless steel. The tenderizer occupies $131 / 4$ by $131 / 4$ inches of counter space. included.-SirSteak Machinery ncluded.-SirSteak Machin
Inc., Box 201, Concord, Mass.
SMALL STEAM
COOKER-WARMER
CLEVELAND-A steam cookerwarmer that requires only 22 square inches of counter space, is
being manufactured facturer states that it enables even the smallest establishment to even the smallest establishment to take advantage of steam cooking bene-
fits. Safety is attained thru extremely low pressure operation and the door can be opened for inspection at any time. Unit has dual heat range, can be used for both cooking and warming and special controls change from cooking to warming heat as the cooking feed eliminates hatomatic water boiling dry.-Cleveland Range Co. 3333 Lakeside Avenue, Cleveland Ohia.

## GOLD MEDAL SHOWS

## LAST CALL

Anniston, Ala., March 5.10, downlown, under the Shrine Clab; Allanta, Ga.
March 12-24, Mason, Turner and Asby Streets, fourth year


Contact BOBBY COOPER

## PAN AMERICAN SHOWS

Want for one of the Best Spring Routes. Fairs start July 4. Opening Baton Rouge, La., March 10, followed by Leesville (Soldiers' pay day), Lake Charles, Alexandria, Monroe, all Louisiana. Greenville, Miss. (Soldiers' pay day); Pine Bluff, Jonesboro, Blytheville, Ark.; Cape Girardeau, Mo.

 RIDES: Rock-o. Plane, Spititire, Roll-o-Plane, two Kiddie Rides, Live Ponies, Little
Oipper, Scramblet, Dark Ride. HELP: Ride. Help, must be good licensed truck drivers. Electrician for C.M. Diesel
Plants. Show Painter at once winted All replies to JOHN R. WARD, Mgr.

## SUNSET AMUSEMENT CO.

 OPENING APRIL 26, EXCELSIOR SPRINGS, MO.SIX CATS OPEN, if you have two will give "X". Exclusives open: Age and Weight.
Long Range. Cutard. Parakeet, Class or Dish pitches WANT ARCADE, MOTOR-
DROME MECHANICAI DROME, MECHANICAL and WELL-FRAMED SIDE SHOW. CAN USE Basket Bail,
Coke Botties. Punks. Milk Bottles, Short Range, Dip, Hi-Striker and Hanky Panks,
PRCENTACE OPEN EXCLUSIVE: Rat or MOUSE and Pan Came, must have one
P. O. BOX 25

CORAL GABLES, FLORIDA

## ON The west coast

## CRAFTS HAS FOR SALE

## WANTED

## C. A. STEPHENS SHOWS

for pasco county falr, dade city, ha., March 7 THRU 10



Midway of Mirth Shows WANT
Hanky Panks, nofflats. Place Foremen
on Rides; Wheel, Spitfire, Tilt. Also
Second Men who drive semis. Will book Second Men who drive semis. Will book
Shows with own outfits. Can use Cook Shows with own outifis. Can use Cook
for winterquarters. Opening April 7.
3111 E. Notrleton Rd
(Phone: Webster 2-8374)
FOR SALE
 ANDY ALLAN



| WANTED GOOD CARNVAL EDGAR dgar mason |
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## WANTED CARNIVAL

For FAYETIE COUNTY FAIR ASSOCIATION,
IMC., OAK HILL, WEST VIRGINIA


## FOR SALE

This duplicate equipment offered for sole due to digcontinuance of one extra unit. Send for detailed list. Spillman Merry-Go-Round, Spillman Loop-the-Loop, Kiddie Boat Ride, Kiddie Train, 25 Kw . Westinghouse A.C Generator, 20 -foot Trailer, Office com-
plete; exceptional 28 -foot Drop Frame Semi, 8 windows, perfect for large office or cookhouse; Evans Monkey

## KIING REID SHOWS

| WANTED KIDDIE AND CARNIVAL RIDES <br> Growing Lake Resort Community Devel. oping Recreation Center. Will work with oping Recreation Center. Will work with individual who owns and operates equipment and looking for permanent location with future. <br> JAMES B. GERRITY Mo.-Ark. L. P. Gas Co., |
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## FOR SALE

Large Artisan 53 two-tune tracker
systeen automatic Merry-Co-Round or
Park Organ Sysk Organ, complete. Quick sale.
4142 N. 20th st., Phoenix, Arixona. 142 N. 20th St., Phoonix, Ariz
Phone: A-M 6-0086

## WANTED

Carnival for week July 16 .July 21
Annual Irich Day Picnle. Write Wayne

- Points, Farmersville, III.


## Glades Okay

 On Route of Winter DatesFORT PIERCE, Fla., Feb. 25. -Glades Amusement Company in here this week for the Legion Fair,
reports a substantially good season reports a substantialy good season 11 rides and 40 -odd concessions. the Bee-Jay Martin high act
the Bee-Jay Martin high act. Sanford (Seminole County) Fair and to follow will be the Highland County Fair at Sebring, the
Marion County Fair at Ocala, and Marion others.

Owner Jerry Saddlemire states he is set for his usual ${ }^{\text {4 }}$ 44-week and a few still dates in Florida and a few still dates in Fincida, within Virginia.
Saddlemire says his 11 years at Fiorida winter fairs are the longest continuous stretch for any show now active in this area. Associated
with him is Jack O'Haver as general agent

## San Antonio

Gives Ex on

## Fiesta Route

SAN ANTONIO, Feb. 25.-
George Evere has been awarded George Evere has been awarded souvenirs, novelties, food and the Fiesta San Jacinto, to be held in April. It was the first time an ex has been given.
Announcement was made by Ru
the dolph Richter, president of the fiesta association, who said the se-
lection was made by the executive committee. Evers is well known $\underset{\substack{\text { in } \\ \text { poratiot }}}{\text { his }}$

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| WANTIED |
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| Tattooed Lady. Snake Handier, Aets for 10 -in-1 for Canadian tour. Bertie Wade, Artonia Gibbons, Jean Carroll, answersend photo, state all. <br> JOPN EALDASTY <br> Bernard \& Hitarry Shows <br> 74 Cordy Ave. Toronto, Ontario, Can. |
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> CARNIVAL WANTED Matare tount hancican legene bit Savannah, Mo., Aug, 7 to 12.
3 days of horse racing. I day motorcylele
races and I day stock car races. Contact John Cardwell, Abe Grant, N
Robideaux and Jimmy Lantz. June Sutton and Helen Vaughn handled the bank night. Eve Scott
and Inez Allton served supper for over 250 with Max Kaplan han dling the bar and Helen Smith i. charge of finances.
WALKERTON, Ind., Feb. 25. Baker United Shows will provide
the midway attractions at the centhe midway attractions at the cen-
tennial celebration kere July 31August 4, Ernie Allen, show man-
ager, announced. Howard Sexton represented the celebration committee.

## \$3,500 Raised

Miller, Mary Kanthe, Fred Smith Prize donors lan, Larry Ferris and Steve Vaughn. Cash donations, in addiand to those given by Babcock and Davis, came from Pete Sut-
ton, Lil Schue, C. H. Allton, H. Ewert, Ed Butler, Steve Vaughn
Alex Freedman, Ruth Wood, Nancy Elsie Kennedy, Alex Stewart, Steve Frtedman, Vincent Kuropatwa
Maybelle Bennett, Myrtle Hut Morris, Charles Crowell, Carl Frye

## 

ANCHOR SUPPLY GO., INC. EVANSVIIE INDIANA

P. O. Box 201

## WINTER QUARTERS

## Wade, W. G.

COLDWATER, Mich., Feb. 25 - Manager C. D. Murray, General W. G. Wade Jr. have returned to quarters here and preparations are Ecorse, Mich., opening. For the opening dates and six weeks to Slim Martin will again handle he Ferris wheel, and Specs will be back for his sixth year in charge
of the Merry-Go-Round. Others of the Merry-Go-Round. Whers
in the ride line-up include Wahoo
Wolfe Rolloplane. Sam Mans Wolfe, Rolloplane; Sam Manso, Dipper o-Plane and Twister, and Orville Green, Dodgem. The Atomic Funhouse has been assigned to Mr. and
Rrs. Frank Sparks. Richard Swain Mrs. Frank Sparks. Richard Swain
will have his 60 -foot Mechanical City and cookhouse with the show Bill Abrams is getting his string of King Amusement Company, Moun Pleasant, has booked on one of his 24 -foot long-range shooting galle

## B. \& H. Amusements

 SUMTER, S. C., Feb. 25.-Withideal weather helping, a lot of work is being turned out at the barn four in quarters during the winte but six more men are expected
by March 1 to help speed work. Scotty Johnson is in charge of
building and Fred Owens has the paint shop. All trucks and trailer had' a coat of red this year. Man ager and Mrs. W. E. Hobbs and
children recently returned from a short vacation in Tampa wher Johnson and Owenz have installed a television sct in the work shop. FRED OWENS.
Walkerton, Ind.
Signs Baker United

The Showman's Choice




## TILI \& WHEEL FOR LEASE

RIDES
aldosta, Georgia

## Cook New Exec With Miami's Variety Club

MIAMI, Feb. 25.-Phil Cook former executive secretary of the Miami Showmen's Association, has ety Club of Greate: Miami, it has been announced.
A resident of Miami for 15 years Cook is also a 32d Degree Mason and member of the National Show-
men's Association, Greater Tamp Showmen's Association, Royal American Shrine Clu', Independ gregation Beth David Men's Club For a brief period he was also assocrated with the midway office o
the Dominican Republic World' Fair.
Cook's duties with the Variety Ciub will be much the same as with the showmens group, with the addition of much fund-raising,
one of his better-known abilities. one of his better-known abilities. Main charity of the club is maintaining the Variety Children Hospital.
Esther Young
Names Committee Heads for Tampa

## Young new president of the

 Ladies' Auxiliary of the Greater Tampa Showmen's Association this week named committee chair-men and co-chairmen for the year Chairmen, followed by co-chairmen, are as follows: Gertie Weiss Maud Varnier, membership; Mary
Delaney, Dorothy Crawford, fiDelaney, Dorothy Crawror, Flo Venner, Mary Wenzik, ways and means; Elsie Johnson Mildred Gordon, press; Maxine Cyr, Nora Reinhardt, welfare; Kitty
Burkhardt, Pat Richards, library Ella Stophel, Blanche Zieman, sick Mary Ruth Tillery, Irene McNitt, house; Olive Sprague, Leona Plas Piercy, refreshments; Marie Caug-
hev, Ruth Grimsell, hostess; and Myrtle Jeter, Hazel Maddox, burial

\section*{Crandon Park <br> |  |
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## League Skeds

 Two Parties
## CHICAGO, Feb. 25 . - The

 scheduled two parcies in the near future, one for the personnel of the Polack Circus. Patrick.ing St.
The circus party will be held March 5 in the clubrooms. That same evening League members
will be guests of Louis Stern at he circus, which will be playing its Chicago stand at the time.
The second party, to be on March 17, will honor St. Patrick and the program is to include refreshments and entertainment. Torti, George B. Flint Charle Zemater Sr., and Bill Carsky.

## Ken Davis Buys

Miss. Ride Spot
LONG BEACH, Miss., Feb. 25. -Ken Davis, ing-time operator of Biloxi-Gulfport Amusement Park here and is currently operating on weekends. Spot has 10 rides and highway 90 , a half mile west of the Biloxi city limits. The past two
years, Davis operated bingo on F. C. Bogle Shows. Formerly h had been with Hill's Greater, E
J. Casey and Merriam's Midway

## Curtis Bockus

## - Continued from page 84

world's worst, since he said it sounded more like a sausage factory that a circus. Traveling with $\$ 400$, it was put out of its miser after three weeks by a $\$ 15,000$ udgment resulting from an injury o a spectator.
Another effort was the idea of having New England labor buy and operate a carnival for date is the Metal Trades Counci Shows in 1918. With every union demanding representation on the show, and union wages required
for all the employees, the nut for all the employees, the nut soared out of
dropped out.
Other affiliations were with the Curtis L. Bockus Shows (leveled by fire at Lewiston, Me., in 1955),
Zacchini Bros. Shows, J. Harry Six Shows, Dodson's World's Fair
Shows, Joseph J. Kirkwood Shows, Endy Bros. Shows, James E.
Strates Shows, Cetlin and Wilson, Strates others. He promoted many events and was long active in the securing of dates for ized the Jacksonville Fair in 1946. This relationship lasted thru 1948 , the fair with Strates.
Bockus, a native of Lowell
Mass., resided at the St. John Apartments in Jacksonville with his wife. He was a Mason, Shriner, and member of the showmen ansociations

## Colony Grows

## - Continued from page 84

wiler, the Ray Suttons, Abe and Arline, and the Jimmy Shunks. Bandmaster Tige
build here shortly
For purposes of vacations, jack of visitors from the lots finds its way here every winter. Included
are L. I. Thomas, Tommy Thomas, Ben Sawyer, Saginaw (Mich.) Fair
concession manager; Carl Sedllupo, Sam Prell, Lloyd Serfass, Johnny Hobbs and Clyde, Johnny
Vivona, Izzy Cetlin, Jack Wilson John B. Davis, Peg Netterfield Bill Abrams, Jack Young, Al Wal (Giant) Petersen, Lew Carpenter Paul Sprague, George Ringlin King Ward, Swede Nelson, th Irving Kays, Earl and Ethel Purtle Joe and Mary Alexander, Car
Holzapfel, Bill Logsdon, Harry Mathog, John Dempsey, Marie Le Doux, Don and Eleanore D
Harold Whitnett and others.

Bejano Unit

COLUMBUS, O., Feb. 25.-Mr. and Mrs. Emmitt Bejano's backend unit featuring the Alligator Boy and Monkey Girl, will again go out with the Gooding Amusement Company this year, F. E, Gooding, president, announced. consecutive for the Bejanos with the Gooding organization.
Mr. and Mrs. William F. Warren will again tour their Penny this year and William (Billy) Lauther will return to manage one the Fun Ship.
Joe Stiy, who was ill during the latter part of last season, has re-
covered and he and Mrs. Stiy will be back with their Funhouse.
Hot Springs Club
Winds Up Winning
Membership Drive
Hot SPRINGS, Feb. 25.-The Hot Springs Showmen's Association ful membership drives in ' 55 with Benny Hazen topping all others recruiting
his prize, he was awarded a gold
card by President John Gallagan. This year's drive is already Whitey Owens having 15 to his credit, Clint
The building committee, made
p of Harry Hennies, Lee Moss, Harry Zimdars and Frank Waldro job has been completed.
Ohio Club Skeds
Party in Dayton
DAYTON, O., Feb. 25. - Th tion will sponsor a get-together din ner and party for Dayton are showfolk March 4, E. W. Hutchin nounced. The party will be hel in Community Hall, 3001 Tro

## 4 p.m

Hutchinson said the party w e held in conjunction with to the Columbus club's buildin fund.

BOOKER 'STUART MANOR"

##  <br> STUART PARVIN

## $\underset{\text { Now Booking for } 1956}{\text { PARAD }}$ <br>  <br> TEX ROBERTS WANTS

get in touch with me
Rouge, La., March

## CARNIVAL WANTED

For Rodeo Celebration, July 20, 21 an
22, 1956. For information write
WARREN R. PARKS, Secretary
Crangeville Border Days
Crangeville, Idaho

WANT CARNIVAL
PAMA TRI-COUNTY FAIR


## Joins Gooding




> 號
 covered and he and Mrs. Still will conducted one of its most successnnounced. will be dismissed soon as their
BOOKER
FOR MINIATURE MANSION
"STUART MANOR",
"STUAN
Has made very successfult tour of de-
partment stores in the Midwest. Would
like to branch out in East and South.
Excellent financial opportunity for right
party.
STUARTMT PARVIN
Woonsocket, South Dakota
Agents for Razzle, Pins, Buckets. Als
Men to up and down outfits. T. Hi
get in touch with me. Opening Bato
Rouge. La., March 10, with John
Ward.
CARNWAL WANTED

WAYNE HUNTERR, See.

# FAIRS-EXPOSITIONS 

## ABCH 3, 195

Communications to 188 W. Randolph St., Chicago 1, III.
SWEEPING CHANGES, NEW YOUTH BLDG. FOR WIS.

Sports, Hobby Shows, Enlarged Arts<br>Crafts and Ag. Shows Are Mapped

## MILWAUKEE, Feb. 25. - The |Youth Building for a sports sh

 1956 Wisconsin State Fair will be unlike recent editions ir a vast in the floor and thus leave the number of respects as a result of sweeping changes mapped by Wil-lard (Bill) Masterson, youthful secA $\$ 50,000$ Youth Center, with and girls a a cafetrin to fed 750 at one sitting is to be built. The old Youth Building, adjoingiven a new front and transformed into a new sports show building.

To Raze Old Building
Several old buildings, including
the 60 -year-old crafts building and a secretary's office built in 1892,
the 60 -year-ld crafts build and are to razed. A portable stage, $36 \times 80$ feet, is to built. Equipped stage will be rolled out on the
macadam track, bringing the show closer to the grandstand audience The orchestra pit will be only 22 feet from the grandstand.
 will be used for attractions, because for the first time in years
building will not be used building will not be used for the horse show. The traditional horse show again will be sponsored by during the fair. It will be preThis switch also frees three large horse barns, which will be pressed into use for greatly exenable the clustering of like-type exhibits in areas of their own. New
attractions will include an indoo attractions will include an indoo orts show.

## PLAN NEW PLANT

## Winter Haven Growth Reaches 150,000 Paid

## WINTER HAVEN, Fla., Feb. <br> weather was a factor, but more ac curately the annual

 25.-A record 44,000, paid admis-sions on Monday (13), Kiddie Day, opened the 32d annual Florida Cit rus Exposition here. Philip E. Lucey, general manager, declared the trend established held for the
six-day run and showed a total of six-day run and showed a total of
close to 150,000 fairgoers, up from 1955's 140,000 figure. curately the annual was said to be
approaching major league caliber. Advance promotion this year was
bolstered with a radio show of the bolstered with a radio show of the
audience-participation type, "Wish Upon a Star," aired for four weeks from the Noro Mayo Auditorium
on the grounds. Ente tainment on the grounds. Ente:tainment
during the exposition consisted of a bill of acts emseed by Phil Lopp. a bill of acts emseed by Phil Lopp. Other acts were the Ericksons,
head to head; the Zazata Dogs; head to head; the Zazata Dogs;
Ken Thomas, bar act; Raylins, acrobatic balancers, and John D. Barnaba was in charge of the nighty display by Comet Fireworks Displ
N. J.

## On the midway, the James E.

 Strates Shows, in this spot for thefirst time, had an over-all satisfacfirst time, had an over-all satisfac-
tory week. Full employment contory week. Full employment con-
ditions in Central Florida are considered to have contributed to the success of the Exposition as
whole. whole.
tural exhibits previously housed underneath the grandstand are also to be moved into one of the buildings freed by the switch in horse show dates.
The entire area under the grandstand, 740 feet long, will be devoted to a huge arts and crafts show; a photographic exhibit, a new feature for the fals, a new
major hobby show, also major hobby show, also a new
feature. The arts and crafts show feature. Three times larger than in
will be the past.

Railroad Set-Up
The hobby show will put emphasis on one feature, a huge node railroad set-up. Masterson says that he plans to have a differ-
ent feature for this show in subent feature for this show in subYouth Building alreadv is well under way, and Mastersor is confident that the building wil be de-
livered to the fair by fugust 1 completion date.

## INDEPENDEET shows Wanted

 THE SELINSGROVE FAIROne of the largest Fairs of its kind in Pennsylvania. WEEK OF JULY 16th to 21si Want independent Shows with their own outfits. Also Concessions that do not conflict.

## Write <br> Roland E. Fisher Manager <br> Selinsgrove, Pa.

## THE THREE MILOS <br> America's Outstanding Aerial Act. Available for Fairs, Circuses. Parks, Celebrations, Carnivals. <br> Southera \& Midwest Committees. <br> CHARLES ZEMATER AGENCY <br> New England Commitrees, AL MARTIM AGENCY <br> THE MILODEES <br> Unique hand baloncing by the Heavy- weights also available with above act.



RQ $60 \times 1553$ SOUTH SIDE STATIOW
SPRINGFIELD, MIS SOURI
GIVE TO DAMON RUNYON CANCER FUND . D. Chastain was elected president of the Perry County Fair and Bill Wear was named vice-presi-
dent. Glenn Wallace is secretarytreasurer. Executive committee includes the three officers plus Wal-
ter Paul, Carl Vandervort, Mrs. L.

## Midweek highlight

 Florida Citrus Queen, 19-year-o Dorothy Steiner, of Boca Raton. A
1956 winner she i, under contract to the Florida Citrus Commission and will receive a retainer of $\$ 20$ She will also get a two-week airborne European trip, a complete wardrobe and lesser awards. TV radio and convention appearance
are planned in metropolitan area in the promotion of Florida citrus. Lucey reported the eve: $t$ has in creased in size and acceptance to where larger facilities are needed The management has therefore ac quired 60 acres, two miles west of should find a complete new fair ground in readiness, with six buildings and a good-sized auditorium Intent is to make this the showcase ers, shippers, Iackers and proces sors.
Friday, Governor's Day, found president Jack M. Berry and his staff playing host to Gov. LeRoy Collins and a large entourage of including Sen. Estes Kefauver. press breakrast (actually held at TV personnel a chance to lampoon various political figures in a series f skits.
Closing day was second only to

## THE CYCLEWHIRL <br> 



## ATTENTION, FAIR, PARK AND <br> CELEBRATION CHAIRMEN

"Crash Dick Hell Drivers" Show available for June and July and part of August on
percentage or guarantee basis. Complete Cavalcade of Thrills, Crash and Soecialty
Act
HAL GARVEN ATTRACTIONS 1325 natchez ter Paul, Carl Vandervort, Mrs. L.
C. Dooley and Mrs. Nettie Walls.

## CIRCUSES

## FEW CHANGES SET IN BEATTY STAFF

## Cookhouse, Billing Bosses Named;

 See Tour of Larger Eastern TownsDEMING, N. M., Feb. 25.- $\mid$ thur Hoffman will co Clyde Beatty Circus, opening
March 15, will have most of the
same staffers back, Manager Frank
Orman said here.
Among the departments where
changes are scheduled are cook-
house, with Gardel Williams as the
new steward; billposting brigade.
where Glen Booth will be in
charge, and side show, where Ar-

## Leonard Opens

Quarters; Set
For April Bow

LONDON, O., Feb. 25. Leonard Bros. Circus has opensd Arthur L. Leonard has arrived from Sarasota, where formance.

Equipment perchased from the Fred J. Mack Circus has been
moved here from Columbus. The general agent has been booking since January 15, and a car man ager has been named. Paper is to pen in April with London likely as the first stand.
Names of staffers and acts are to prepared financially and in regard the opening, it was stated.

## Von Bros. Sets

New Ouarrers
WILKES-BARRE, Pa., Feb. 25. -Von Bros.' Circus is moving its to Wilkes-Barre, where construcfoot building It is rear of the Vonderheid burial vaul rear of the vonderheid burial vault the city.


CLEVELAND TABS STRONG BIZ

CLEVELAND, Feb. 25.Grotto Circus here, produced by Orrin Davenport, has been
scoring strong business well coring strong business well formed source said it was haping up as one of the best years the show has ever had here. Weather has been good and this had much to do with the improvement over last
year's much weaker business.

## R-B Billing <br> In N. Y. Starts <br> On March 12



## Nros.

 April 21 at its winter quarters in yet apparent but it is expected Burlington, N. J. The route willbe essentially the same as that of last year, hugging the East Coast
and extending into New England The season will run thru the firs or second week of October.
Harry Hunt, the first member of the operating clan to return from
Florida, said here yesterday that everything was in readiness with
only a few pieces of rolling stock only a few pieces of rolling stock
remaining to be painted when the weather warms sufficiently.
The show, which enjoyed one of its best seasons last year, should Hunt said. He looks for the high economic level to continue thru show will have the biggest par of its winnings tucked away that the new location would be building materials and other needs. The building will provide space for a combination zoo and training bar. as well as storage space.
There also will be room on the grounds for acts to winter. Plans call for airing a TV show
from the new quarters five from the new quarters five times
weekly in the winter. It will be 28 feet high, to allow room for Meanwhil
Meanwhile, Agent R. J. Staver with two contracting agents, has a
route of auspices dates well route of auspices dates well
booked. A semi-trailer cage of wild animals for the Side Showmenagerie was added this week.

## Miller Show Moves Smoothly; Business Continues Okay

 LENORE, N. C., Feb. 25.-Miller Bros. Indoor Circus has
been playing to good business and
management is operating smoothly,
it was learned this week.
R. A. Miller and M. A. Miller,
co-owners, are in charge. They,
as well as performers and em-
ployees, told The Billboard all was
going well with the circus. They
denied an earlier report of trouble
and charged that the report was
intended to cause difficulties for
the show.
This was a two-day stand and
business was good. Previous stand
was Spindale, between two larger
cities, and the large building was
jammed, it was reported.
A spokesman for the show said
that since opening the post-Christ-
mas section of the show's route,
business has been strong. Advance
route will be played as contracted,
it was assured.
With the circus are Eddy Kuhn's
10-cat wild animal act; five show-
owned elephants; the Crowells, do-
ing several; the Harters' dogs and
ponies, Joyce Lorene and Jeanne
Lorene; Eddy Frisco, comedy car
and wire; Barth and Maier, perch;
Gordo, one-finger stand; show-
owned chimp act; Jerry Lipko,
producing clown; Floyd Bradbury
and Gaylord Maynard, music, and
others. Ginsburg is handling the
show-owned concessions.

## ings are held with prospective aus-

 pices. A number of the queries, it have never been played by the Hunt show been played by the ere from larger cities which the Hunt organization usually by-
## New Program

Except for the show-owned Lib erty horses and elephants the enire program will be new this year
Hunt said. It will be the first season that many of the Hunt family turns will be replaced by outside talent.
Two of the new seat wagons are ready now for the opening. The
third will be completed well in advance of opening. Equipment he new cable big top having been used for the first time last season. The use of cable worked out so well that a second major unit, a
Side Show top, built with cable, Side Show top, built with cable,
has been ordered thru Arthur E. has been o
Hunt flew his helicopter into Newark (N. J.) Airport for a 100 our check. The lying mach vertising aid last year and will be used again this year in the same fashion, Hunt said.

## Bette Leonard Elected Again To Head CHS

BARABOO, Wis., Feb. 25.-
Bette Leonard, of Wichita, Kan.,
has been re-elected president of
the Circus Historical Society, it
was announced here by Bill Ka-
siska. She got, 93 postal votes
to Don F. Smith's 32 .
Kasiska was elected vice-presi-
dent with 117 votes. Robert King
again was named secretary-treas-
urer, with 113 votes, Ko Robert Ber-
nard's 12. Agnes King was re-
elected editor of the CHS publica-
tion by a vote of 106 to John
Swann's 19.
August Moulton, B a r a boo,
served as election commissioner
after Bill Green declined renomi-
nation.

## R-B ADVANCE <br> Doll, Allen Reporied in; Bally Weak

## NEW YORK, Feb. 25.-Advance

 moved along slowly this week, with
Norman Carroll being the only show representative in town again He and Charley Miller, of the Po-
lice Athletic League, have been working on the PAL
the night of April 4.
to
again the cause of the thin staff in again the cause of the thin staff in
town. Agent Paul Eagles, original ly due here two weeks ago, is ex-
pected this weekend. There is still no billing or advertising in evi It is understood that Ralph Peaceful) Allen will be in from Sarasota this week as second man on the radio-TV staff, headed by definitely be on the press depart ment crew being rounded up by department head Zac Freedman As reported earlier, Doll will rep-
resent the show for its New York resent the show for its New York
engagement, but the latest inforhe will work for three months in addition to New York, on "institu-
tional public relations." agency, which had handled R-B in New York in the past, will place
ads for the entire show route from new York. This was attempted last
year by the Monroe Greenthal agency, when the ad function of removed.
First widespread publicity break "re came this week with the den and judged by Edith Barstow Local press used pictures and usua

## Minneapolis Shrine Show Starts With Big Crowds

## $\underset{\text { Larges }}{\text { Min }}$ <br> , comedy ladders and Bo

 Largest opening afternoon housein the history of the Minneapolis 38th annual show's Thursday (23) launching. More than 7,000 at neapolis Auditorium. The Thursday neapolis Auditorium. The Thursday crowd, thanks to an industrial tieets. House holds 8,000 .
etwich included two-for
The circus saw two of the new Ringling-Barnum staff in action,
Izzy Cervone as bandmaster and Preston Lambert as announcer. In Jack Joyce's new mixed animal act bra, and the return to action of Alberto Zoppe, rider, who was in
jured some weeks ago. Heading the bill was Clyde Beatty with his wild animals. Ele-
phants, exotic animals and spec carts came from Kelly-Miller Cir-
cus. Show is produced by Noel Van Tilburg, with Edna Dee Cur-
tis, assistant and personnel direc tis, assistant and personnel direc
tor; Leo Hamilton, equestrian di
rector; Cervone; Lambert, and $\mathrm{O}_{\mathrm{r}}$ ville Wilbur, props, to complet
(Bud) Johnson is general
Performance was to be cut 30 the building and area before the
5 p.m. traffic starts. First show closed at $4: 30$ p.m. Minneapolis school children will be permitted to attend afternoon performances ing show will give the run 19 per ing show will give the run 19 perPrices are 40 cents for children
$\qquad$ 60 cents at box office $\$ 1.20$ fo general admission, and $\$ 2.40$ for reserves.
day, includes:

Company Claim Beatiy Contract Still in Force

BUFFALO, Feb. 25.-Nation action against the Clyde Beat Circus to hold concession righ
there. The company claims th ts contract with Beatty has not red
The Beatty show has let a co company headed by . Walter Ke Closky, it is understood
F. F. Greune, of National Co cessions, said that his firm $h$ enjoin all persons from interferi with the firm's exercise of its rig under the contested agreement said the company expects to imilar actions
He said that National has no ed the circus that it is read he agreement, and it is prepari to tender that concession serv at the show's winter quarters.

Keller Act Opens
As Disneyland Sho
ANAHEIM, Calif. Feb. 25
Prof. George Kelle's wid Anim and. It is being presented fo opened February 18 . Keller al ppeared in the Mickey Mo Club Circus a
hristmas time.
Restored circus parade wago owned by Disney are being d played in the
performs in. Harrell, comedy juggling; Cly Beatty S Wid Animas; Aerial
sons; Kelly-Miller bulls; Flori Trio, pantomime; Three Rock skates; Arwood Dogs; clown Gretha Frisk, trapeze; Ethyl M gera, trapeze and upside down la ebra and pony; clowns; Hube Castle, tight wire; Antonuce Majestic Moon Maidens and Mo ales Duo, aerial; Kelly-Miller bu presented by Shirley and Fredd
Logan; Six Freilanis and Five V rians, cyclists; Five Erickson alance act; Alberto Zoppe Fami bareback riders; clowns; Flyin Fox, aerial. Roy Thomas, Hery Atwell, Tony Ridola, Walter Ma Corky Beeacher, Bozo Carey, J
Snell, Bozo Harrell and Ge Hoffman.

## TRAINER OF

RED LION ACT JUMPS TRAIN

which drew rave notices in its Brussels ap pearance last month, will likey be at least one performer short when it ends its Euro-

pean tour. Lion trainer
tor Ilinski jumped off the
train in Belgium and went to German police to seek politi-
cal asylum. He is interned cal asylum. He is interned
here while officials consider here whe.
his case

## PROMOTERS

One for 100,000 or over towns. Several more who like all size good deals. Year around. 35 per cent, no hold backs. We carry three better than average contracting agents. Only men financially able to handle good dates without

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Tommy Scolf Shows Phone: Evergreen 4421 or Tulane 0531, Apt. 415,

## PHONE MEN

Storting new Rodio Safety Deat. Want
anly sober, hard-hitting men. $25 \%$
BILL REYNOLDS
4-9866, Box 670, Knoxville, Temn.
(Sorry, no collecti)

## CONTRACTIMG AGENT

For an entirely new show. Must be able to book top "Bennie Fowler," please contact.

BOB ALLEN

## PHONEMEN WANTED

War Lorain, Ohio; Rochester, N. Y.; Ft. Ohio. All good sponsors. Call
RAY IANIER

## PHONEMAN

M. KAPLAN-"KKAPPY"
A. H. FISH

## CIRCUS ACTS <br>  <br> cman omer timinsim at

## 2 PHONEMEN

Of hien caliber who can keep it up.
No lay-otfs. Four good towns to follow.
W. G. PHILLIPS


## 10 PHONEMEN WANTED

Evizw widez


## VERY IMPORTANT

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ACTS-WANTED-ACTS
Fon wan pars andmyer powsy,

## Advertising Salesmen

 Phonemen or Women Naciz

[^5]
## UNDER THE MARQUE

Haag's Chimpanzees, now with $\mid$ William Schilling, of New York, Orrin Davenport's show, will make for the Sportsmen's Show in De all of Davenport's dates and then troit
play fairs for Barnes-Carruthers.
Bernie Griggs, former rider Bernie Griggs, former rider and
clown, now at the City of Hope, Duarte, Calif., has found that he is to undergo a second operation Lillian St. Leon, member of the riding family with which Griggs riding ramid, has visited him and reports that he would appreciate mail.
Noel Van Tilburg, of the Minne apolis Shrine, and Leo Hamilton, equestrian director, were in Chi cago this week. . . . Milwauke Journal of February 12 carried two wild life features by C. P. Fox,
circus fan and writer-photographer.
Life Life Magazine recently carried Fox arranged to launch a zoo animal fund.
The Chick Boyes, rep show people, and the Duke Montagues, Hebron, Neb., magician, wer among those attending the funera
of Mrs. W. W. Green of Mrs. W. W. Green, mother of
circus fan and printer, Bill Green, circus fan and pri
Washington, Kan.
In Mobile, Ala., for the Mardi Gras were Bill and George Hunt, Fingers Levitt, Ace Newton, James Williams and Tex Carson. Venders included Stinky Davis, George
Courtney and Courtney and Happy Harrison.
Both Jim Stutz with the Hitler Both Jim Stutz with the Hitler Car, and Tex Kyle, with a snake show,
were unable to find suitable locawere unable to find suitable loca-
tions. James Davis had several rides. Joing.
rider
Dr. H. H. Conley and Tom Carroll, Chicago fans, caught HamidMorton at Milwaukee. Carroll also talked with Bot Behee, formerly a member of the Flying, Beheses act and now
engineer.
Clyde Carlton, manager of Ring-
ling's billing brigade, was in Chicago this week, and then hopped
to Neal Walters' plant at Eureka Springs, Ark. The Lee Farrises and son, Gary, known as the Vaga-
bounders, trampoline, called on bounders, trampoline, called on
Bill Kasiska at Baraboo, Wis,, while en route from a date at Duluth, Minn., to their Urbana, IIl., home. Frierds magazine, put out by Chevrolet dealers, carries a piece
about the new movie "Trapeze", about the new movie, Trapeze,
and includes a photo of Fay Alexander. trip The Paul the Southwest and ited Bum and Marie Henry, the
Ed Widamans, D. R. Miller, DeaEd Widamans, D. R. Miller, Dea-
con and Dave McIntosh, Bill Woodcock, Art Miller, Freddie Logan, Herb Walters and Jack Moore's quarters.
Washington Post and Times-Her view with Dr. William Mann, director of the National zoo there in which Dr. Mann revealed plans tc retire at the end of July
Sunny Jim Snell will clown at the Minneapolis and Omaha Shrine
shows. . . Roy Barrett writes that shows. . Noy Barrett writes that
he is in New Orleans and that he he is in New Orieans and that he
saw a show being sold to supersaw a show being sold to super-
market merchants there. It in-
ind cluded an elephant, pony ride,
monkey show, Side Show and kidmonkey show, except the elephant going for separate tickets.
The Flying Alexanders, who re cently closed at Disneyland, Ana-
heim, Calif., will open in March heim, Calif. will open in March
with the Gil Gray Circus. The act includes Bill and Piggy Dunn and
Fay Alexander.
. 1
ppearing at the Blue Roulibrist, is Roosevelt, New Orleans. The date which runs thru the end of the
month, follows a lengthy run at where Rolando's wife, Lilly Yoko, chere Rolandos wife, Lilly Yokoi,
cyclist; also performed. After closcyclist, also pertormed. Aiter clos-
ing, Rolando and Lilly will join the Harlem Globetrotters for a 38 week engagement that will include theas appearances.
The Ericksons, five-person equinent act, followed their engage-
ment at the Winter Haven (Fla.) Citrus Exposition by a long jump
to Minneapolis to play the Shrine Circus date for Edna Curtis, of
Chicago. Act is also booked by

Al Dobritch has set these acts for appearances on Ed Sullivan's
TV show: Dieter Tasso, March 4 Unus, one-finger stand, and the Chaludis, bikes and balancing March 11, and Montes DeOca leaps. . When Mac and Peggy McDonald had Polack Western's elephant, Opal, on the Sullivan show, they made national publicity and Page 1 of The New York Daily News, for being ticketed on ${ }^{2}$ charge of obstructing a sidewalk. charge of obstructing a sidewaik. "onlooker" watching the policeman onlooker watching the policeman
and McDonald, and the onlooker and McDonald, and the onlooker Tex., who wired protest to Narlingen York City.
Ira Millette, Ringling 24 -hour man and former aerialist, writes that the Paul Eagles Luncheon cluded Toby Vogt, Theo and Pegpy Forstall, the Al Mosses, the Johnny Brassils, Millette and

2-PHONEMEN-2
Can use EXPER. ADV. MEN to join our
successful organization. Largest of its
Lits



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##  <br> DANZON CLUB

${ }^{35}$ E. Union 5 St. Pasadenat Calit.
FOR SALE
Tangley Callope on Diarrond truck:
Send sof for colored photo and full
R. C. LAMBERT

WANTED 4 PHONEMEN


| $\begin{array}{c}\text { Phone: Crawford } 370 \mathrm{~s}\end{array}$ |
| :---: |
| PHONEMEN |


JOFIN C. GOLDEN


## WILD ANIMALS 6 PHONEMEN mils bros. circtus <br> 

## PHONEMEN


Jім вunke

## NORMAN WATKIRS

HOB STEVENS
CIRCUS wanted PHONEMEN


| J. J. KARR <br> Ripler Violunteor Fire Dept. Ripley, west Va. |
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## KING BROS.' CIRCUS

修
KING BRos. CIIRCUS, Central CTy Park, Maeon, Ga.

Contaet: tom ryan

| Wanted = - RING BROS.' CIRCUS . - - Wanted <br> Phonemen and Promoters with Crews-25\% plus $12 \%$ over-ride tickets and bannera <br>  Lisht Plant, Publicity Man. Following people eontact at once: Berlye Hazlewood, EC Newroner, Danny Styron. Need 10 gingie Giris for Aerial Ballet. Giris will wpecialts given preference. Good sleepins accommodations. <br> if wotary in meel and Toe Banner men. R. A. Miller, Tom Buchanan, can place yous If watary is smali enouch. State RII in first letter. CIRCUS <br> Rt. 2, Box 1, Pensacola, FIL, GL-50562-No Collects. |
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## FEATHER PLOMES FOR HORSE \& ANMMAL SHOWS <br> south aftican featier co. <br> 12101510

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PRODUCER, GYMKHANA INTERNATIONALE
BOX D.189, E/O THE BILLBOARD, CINCINNATI 22, OHIO.
KELLY-MORRIS CIRCUS
WANTS IMMEDIATEELY
Acts of all types-Aerial, Juggling, Trapeze, Trampoline, Wild Animal Girl for Ladder and Webb. Concert Acts, wite. Acts opening March. Can use six

## PHONEMEN WANTED

воок - U. P.c.
简
L. EVANS
PHONEMEN


JOE CANDREA
JACK BISHOP

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PHONEMEN

| PHONEMEN <br> Phones ready - Cards - Draw Daily - Sober Men. Call Columbus, O. AMherst 8-6223. <br> (No Collects, Please) |
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| HUNT BROS.' CIRCUS |
| Ane |
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Posey Counly Jamboree wants Provenc, zs\%, roy daily, Tome are set starting March 1. (Simmie Rose
or Ray, call me collect.) NEED BILL-


JACK EDWARDS
Box 57
( No Collects) Carrollton, thi.

## PHONEMEN

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## TWO PHONE MEN

Tickets, 25\% daily. 5100 guarantee plue
bonus, but you must be able to sell.
No drubed
JOHEN J. RYAN

## 1 PHONEMAN

 Top man ouly. Banners, U.P.C. Tlckets.Must be capable, responsibie, zood

AGENI, KING BROS.' CIRCIS

HAGEN BROS.' CIRCUS
Wants Working Men. Slim Hart, Dannle
Damleys, Charlle Ryan and others, write.

IVAN S. DOUGLAS

## PHONEMEN


Phone: 6-7144

# RINKS E SKATERS 

PHILADELPHIA, Feb. 25 . Arthur Litzenberger, operator of Crystal Palace Roller Rink in Philadelphia, is reportedly recovering
nicely in Temple University Hospital from a broken hip, suffered in a fall down the rink steps.
Litzenberger is a member of the Roller Skating Rink Operators of America (RSROA) and is legislative chairman of both the RSROA and
the Participating Sports Association the Participating Sports Association
of America PSAA). He has been of America (PSAA). He has been
largely responsible for introduction largely responsible for introduction
in the the House of Representatives of the bills to eliminate federal admissions taxes on
owned rinks and pools.


SKAIING RINK TENTS

| $42 \times 102$ |  |
| :--- | :--- |
| $52 \times 122$ | IN STOCK |
| AI All IIMES |  |

NEW SHOW TENTS
MADE TO ORDER
CAMPBELI TENT \& AWNIMG CO.

| For Spring Delivery <br> 5-Lynn Poriable Rinks-5 <br> $40 \times 100$ Size <br> First Come, First Served <br> \$7,250.00 f.o.b. Charieston, W. Va. Free Floating Floor Picket Ralling Fox Type proot 12.41-oz Tent 2-Circuif Eisectric System Sikate Counter, Benches, Skate boy Corner, Signs, etc. <br> IWN PORTABLE RINK CO. 1014 Lee st., Charleston, w. va. |
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## CURVECREST RINK-COTE

 man

## A SUGGESTION DID THE TRICK

HARTFORD, Comer Fob is now included in the daily amusement time schedule guide published in The Hartford Times.<br>Rink partner Irving Richland suggested that the rink be included in the daily roster of stage shows, night clubs of stage shows, night clubs, dancing, etc., and the newspaper's amusement page promptly began listing the promptly began listing the rink as providing skating nightly from $7: 30$ to 11 .<br>\section*{ANTI-POLIO}<br>Highway's Revue Nets Neat $\$ 538$

COLONIAL HEIGHTS, Va Feb. $25 .-$ 'Winter Carnival," High skating show for the March of Dimes, netted the campaign $\$ 538$
in January 30 and 31 showings at a $\$ 1$ admission charge.
Over 80 local amateurs took part in the show, and their skating abil ity and elaborate costumes, pre-
pared by skaters and their families, were the subjects of much favor-
able comment from spectators. Outstanding in the show's 15 number were "Yellow Rose of Texas," "In Blues" and "Dixie," featuring suc Thayer, Kenneth Redford, Lesli Hutchinson, John Wilson, Sandr Hutchinson, John Nancy Dobson.
Rosemond and Nanco Arena Manager R. L. Blanken the affair by the local press and radio and TV outlets. WXEX-TV
local NBC outlet local NBC outlet, shot film of the
production. Directorial credit goes
to Bill Edwards, Highway pro who guided skaters in three months rehearsals. Two area dance bands
the Esquires and Southern Sere the Esquires and Southern Sere-
naders, alternated in providing musical accompaniment. Top-noteh spotlighting, provided by Colonial
Heights new truck and its crew, added to the show's effectiveness. Extra bleach provided by Fort Lee and a local contractor.
Added attraction the second night was a skating performance
by seven-year-old Linda Waguer a polio victim with braces
body and both legs. The beautifully fancy routines including splits. Leiser Reported III

$$
\text { CHICAGO, Feb. } 25 .
$$ Leiser, operator of New Planet

Roller Rink here, is ill and would like to hear from friends, accordChicago skating scene. Leiser is Chicago skating seene. Leiser is
at home at 5822 North Winthrop


## WANTED PORTABLE RINK OPERATOR

WITH OWN RINK
Must Be Top Man
Year 'round Amusement Park
GEORGE Mcleane FUNLAND PARK

## Promotion

 Boosts Biz For PlaistedDENVER, Feb. 25.-Promotional work by Amer Plaisted, owneroperator of two small rinks in this area, has kept his cash registers
ringing. In suburban Aurora his 115 by 50 -foot Rollaway will be replaced this summer by a larger
and more complete plant, but for and more complete plant, but for now his operation is probably just
as profitable as that of some larger rinks. Three large classes instructed by professional Paul Diltz as well as Girl Scout groups numbering
nearly 200 bolster weekly regular skating sessions.

## Party Business Good

Private party trade at both his Aurora rink and his Roll-O-Rena, Longmont, Colo., is exceptionally
good. In the heart of a good agricultural center, the Longmont rink pulls parties from nearly a 50 -mile
radius. Clubs, youth organizations radius. Clubs, youth organizations
and rural groups often charter buses to come to Longmont for private parties. Sumday evenings at
Longmont are devoted to young adult married couples, and Plaisted says the crowds have been excepionally fine all winter.
In Aurora four nights are sched The first Saturday night of each month is a bop session, Plaisted the rink for three hours of skating midnight. This has been exception ally profitable, as there is no other place for the teen-agers to go in
this part of the city and they come this part of the city and they con
back often for skating sessions.

No Champions in Sight
Neither the Rollaway nor the potential champions. The Longinner rink is just starting on beskater placed in the last national保

## MARATHON

## Skatarena Polio Event Snags \$178

SINKING SPRINGS, Pa., Feb. .-Success of a recent skating benefit for the March of Dimes campaign, has prompted plans for a repetition of the event next year, aid rink owner George (Doc) Yoder Jr. The $\$ 178$ grossed by the event and turned over to the Berks County chapter of the polio foundation was the largest amount group in the area.
The event also
The event also was a success of the 17 three-man teams entered finishing the 24 -hour grind. Skaters from three States and the District of Columbia participated. Nine trophies and 36 medals were
awarded by old-timer Jesse Carey, awarded by old-timer Jesse Carey,
holder for 46 years of a marathon record of skating 315 miles in 24 hours. With Carey during the en-
tire proceedings was Warren Rohrbach, 67, anot speed skater. On hand to assist in
the officiating were William (SkipAmerica on Wheels racing in the America on Wheels racing league, The winning trio, composed of packer and Gene Line, representing the Reading Roller Racing Club, covered 404 miles and one lap in the 24 hours. A Bayonne, N. J.,
combination of Chet Brosonski, Bill MeLaughlin and Don Elder finished second, and a Pottstown, Pa., trio, Bill Walker, Ed Twar-
doski and Byrle Shirey, wound up third. Rules of the competition required one member of a team to

## ROADSHOW REP

| Notes from Henry L. and Mer- |  |
| :--- | :--- | :--- |
| cedes Brunk, of Brunk's Comedians, | The Brunks are currently work- |
| who are wintering in Wichita, Kan.: | ing on one-night benefit show to |
| "We presented in Wichita sometime |  |
| "We're sorry to lose Dick Waga- |  |

## Drivin' 'Round the Drive-Ins

Texas Drive-In Theater Owners vention at the Statler-Hilton Hotel Dallas, Tuesday and Wednesday
$(21-22)$. Charles Weisenburg is president of the group. Keynote address was made by Herbert J. Yates, president of Republic Pic-
tures. Other talks were made on insurance problems, Arthur Stern tax problems, Arnold Ablon; pubtising, Edwin Rookelly, and tax relief for exhibitors, R. J. O'Don nel. There was also a small-town
drive-in owners' clinic with Joe Caffo as moderator. A large-town drive-in owners' clinic was presided over by Al Reynolds. A managers' clinic was headed by Ed V. an election of officers, followed by a concession clinic, open forum for members, a luncheon talk by
Dr. Marvin Sandorf, and a banquet with
speaker.
Horn Drive-In was broken into at Waller, Tex., according to Nelson Horner, owner, the thieves taking projector parts and nothing else. . .. Burglars entered Rocket Drive-In, Sweetwater, Tex., rifling money boxes on the candy and cig-
arette machines and doing other damage. Drive-In, The new Sahar been opened by Tommy Griffings
. M. J. Kelley, of Seymour Road Drive-in, Wichita Falls, Tex., was
held up and robbed of about $\$ 64$ and personal papers. The money was part of the night's receipts.. . Joe Noble, manager of Big D
Drive-In, Dallas, is recovering from injuries suffered in a recent fall.
The Zoning Commission at Berlin, Conn., has indefinitely post

Oconomowoc School Benefit Show Set
OCONOMOWOC, W is. Feb. 25. Thirty to 40 skaters will participate in an upcoming 90 -minute skating show in Silver Lake Beach
Rink here for the scholarship fund Rink here for the scholarship fund
of Oconomowoc High School, reports Mrs. Dominick DeCicco, who Following the school show the skaters will also donate their services on a Thursday night for a show at nearby Woods Veterans' Hoswere pictured in a full-page layout in The Milwaukee Jou
section of January 29.
poned a hearing on an application George LeWitt, veteran New authorization to build a drive-in theater.


ROLLER RINK
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LEWIS E. MARTIN

portiables are the answer
Porto-Bilt IENT COVERED SKATING RIMKS


## Complete Poriable Rinks

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OPEN A DRIVE-IN THEATRE
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$100 \%$ PROFIT very housewle want, the Kleen-Rite
coutehoid size, Janitors, institutions buy


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## Wholesele CATALOG



SRMARK SALES CO., Depl. 8

## MERCHANDISE TOPICS

Joseph Brothers, 5 South Wa-|premium and prize use. U. L. apbash Avenue, Chicago, reports proved, with light and dark toas that January, 1956, was the firm's adjustment, it carries a one-yea most succesful January in history. guarantee. A sample is $\$ 9$. . In or Helping to make the month so ders of six or more the price is big, said Barney Joseph, was the $\$ 8.15$ each. The same toaster in demand stimulated by the firms wedding and engagement ring set in 14-kt. gold with genuine diamonds. The set looks like a $\$ 125$
item, says Joseph Bros., which item, says Joseph Bros., which
offers them at $\$ 12.50$ each in lots of six. A sample is $\$ 17.50$. The firm also carries a cumplete line of rebuilt name watches such as Benrus, Hedbros, Hamilton, Gruen and Elgin. It offers a special package of 10 watches for $\$ 71.90$, and has another special deal on re-
built Elgins and Walthams for as built Elgins and Walthams for as
little as $\$ 6.95$ each. Readers are little as $\$ 6.95$ each. Readers are
asked to write for the firm's 1956 catalog which lists hundreds of items.
Beaver Sales Company, 1208 East Grant Street, Corvallis, Ore., Set, a uniquely designed item that sees it, the firm states. Each coaster, numbered 1 to 4 , has im-
printed on it the words "For Your Highballs." Packed in attractive boxes, the sets are offered at $\$ 12$
per dozen, postpaid, or $\$ 10.80$ in six-dozen lots. Quantity prices are available to jobbers.
Hall of Distributors, Inc., 8713 of its copper toaster in steady vol ume. The toaster retails for $\$ 29.75$. It is a streamlined, copper autoknown manufacturer. Triple chrome plate finish with copper plated cuff links, tie holder, key trim makes it attractive for gift, chain and collar holder.

## PIPES FOR PITCHMEN

## JOSEPH LEHR

spot worker, scribes from Philly
that he's laid that he's laid up with a bad back and would like to get some mail
from friends. His address is 2322 from friends. His address is 2322
N. 16th Street, Philadelphia 32. Lehr adds that his niece, Mrs. Jack Dautel, shared the ribbon-cutting honors with Miss Pennsylvania at
the February 15 opening of the Food Fair store in Philly.
THE FINAL CURTAIN
column in this week's issue of The Billboard carries the name of Lawrence (Blackie) LaPlante who bowed out February 9 in El Monte,
Calif. LaPlante was a veteran Calif. LaPlante was a veteran
concessionaire and pitchman. For concessionaire and pitchman. For
many years he worked with Jolly many years he worked with Joll
Long and other West Coast shows. Long and other him are his widow, Myra; a son, Robert, and two
daughters, Doris and Janet. Buria was in El Monte.
PENNING FROM HER
bailiwick in West Hollywood, Fla Madaline Ragan has this to say: "The gang will be sorry to hear
that Jack Joyce, one of the few rethat Jack Joyce, one of the few re-
maining members of the old pitch school, is very sick down here in West Palm Beach. I know that a
few lines would surely cheer him few so all the boys and girls drop
up, so letter, card or what-have
him a him a His wife, Louise what-haveMickey, are running a little flower
stand at the West Palm Beach Market but everyone who has been down this way knows what these markets have been down here this
winter. You can contact Jack by addressing him in care of Roger Trailer Park, 2756 Georgie Ave-
nue, West Palm Beach, Fla. Met Herman Highlander with his polish and Goldie with planes. Everyon
reports spending way off. Where are you, Tom Kennedy? Pipe in and Harry Kinsloe.
JOE ROUSH
of Roush Amusement Enterprises, Oklahoma City, letters: "In one of your recent pieces you wrote about
two of the finest veterans in the two of the finest veterans in Babe
med business. Dan and med show business, Dan and Babe with these folks for years and,
since they hail from my State of Oklahoma, I would like to do a They have just rounded their behalf. They have just rounded out their
40th year in the business inth year in the business and,
in all that time, they in all that time, they have suc-
ceeded in doing pretty well for themselves. There is no one single location where the Sherwins have for a repeat showing and find the for a repeat showing and find the
welcome mat way out in front. In addition to their show, they do a bang-up mail order business both winter and summer. Even Babe did okay. They paid their people good money but they had to be real show people in order to work for the Sherwins. While
many a good med show has hit the rocks, Sherwin continues to carry on. He intends taking out When show again next season. the theaters were killing the med the theaters were killing the med
business. Sherwin would work side business, Sherwin would work side
by side with them. I've often by side with them. I've often that the show was closing early that night so that the folks could make the late preview at the local theater. His theory seems to be, If you can't beat em, join em. Now the big cry is that TV is
killing them-but not Dan and Babe-they are hiring TV stars and entertainers. Sherwin tells me that Buster and Kay Doss will join his how next season. Doss is one of in the business. Here's wishing the Sherwin show the best of luck."

THE REPORT HAS IT
that Curly Burnett is holding forth Antonio with two of his coil cars.

## 

PITCHMEN!
Hawailan II plâitit log

ORCHIDS OF HAWAII, INC.



ATTENTION, QUANTITY BUYERS - ENJOY HIGHER PROFITS - BUY IN LARGE QUANTITIES! REQUEST OUR FREE 1956 CONFIDENTIAL PRICE CATALOG


Sample $\$ 7.25$ - 3 or more $\$ 6.75$


overy conceivable kind of
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WHAT DO YOU MAVE TO SELI



A REAL SPECLAL 17 -JEWEL MISALIA
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$\$ 7.00$ in quantities of 6 or more


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## ITCHMEN


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Durable-Tough-8 8 rilliant nants sewed on a tough, heavy tape
ft , ong $\mathrm{ONLY} \$ 4.00$ ea. Dozen
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## Letter List





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FIDST OUAIITY PRECISIOH RETRACTABLE BALL PENS
NEW! "DE LIDO' Wilver Tip REFII
$\$ 18.00 \quad \$ 16.50$


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$\$ 54.00$ containing three
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and 14 K
gold

 won't smear wick dri COASTLINE PEN CO.


## CLASSIFIED SECTION

 A Market Place for Buyers and Sellers NEW ADVERTISING RATES IEtHective with Merch 24 issuelREGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. Finst
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When using a Box Number in care of The Billboard, allow six words tor the address.
Also include 25 per inse

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RATE: $\$ 1$ per agate line- $\$ 14$ per inch. Minimum $\$ 10$.
CASH WITH COPY
FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO





AGENTS \& DISTRIBUTORS

|  |
| :---: |
|  |  |





# MUSIC MACHINES 

## Atlas Music Hypes EP Play Via Names

## Seeburg Distrib, One-Stops Introduce 6 Disk Packages With Artists for Ops

CHICAGO, Feb. 25.-Atlas Music Company, Seeburg cistributor with the co-operation of several
one-stops, has introduced six special operator extended play recor packages featuring name artists. according to Eddie Ginsburg, head of the firm is to: "stimulate and increase EP play on juke boxes. was designed for a different type of location and all are flexible The categories are country and gressive jazz, bands blues, proshow tunes, and a general pack age covering all five. Actually, Atlas' plan does no burg EP program, introduced conjunction with the firm's 200 selection phonograph. The big
difference between the two is that difference between the two is that
Atlas' packages use only name artist recordings, while no artists Both firm's have under fact they are not in therned the fact they are not in the record
business, and that the disk programs were set up only as a con grams were set up on
venience to operators
Ginsburg said that when the depackages was made, operators and one-stops were contacted, asked should be covered and what typ of records should be used. "When we had selected the various categories to be used, we
asked two local one-stops to come - Jury Probe in ties.

Ted Sipiora, of Singer One-Stop came in and the program got inder way."
Because the one-stop heads know local operators and are aware of their special location problems, the packages are made flexible. Operators who tell Atlas
or the one-stops about a specific or the one-stops about a specific
location receive music tailored for that location.

## One With 200

One special EP package is supplied to operators with every V-200 purchase. Additional pack-
ages are priced at the one-stops ages are price
regular price.
According to Harold Schwartz, also of Atlas, operators are always ept informed on the latest EP turers. Special merchandising aids, each side of the selector panel to draw attention, are passed along.
Tho Atlas' EP packages are new few operators in and around the Chicago area have reported that
play on the disks featuring name (Continued on page 102)
asked two local one-stops to come
is and help us work out the details is and help us work out the details

Continue U. S. III. Counties

CHICAGO, Feb. 25.-The February federal grand jury investi-
gating alleged violations of the Hobbs Act (anti-racketeering) in five Northern Illinois counties con tinued hearing witnesses this its fourth week Monday is enters its fourth week Monday, is an outtics being used to acquire iuke box tics being used to acquire juke box
locations in DuPage Boone, Lake and Winnebago coun-
s a result of the investigation,
or co-operation between one-stop
owners and juke box operators was voiced Tuesday (21) by Meyer
Parkoff, head of the Atlantic-New York Corporation, local Seeburg Parkoff called a meeting at the Park-Sheraton Hotel in an attempt to acquaint the one-stop owners
with operator problems and to distheir programming. Na0 was enough, the Seeburg Jack Gordon, Seeburg sales execuJack Gordon, Seeburg sales execu-
tive, and Parkoff explained how he unit is set up for 10 -cent play EP's. The operation of the box wa then demonstrated on the floor. EP Packet
Parkoff pointed out that tho eeburg provides an EP packe which the operator can get with his able to have the records chosen for specific locations.
One-stop owners were cautione (Continued on page 102) when filling orders. A customary

Approach 70\% Dime Play in III. Capital

Springfield Ops See Move Complete In 2 Weeks or Less SpRINGFIELD, III, Feb. 25 . Bekwen 80 and
iuke box equipment within a 30 mile radius of here has been suc play, operators reported this week within the next two weeks.
Oppositior to the move, which was launched a little less than month ago, has been negligible Operators reported even teen-age
spots and marginal locations were spots and marginal locations were
accepting the dime switch with no accepting the
complaints.
"A few locations voiced some doubts of the change when opera Bud Hashman head of Star, said ty and president of the Springfield Phonograph Operators' Association, "but it only took one week's collections to change their minds."
"What little opposition there
from these few locations, the pub (Continued on page 102

## Parkoff Asks 1-Stops To Assist Operators

## Motor City Slowdown Cuts Juke, Game Takes

DETROIT, Feb. 25.-The cur- factory areas were not showin rent automobile factory slowdown
(about 35,000 workers have been layed-off since January) is causing a noticeable effect in music and game opera
Motor City.
ciliator of United Music Operators of Michigan, a cut of a little over
10 per cent has been felt in the music machine field.
And amusement game operators are feeling the layoffs even more keenly, said Dale Sauve, of Grande
Amusements. Sauve stated both his firm and his father's, Sauve and Son Distributing Company in collections.
Ray Taylor, Brilliant Music operators were feeling the drop in play chiefly in factory and indusneighborhood spots away from the

Frank's Music Company ex plained the reason for this singu that it takes quite some affected is other businesses and persons in other fields
of dollars.
Neither group of operatorsamusement game ond music ma-chine-is considering any type of plan or promotion to offset cuts Most operators, as well as dis tributors, express the doubt that anything can be done to alleviate
the situation until the factories resume full-production factories re plant men.
The tendency is to view the hazard, common to an industrial city of this size, and something which has to be accounted for in businesses here.
new box, with the distributo calling the one-stop-on behalf of the purchaser-to program the mahine.
Careful programming, it wa pointed out, gets the box off to good start, and, in the long rum
aids operator, one-stop and dis tributor.

EP Discussion
Much of the discussion wa ained that EP's have been account ing for 20 to 25 per cent of th
play on $V-200$ 's, according to the meter readings of operators.
He advised one-stop owners assist operators by placing news o their bulletin boards and aiding hem in setting up libraries.
Attending the meeting were Sam Keenholtz, Ramar Music; Willian Music, Newark, N. J.; Joe Cohen Newark; Lou and Bernie Boorstein Leslie Distributors; Robert Menashe, New York; Ai Schoenberger
New York, and Mike Calland, At New York, and

## N. Y. Coinmen Set Plans for UJA Drive

NEW YORK, Feb. 25,-Local treman (24) a head he Music Operators of New Yor to map plans for the coin machine division United Jewish Appeal

Guest of honor at the preliminary Guest of honor at the prehminary
meeting was John Stanley Grauel, meeting was John Staney Grauel
ordained minister, who was one of the founders of the American Pales tine committee, underground work prior to the creation of the Stat ganah.
Grauel told the coin executives that the survival of Isreal would six months.
Present at the meeting were Sidney Levine, Joe Connors, Max Weiss, Lou Boorstein, Meyer Parkoff, Al Denver, Sam Bushnell, Marty Toohey, Aaron Sternfield,
Mike Munves and George Nemzoff.

## Hoodlum Headlines

As long as there are hoodlume in the juke box business thousands of honest breadwinners in it. A federal grand jury investigation in Chicago (see separate story) brings up that fact. Thoughtful members of the industry recognize that the way to lick the problem is not to pretend hoodlums in the business don't exist. They know that the only way to stop the damaging headlines is to stop the hoodlums. These men are surely
comforted that they have a powerful ally in fighting with themcomforted th
Uncle Sam.

## Young Bows Ferris Label Before Ops

Young said that records would dorse any organization that would Young said that records would $\left\lvert\, \begin{aligned} & \text { dorse any organization that would }\end{aligned}\right.$ ork to operators at 55 cents a to operators. copy. Each record package will contain title strips and streamer with photos o. artists.
Young added that current plans all for one release a month and set nationwide distribution to rec ord dealers. By May 15, he expects to issue $\$ 300,000$ worth of no-par-value stock, shares of which
will be available to individual oprators. In the meantime, a.\&r and sales personnel are being lined

Key point in the whole Young
operation is the fact that all song
material to be issued will be limaterial to be issued will be Mi-
censed by National Juke Box Music, which will make tax free music
available to operators via a 99 -year available to operators via a 99 -year
contract with the Music Operators of America. Tradesters saw this ternity, should current copyright egislation become amended to ties by performing rights organi zations on juke box plays.
George Miller, president, and MOA, joined yesterday in of the ing the Young operation. Both stressed, however, that MOA will hold no stock in the Ferris label nection with the diskery. Levine
$\qquad$
Miller said that MOA less present copyright laws are amended. Such a move would against performing rights societies, e added.
an indication statement was seen not yet be definitely counted of the disk field, particularly if th opposition should win the

## L. A. Op Group Meets March 6

LOS ANGELES, Feb. 25.-Th next general meeting of the Cal tion, Los Angeles division, be held March 6 at the association headquarters here, Ben Chemer his week.
Chemers said that following th ments would be served.
mesing ford and
He also announced that nember, William H. Bradley, been added to the association roster.

## DISTRIBUTOR EXPLAINS POSITION ON U. S. PROBE

## to The Billboard Friday (24) by Mike Spagnola, manager of the

 Automatic Phonograph Distributing Company, in explaining the position of his firm in the current federal grand jury investigation in Chicago (see separate story). The U. S. Attomey's office has told The Billboard that Joseph P. (Joey) Glimco, head of LocalChicago Taxicab Drivers' Union, is an owner of the firm.) bre company has recendy been unfairly involved in operators in Northern Illinois. What are the facts?
"Our business is selling juke boxes and auxiliary equipment, and assisting our customers in the proper maintenance and servicing of the equipment they buy from us. Nothing else.
We do not guarantee or even promise our customers protection for ourselves. We do not tell or attempt to tell an operator that he must or must not belong to an association to buy from us, certain terms.
resent a distributor's selling to 'bump locations. They overlook the fact that a distributor has no legal or moral right to refuse such sales and that even if he did make such refusal the non-member operator would merely buy from some other distributor and continue his activities. Association members overlook the fact that bumping is abso-
lutely legal and that association restrictions against bumping' lutely legal and that
are probably illegal.
"In Northern Illinois, we have sold and delivered phonographs to ALL of the operators in the recent controversy. We have never denied or tried to hide any of the facts because 'trade names', or serial numbers removed from the juke boxes we sold, either at our place of business or en route to the customers. The purchasers tell us they have never removed any of the identifying insignia. To anyone interested in facts the machines are available for inspection at the various locations No one in our employ ever solicited any of the locations involved. To the best of our knowledge and experience no coercion was needed or used to induce the locations to accep a new AMI.
ment's investigo-operating $\mathbf{1 0 0}$ per cent in the federal govern our position in the matter will be upheld as completely legal just and impartial. We dont believe the scandalous publicit to the coin machine industry"


AMI "G's" kind of music gets played more because it's the kind of music people want to hear more often...

It's live ... the kind of truly live music that can be reproduced only by AMI multi-horn high-fidelity sound systems...

And with AMI's superior tonal quality goes another feature that makes more money for operators . . it's AMI's instant visibility of titles and adjacent selector buttons for fast play.

Make every minute pay... make it AMI! Factory set for 10c playand worth it!


## COINMEN YOU KNOW

## Chicago

AME OPS MEET AT By KEN
use amusement game operators, members of the Chicago Independent
Amusement Association, met Tuesday (21) in the Pine Room of the Congress Hotel. (See separate story in Amusement Machine section.)

Among those in attendance were Marshall Bernstein, Dave Brodie Orville Clothier, Dick Gienko, David Gould, Sam Greenberg, Mas Don Mitchell, Ed Mohill, Carrb Pasi, Herman Klebba, Bily Knapp, Norm Schlossburg, Isador Tuchalski, Vic Weiss, Joe Robbins, Wally Finke, Joe Kline, Jerry Bremner, Monte West.

Ted Rubenstein, Marvel Manufacturing Company, has a new run going on electrical scoreboards for shuffleboard games. At the same Ralph Scheffield turning out shipments of new coin pool units. Ralph Scheffield, Genco director of sales, back on the job after hi is off on an Eastern trip.

Judd Weinberg, Judd Industries, Gottlieb export subsidiary, ex pects the new Harbor Lites five-ball game to set a new export mark
for the firm on the basis of advance orders. Alvin Gottlieb traveling Omaha, Kansas City, Mo., St. Louis, with Sol Gottlieb now on the West Coast. . Bill DeSelm, United Manufacturing Company sale manager, reports a new baseball game on the way. John Casola,
United roadman, back at the home roost for a few days. nited roadman, back at the home roost for a few days.
Sam Lewis and Frank Mencuri, Exhibit Supply, announced thi week the firm will display coin products at the National
Association conclave at the Morrison Hotel here May 10-13. Harry Rosenberg, Double-U Sales, Baltimore, a visitor at the William Manufacturing Company offices. Art Weinand, Williams scles manager ready to make brief hops to New York and Newark, N. J...
Paul Huebsh, Keeney general sales manager, considering installing separate pool room at the plant. Seems a lot of visitors dropping in to play the coin pool games for free. Roy P. McGinnis, Keeney president enjoying Florida life these days.

## Milwaukee

## by benn ollman

POOL WINS OVER BEER CITY TRADE. Pool tables have become the hottest items in the distributor showrooms. After a slow start sales to local operators have begun to climb at a fast pace. Until recently,
according to Woody Johnson, of United, Inc., most games were sold to up-State coinmen. Now, he feels, the trend is being reversed. Anothe development, says Johnson, is the growing number of requests fo regulation size pool tables by location owners.

Bob Harding, former Hastings Distributing Company, is now in business for himself with a string of music and games equipment. H also puts in a few days a week working in the service department of
United, Inc. . . . More news from United, Inc., headquarters: Roger Zerniak, student at Wisconsin School of Engineering, is another part time service employe. He gained his coin machine experience by work ing with his father, a Duluth, Minn., operator.

Just back from an enjoyable Arizona vacation, Ken Kulow, of Hill top Coin Machine Company, reports spending considerable time ther Rischmann, says Ken Kulow, now operates a horses and both he and Mike Chesnick are doing some building. While visiting with the Arizona Wurlitzer distributor, says Ken Kulow, he discovered a nephew of Walter Tetting,
machine serviceman in the organization.

Herman Paster, sitting in for Sam Cooper while the latter is en oying a Florida vacation, reports construction is slated to start soon on separate quarters for the coin machine equipment separate quarters for the coin machine equipment, parts and a prothe Holly Sales Company label, will be housed in the new annex.

Ralph Krause, former Capitol Records office manager, and more recently manager of the Milwaukee Theater, has taken a iob with the
Decca Records distributor. He will handle disk promotion in the State Decca Records distributor. He will handle disk promotion in the State
of Wisconsin. . . Teresa Brewer's "Bo Weevil" is making a hit with his of Wisconsin. . . Teresa Brewer's "Bo Weevil" is making a hit with his
coinmen customers says Barney Kuehn, of the Music Mart. Stopping in coinmen customers says Barney Kuehn, of the Music Mart. Stopping in
this week for a supply of new records were Art Menne, Elkhart Lake, and Amold Foch, Beloit. . . . Dick Zimmerman, formerly a routeman fo Eddie Pankonen, recently took the leap and now is in business for him self with a route of music and games machines.

## Salt Lake City

## By Stan bowman

POOL TABLES, AGAIN AND AGAIN AND AGAIN. Best items many years are ACA new pool table. Every distributor and operat
he Ray Samuelson, owner of Rays Music Company, has given up dis
tributorship of Wurlitzer. Salt Lake under Howard E. Hold to distribute the Wurlitzer. . . . He ays the new Wurlitzer 1900 is "going real good."

Walter F. Royer's Empire Music Company, notes a substantial ncrease in the number of locations for music and games. . . . His wife Mary A. Royer, has opened a one-stop record shop to help operator get hard-to-find records. $\quad$. Both Ray and Walt not
C. E. Burns, of Westway Company, operator, is on a month' vacation in Phoenix. . . . Ray Summers, Logan, Utah, operator, is in stalling a number of new pool games-when they get here. . . . Voyle dise-mostly new music machines. . . W. J. Carhill, Idaho Falls, Idaho dise-mosty new, music machines.

Bob Bever, of Stewart Company, made a rush trip into Idaho on sales tour. . . . Harry Burchette, with Western States Distributors, no
the large number of people in the area looking for pool tables. Al large number of people in the area looking for pool tables.
noted business is better since he moved into his new, modern office
P Pauipment on his diversified was in town "just looking around" fo
R. F. Jones Company, Seeburg distributors, recently held a service school in Billings, Mont., says Tommy Thompson, manager. . . . Dan Stewart, of the company that bears his name, is another person on the
list honoring the going concern of coin pool tables. "We can't keep ahead of orders," he notes. . . Johnny Mabrito was in Salt Lake

MEMPHIS, Feb. 25. - Music and cigarette vending machine
operators in Memphis and Shelby operators in Memphis and Shelby
County are being hit by thieves to County are being hit by thieves to
the tune of an estimated $\$ 20,000$ the tun
year. estimate was made b
The Drew Canale, chairman of the
Memphis Music Operators' Association's public relations committee, following a survey among opera-
Canale explained the bulk of the hefts occur during the night, tho there are more than occasional road daylight. The most recent of the latter occurred two week trucks.
Service routeman Robert Cheat wood left his truck to service turned to find thieves had broken thru the vehicle's heavy screen wire guard and taken nearly $\$ 100$

## ettes.

Per month, losses average out to juke boxes and $\$ 600$ from is from machines.

Canale estimated about $20 \mathrm{mu}-$ sic operators were losing about $\$ 50$ a month, while about 11 cigarette
operators were losing about $\$ 60$ a month.
Following are two examples of during 1955:
Tennessee Tobacco Company owned by Joe Libio and Loui Apspotti, reported 35 robberies Approximate loss: $\$ 805$ in cash and it cost them another $\$ 600$ to put condition.
Canale Amusement Company, headed by Canale, was hit 48
times, lost $\$ 1,345$ in cash and merchandise. The repair bill was estimated at $\$ 250$.

## New One-Stop <br> Opens in Utah

SALT LAKE CITY, Feb. 55. music operators in Utah, Idaho
and Wyoming, has been started W. F. Royer, owner of Empire Music Company here.
According to Mrs. According to Mrs. Royer, the new one-stop set up under the
name of Rhythm Record Shop, will sell records to operators only The firm is located at 540 State Street.

Operators can buy as many or as few records as they want il the pop, rhythm and blues fields as foreign type ditties," Mrs. Royer said. She added the firm already and Chinese tunes on hand.
Empire Music Company has opthruout the 3-State territory for nearly 10 years.
Laniel Shows AMI At Hotel Exhibit
MONTREAL, Feb. 25.-Lanie wound-up a week-long showing of phonograph equipment at the Hotel
\& Restaurant Suppliers' Association exhibition here recently Displayed in the Laniel conven tion booth were two AMI 120 -selection, Model G phonographs and parts of the phonographs were also parts of the phonographs were also arranged for customer inspection.
Advertising on the firm's backdrop, as well as all printed malish and French.
Jean Coutu, sales manager of the firm, reported convention visitors
were impressed with the phonowere impressed with the
graph equipment display.

## OPERATOR FORUMS SET

 FOR MOA CONVENTIONOMAHA, Feb. 25.-Operator forums to be held at the Music Operators of America convention in Chicago, May 6-8,
were announced this week by MOA President George A. Miller. The forums will be held in addition to the regular business sessions which are scheduled every morning.

Forums to be held and the chairmen are as follows: "The Advantages of Location Percentages and Dime Play,"
Ted Nichols and Howard Ellis, officers of the Nebraska PhonoTed Nichols and Howard Ellis, officers of the Nebraska Phono-
graph Operators' Association; ""Taxation and Liecensing Problems graph What to Do About Them," George Miller; "Public. Relations and Local Legislation, Gordon Stout, president of the South A Key to Sound Juke Box Management," Al Denver, president A Key to Sound Juke Box Management, Al Denver, president
of the Music Operators of New York, and Sidney Levine, legal of the Music Ope
counsel of MOA. Miller said the forums would be held immediately following the morning busines
exhibit floor closed.

Probable hours for the forums are from 1 to $2: 30$ p.m.,
and from 8 to $9: 30$ in the evening.
Final plans for the "Miss MOA Contest" are expected to be announced when Miller gets back to MOA headquarters in

## CITE CIVIC LEADERS

Davis Personnel Have Juke Box P-R Touch

SYRACUSE, Feb. 25.-When it $\mid$ in Westvale for 29 years, currently comes to building better grass roots serving as chairman of the Town public relations for the automatic of Geddes zoning board of appeals, phonograph industry, Davis Disributing Corporation personnel, who seem to have the magic touch, will probably build them.
In a recent issue of The Syra-
uise Herald-American, not one, but cuse Herald-American, not one, but
wo stories, accompanied with pic tures, were featured on civic acivities of two members of the irm's staff, Clarence R. Dilthey,
traffic manager, and Myron Ellstraffic
A two-column headline and pory, along with a turee-column picture, reported the citing of
they as Westvale's "Good Neigh bor of the year. The presentation was made during the Westvale Club's annual dinner at the Hotel attended the event.
The article praised Dilthey's
hey, the third recipient of the an nual award, was cited for civic contribution to the community. He has been active in public affairs vise town zoning ordinances, and vise town zoning ordinances, and
co-chairman of the Red Cross disaster committee for Geddes. "From 1940 to 1942 Dilthey headed a commission to draw up cawn zoning regulations and beof appeals. Two years ago he was appointed Westvale area tract consultant, a post he still holds. He is a past president of the West
Genesee Improvement Association and headed civil defense activities in the Westvale area during World War II."
During the banquet Dilthey was presented with a plaque by the Westvale Club president, Ray
Owens. Owens. Ellsworth was pictured in the same issue for his appointment as 950 . Ellsworth took over the reigns of his new post during the organiof his new post during the organi-
zation's annual banquet, which drew over 400 persons and
held at the Masonic Temple. drew over 400 persons and
held at the Masonic Temple.

## MEXICAN HOLIDAY

10 Wurlitzer Distribs
Enjoy Sales Vacation
DALLAS, Feb. 25.-The ten Charles W. Winters, The Winters recent mink coat sales promotional $\quad \begin{aligned} & \text { Distributing Mrs. Fletcher A. Bla- } \\ & \text { and }\end{aligned}$ drive returned here Tuesday with week-long, all-expense paid vacation in Mexico under their belts. The distributors and their wives long with three Wurlitzer officials, began vacation festivities here at he Statler-Hilton Hotel Tuesday;
February 14. The following day they traveled to Mexico City,
where they stayed at the Hotel off to Acapulco and the Majestic Hotel
While in Mexico, Wurlitzer treated the group to two days of tour of the University of Mexico City and special trips to oth
Representing the winning dis ributing firms on the trip were Mr. and Mrs. Joseph Ash, Active Amusoment Machines Company,
Philadelphia; Mr. and Mrs. C. B. Brady, Brady Distributing Com Mrs. P. O. Brandt, Brandt DisMr. and Mrs. Ted Bush, Bush Disri'juting Company, Miami, and Mr . and Mrs. W. T. Cruze, Charleston, W. Va.
Mr. and Mrs. J. R. Steel, Steel Distributing Company, Houston Mr. and Mrs. Gerald White, Music Distributing Company, Pittsburgh; Mr. and Mrs. Raymond B. Wil-
liams, Commercial Music Company, Inc., Dallas; Mr. and Mrs.

Distributing Company, Baltimore, lock, F. A. B. Distributing Company, New Orleans. Representing Wurlitzer were
Mr.- and Mrs. R. Waltemede, Mr. Mr. and Mrs. R. Waltemede, Mr. and Mrs, Robert H. Bear and Mr. and Mrs. Arthur W. Daddis.. Daddis was the winning district sales
manager of Wurlitzer.

## Dime a Disk Eases Into Beloit, Wis.

BELOIT, Wis., Feb. 25.-Music operators here have gradually started to convert juke box equipment to straight dime play and
three tunes for a quarter three tunes for a quarter. A
similar move was reportedly underway in nearby South Beloit. Reason for the change in price is risi
said.

## Sharon, Pa., to Tax

 Jukes, Games April 1SHARON, Pa., Feb. 25. - The city council here has passed a procense tax on coin-operated phonographs and pinball games. The new law goes into effect April 1 . Phonographs will be taxed $\$ 20$ annually, pinball games and coin-Coin-operated radios in hospitals Coin-operated radios
remain on the free list.


## IOTM IT'S RINGING UP RECORDS FPR "TAKE" THAT ARE REALLY AKKING HISTORY

HAVE YOU PLAYED "Gee, Dad, it's a (Bee-Jay Records California)

One look at the phonograph and another at the "take" tells why the Wurlitzer Centennial Model 1900 has been ringing the bell right down the line. Customers can't resist the urge to play that's stimulated by its startling new styling and illumination. Operators can't ignore the profit they find packed in its coin box. Couple this with an absolute minimum of service and you have the greatest money-maker in Wurlitzer history.


## WURLITZER Dentennial MODEL 1900

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

Memphis Deejay Bob Neal, WMC, Opens Disk Shop
MEMPHIS, Feb. 25. - Music
distributors and operators


MODEL 1448
Worth More
When You Buy It
Worth More
When You Trade It
comed popular WMC disk jockey
Bob Neal into the fold this week. Bob opened the Bob Neal Record Shop in the heart of Memphis. It's the only walk-in reco shop on Main Street in town. Formal opening is set for March 1,2 and 3.
Bob is also personal manager of Elvis Presley, country and western singer who appears on TV's Satur day night "Stage Show" with the Dorsey Brothers.
Bob, who has a 5 to 7:30 a.m. rudio show, will spend much of his time in his record shop after his radio work each day. His shop will handle all top
pountry and western (pop tunes, country and western.
riythm and blues, and a representative line of EP and LP al.


EP RECORDS MUVE SLOW. Scattered use of EP's is being made to offer patrons greater variety. However, future looks promising, The Billboard's survey disclosed. EP sales are slow in the South, slightly up in the North. L. A. reports increases up to 20 per cent. Reported are uses of EP's being made by operators. (Pages 1 ary 25.)
N. Y. PROPOSED NEW TAX hit by arcade men. Proposed legislation to hike fee from $\$ 50$ per location to $\$ 50$ per machine would drive many out of business. Arcade owners meet to outline plans to forestall city's move. (Page 95, The Billboard, February 25.)
pool games increase ss FOR OPS, DISTRIBS. Smashing sucesss of pool has brought about higher earnings for operators and distributors across the nation. The Billboard's survey discloses ops expanding routes. Healthier credit conditions prevail with trend to continue. (Page 94, The Billboard, February 25.)
five-point plan set by CHI GAME OPS. An outline of immediate action on major problems confronting the Chicago Independent Amusement Association set for membership approval, including arbitration committee to clear route difficulties. (Page 94, The Billboard, February 25.)

ROWE REORGANIZES sales, factory plans. Robert Z. Green, president, says move made to increase 1956 production 25 per cent over 1955. Set up four divisional offices in project to step up production along with nationwide engineering service (Page 90, The Billboard, February 25.)
discuss sales, not ss to increase business. Ex grocer presents his business policy in the bulk vending business that has built his route from 14 to more than 1,000 venders within a radius of 20 miles. (Page 93, The Billboard, February 25.,

If you missed reading the february 25 issue of the billsoard YOU MISSED THESE AND OTHER MMPORTANT NEWS STORIES AND

Oaly The Billboard Gives You News While It's New


## COINMEN YOU KNOW

- Continued from page 100
recently looking for new music, pinball, pool machines. He loaded up on what pool tables he could get. Johnny operates a route in and near
Price, Utah. . Stewart's company has about 10 operators hounding him to know when they will get their pool games. They operate in Utah, Idaho, Montana and Wyoming. ... Among them is George Lotts, Townsend, Mont., whose customers are pounding the counter and lemanding delivery.

Milo Nechanicki, manager of Canteen Service of Utah, noted a ncrease in package vending. . . He said the firm has expanded into nore soup, sandwich and light lunch vending. . . Besides, he noted hiry food line is growing pledily, as is coffee dipen.it Boston

BIC UPSWINEWAR
POOL GAMES TAKE BIG UPSWING. Trimount Automatic Sales Corporation's sales chief Irwin Margold reports great interest in poo Gaines which seems to be getting bigger by the day. He calls it one of he mimest pieces of equipment that any operator can buy. Because
manufacturers are spending so much time on getting out pool games Trimount is experiencing a shortage in other on geting out pool games Desnoyers, of White River Junction, Vt., has changed all of his phonographs to Seeburg V-200s and finds customers happier and collections doubled.

Si Redd, Redd Distributors, off to Fort Landerdale, Fla., for the next 10 days to get into the sum and relax after the onslaught of business with the new Wurlityer Centennial. . . . Redd's have appointed tro nely roadmen. Frank Menge is taking over Maine and New Hamp-
shire and Jim Sisti is covering the Connecticut territory. . . Bob Jones finds interest high in new dart game, Dead Zero, by Bert Lane, of finds in
Miami.

Ed Ravreby, of Associated Amusements, Inc., reports orders com ing in nicely after his first big showing with Roch-Ola and United lines Ed was enthusiastic about meeting The Billboard's Now York coin ma-
chine editor, Aaron Stemfield, and enioved their discussion of coin chine editor, Aaron Sternfield, and enjoyed their discussion of coin
doings in the big city.... Dave Baker, of Melo-Tone Music, Arlington already preparing for the days when he can get away to his New Hampshire cottage. Just purchased a new motor boat. It is a Mark 30 Aristocrat racer.

## Memphis

By ELTON WHISENHUNT
POOL GAME GOOD IN MID-SOUTH TERRITORY-Clarence A Camp, president of Sonthern Amusement Company, reports sales of pool games are very good in extensive Sonthern and Mid-Southem territory he covers. The ban on games locally has not hurt his distributorship, he says. Police banned the game, believed the only ban in the country, from public places in Memphis because of an old law that says pool tables the games were classinicd as such by police camnot be paced where becr is soal, except in biliard halls. Camp West Tennessee and parts of Kentuchy, Illinois, Alabama, Missouri and Louisiana.

George Sammons, president of Sammons-Pennington Company, distributor, spends most of each week on the road contacting operato in Arkansas, Mississippi and Tennessee. . . . Bob Smith, owner of Smith Amusement Company at Dyersburg, Tenn., was in Memphis this week shopping for records for his machines and equipment.
J. P. LaVene, operator at Clarksdale, Miss.

Har-y D. Gregg, field service engineer for Wurlitzer, was in Memphis this week visiting R. E. (Buster) Williams, president of Williams Distributing Company, and his general manager, Edward H. Newell Gregg also saw Joe Barsotti, owner of O. J. Barsotti \& Company Williams and Barsotti both handle Wurlitzers, Gregg reports new 1900 model is getting "terrific reception" in South. . . . A visit to Parke Henderson, general manager of Southern Amusement Company, found him busy having several new AMI phonographs moloaded and readied
(Continued on page 106)

## 70\% Dime Play

.
he see
stride.

## Equ

Equipment which is not multi seleetion is not expected to be changed now. Operators said these
boxes would be converted only when equipment was up-dated, or when new contracts or commission arrangements were made.
The conversions here were made as quickly as possible, tho most operators insisted that machines to be changed be brought into the shop for the actual changeover.
For the most part, locations reecived up-dated equipment
result of the dime change. Aiding the move was a feature story in the Illinois State Register which pointed out the price in-
erease was dictated by rising prices of juke box equipment and
records. The article made dear records. The article made cole operators were converting equeTho the dime move is concen-
trated around Springfield at present, other operators in the area are expected to begin changing soon. Reports indicated some conversions are already under away in
about 40 miles from here.
The changeover to dime play here had been building up for
couple of years. When a couple of years. When a few oper
ators announced they were goins to begin changing equipment other operators followed the example quickly.

## Atlas Music

## - Continued from page 98

artists is up considerably compared with EP records bearing no artist names. Ops Say Play Up James Williams, of National ovelty Company, reported "EP ay increased rapidly when name alled pords were used. Wimams Atlas rhythm and blues package. Concentrating on country and western programming, Ed Bukala, heat of Music Kenders' in East Chicago, claimed that play jumped from 10 to 20 per cent following the use of name artist recordings. Fred Sipiora, Singer One-Stop,
agreed with the use of name agreed with the use of name
artists. He pointed out juke box anstomers like to know who A Benny Goodman record would pull heavy now because it
would be associated with the would be associated with the
movic. Even if the customer werent sure of the tune he was playing, hed play it because it was by Benuy Goodman," Sipiora said. Al Temerman, head of Little Al's, stated that name artists were better drawing cards, and therefore meant more money for the operator. Al referred to his EP packages as pre-sclection for locations. Each package is made up separately for
specific locations. In the event operators want to exchange one of
the EP disks, the one-stop fills his request witheut charge.

## 'ANTIGUA' IN TOP SPOT ON MOA SHOW

NEW YORK, Feb. 25. Nelson Riddle's "Lisbon Antigua" on Capitol tonight (25) was selected as the nation's top juke box disk on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.
Other disks played as top sellers on the show were "The Poor People of Paris," with Les Baxter on Capitol; "Tutti Frutti," with Pat Boone on Dot, and "The Great Pretender," with the Platters on Mercury.
Selected as recorde with promise were "Street of 33 Steps," with Richard Hayes on ABC-Paramount,, and "Marimba Merengue,
Parker on Gloro.
Parker on Gloro.
Appearing on the program were George A. Miller, MOA president, and David Baker MOA directors.

## Harold Hold Draco Mgr. in Salt Lake City <br> SALT LAKE CITY, Feb. 25.-

 Howard E. Hold has been appointed manager of Draco Sales Company's newly opened branch distributor, headquarters in Denver.As manager of the branch office, Hold is responsible for sales and service of the entire Wurlitzer line covering the territory along
the western slope of the Rocky Mountains.

## U. S. Jury Probe

## - Continued from page 98

DuPage County Sheriff Stanley A. Lynch Thursday (23) ordered all pinball machines out of taverns by March 15 and announced that he has asked States Attorney $\begin{aligned} & \text { liar. L. Guild to draft a licensing }\end{aligned}$ liar. L. Guild to draft a licensinane for all juke boxes.
ordinance
Lynch reported that he found no trace of racketeering in the county following an investigation of his "own ". than newspaper talk. He did say however, that the pinball ban and the juke box licensing ordinance was to insure that no muscle attempts
county.

Changes Ruling
Following Sheriff Harry Herendeen's reverse ruling last week on a number of juke boxes he had previously ordered out of MeHenry County, little action has been taken by McHenry authorities. Herendeen had ordered all of the phonographs operated by Joseph Amato, reportedly the syndicate gambling boss, removed from the
county. Later during the week he county. Later during the week he
reversed his ruling when Amato's ron, Don, informed him that he son, Don, informed him that he
was conducting the business and had no connection with his father. The Lake County grand jury will hear charges March , that syndicate juke box operat
been entering the county
Sheriff Perry E Benuett, of Boone County, is investigating the circumstances under which two juke boxes were placed in Capron, IIl., by Don Amato.

The federal grand jury centers around Joseph P. Glimco, head of Local 777, Chicago T a xicab Drivers' Union, and Amato, Assistant U.S. Attorney John Quan, in charge of the investigation, has
stated that the juke boxes sold to Amato's firm were purchased from Amato's firm were purchased from Automatic Phonograph Distribut-
ing Company, of which Glimco is reportedly a principal.

Mike Spagnola, manager of AuCompany, this week explained to The Billboard his firm's position in the grand jury investigation (see separate story).

# VENDING MACHINES 

## Norris Begins

 Production at Bald Knob, Ark.Minn. Milk Vender Mfg. Acquires 2d<br>Plant in State MINNEAPOLIS, Feb. 25.-The first 100 machines of the Norris

three- way coin- operated milk vender came off the production
line this week and were shipped hrom the firm's Bald Knob, Ark., plan!
The machines are being placed
with dairies and vending machine with dairies and vending machine
operators, according to Nancy Gale, advertising head for Norris Dispensers, Inc At the same time, the firm in in
the final process of acquiring a At the same time, the firm is in
the final process of a aquiring a
new manufacturing plant in Hot Springs, where it will produce the new home milk di
this fall, she said. At Hot Springs, Norris, thru its president, L. F. Norris, has been in
negotiation with the negotiation with the Arkansas Industrial Commission for the acqui-
sition of a plant erecteć by the Westinghouse Corporation. West-
inghouse abandoned the plant two years ag
turned turned it
Arkansas.

## Cost $\$ 151,000$

Norris is a cquirifg it for
$\$ 151,000$, according to William $R$. Ewald, assistant directo. of the (Continued on page 115)

## Coffeeshoppe

Capacity Upped; Price Is Same
NEW YORK, Feb. 25.-Apco,
Inc., this week announced that the selectivity and capacity of its Cof-
feeShoppe Jr. has been increased, but the price will remain the sam Cup capacity has been upped
from 300 to 500 , and soup or tea has been added to the selections. or 10 -cent vend.
Coffee ingredient capacity has
seen boosted from 600 to 750 cups und the 135-cup hot chocolate casacity has been doubled. An il-
new feature.
Dimensions are 61.5 inches high 4 inches wide and 18.5 inches
eep. MEALS BY 1957

CHICAGO, Feb. 25.-Gazing into his crystal ball, WilA.B.T. Manufacturing CorpoA.B.T. Manufacturing Corpo-
ration, predicted the day is
coming soon when coming soon when complete,
full course plate dinners with potatoes, gravy, meat and veg. potatoes, gravy, meat and veg.
etables piping hot would be
served up by single vending served up by single vending machines.
Patzer aid developments made in this direction by firms now in production on hot meal and sandwich machines plain-
ly indicate what the future ly indicate what the future
holds. The move, he pointed holds. The move, he pointed
out, has been sparked by out, has been that have recently entered the
manufacturing end of the inmanuf
dustry. Replacing the industrial
cater tractive vending machines of tomorrow with a selection
from six to eight different complete hot plate specials, eye appeal and prompt serv-
ice, he predicted.
ice, he predicted. he believed, and $\$ 2,000$.

## CRYSTAL BALL GAEEHOTPLATE Major Gotham Cig Operators Reported Set to Sell Routes

CMA Convictions, Impending Civil<br>Suits, Price Hikes Seen as Reasons



CANDY-ACCOMODATION SERVICE

## Ops Shrug Off Mfrs'. 'Just Sell'

 Drive; Cite Necessity of 10-Cent Bar manufacturers. As in past years,
candymakers report no consumer advertising pertaining to the avail-
ability of candy thru venders is
included in the extensive sales campaigns.
By BILL MASLOWE CHICAGO, Feb. 25. - Candy
vending machine operators vending machine oper a to rs
shrugged off the "just sell," com-
bined $\$ 50$ million 1956 consumer advertising campaigns
fection manufacturers
"Candy manufacturers are of the their products, so?" That was the general concensus of operators gard to the advertising sales drive All offered suggestions, princi-
pally that manufacturers mus dime bars to hold onto the "cap
tive vending market." Otherwise this market-accounting for 20 per
cent of all candy bars sold in the United States-will, according to a trend now beginning, develop int developing new locations.

| Confection manufacturers (The Billboard, February 25), with exception of a scattered few, declared there was little they could dc directly consumer advertising wise for the operator in the campaign. They argued: | Just as bluntly the operators remarks generally agreed: |
| :---: | :---: |
|  |  |
|  |  |
|  | help our sales, but only in a small |
|  | way considering the amount ofmoney we have invested in candy |
|  |  |
|  | machines." <br> Frank M. Heinz, Kandy Kit |
| ve all others demanding equal | Company manager, suggested the |
| , | manufacturers should take into |
|  |  |
| ing |  |
| operators serve a captive |  |
|  | candy vending today as in previo in years. There is very little profit in |
|  | 5 -cent bars. For years operators |
| Moves to New | have been absorbing the ever increasing costs of labor, mainten- |
|  | ance and machine to the point |
|  | where the margin of profit does not return proportionately any- |
| Headquarters | here near the money it should. |
|  | want 10 -cent bars, even to the point of paying double of the cost |
| point of paying double of the cost of the nickel items. With dime |  |
| Canteen Service of Utah, one of margin to operate on. the largest package vending firms "Currently we consider our can- |  |
|  |  |  |
| in the Intermountain Region, recently moved into a new, ultra- |  |
|  |  |  |
| modern building in Salt Lake City. have coffee, beverage, cig |  |
| While formerly housed in a and other machine vending items rented building of 1,700 square at 10 cents or more." feet floor space, the new building |  |
|  |  |  |
|  |  |  |

## Vending Exhibits Ready For NATD Convention

NEW YORK, Feb. 25.-A dozen $\mid$ Rowe Manufacturing Company us scores of suppliers, will be us scores of suppliers, will be
nong the nearly 200 exhibitors the annual convention of the
istribut Association of to be held in Chigo, Mareh 12-16.
particularly hasis is expected to rchandising this year, manufacers of equipment dispensing cup
nks, cigarettes, cigars, candy, ip , hot food, ice cream and sunes will be represented.
ludes Apco, Inc., New York; e; Products Corporation, Chine; Continental Vending MaY.; Arthur H. Du Grenier, Inc., verhill, Mass.; Eastern Electric,
New Bedford, Mass.; the
d Hebel Corporation, Addison, Lehigh, Inc., Easton, Pa.; NaLehigh, Inc., Easton, Pa.; Na-
al Vendors, Inc., St. Louis;

indictment were that CMA members allocated locations, did not
compete with each other for locations so allocated, and imposed fines on members who failed to conform with such allocations. Local 805 was charged with re(Continued on page 107)

## Victor Bows <br> New 1.5 Cent <br> Combo Unit

CHICAGO, Feb. 25. - Victor ending Corporation has developed a new combination ball gum and pennies and a nickel, H. M. Schaef, president, announced.
Known as the Super Mart, the vender for every six penvies or for a nickel and one penny dispenses five 210 -count gum balls and one capsule. It can also be set to vend two 210-ๆount and one 62-count gum balls for 3 cents. At all times t will accept a sale for 1 cent. Capacity, Schaef explained, is
260 capsules and slightly more guan six pounds, two ounces of
gum. 210 -count combination is 500 of
the 62 -count and five pounds of the 62 -count a
210 -count gum.
Priced at $\$ 29.50$ each in packages of two to the case, the Super Mart is constructed of steel and
aluminum. It has front and side windows made of lucite plastic, and a divider in the hopper. It is red, yellow and black and trimmed high and weighs $181 / 2$ pounds.

## National Sales

Drive Launched By Trav-a-Pak
HACKENSACK, N. J., Feb. 25. A national sales program has been launched by Tray-a-Pak, inc., here, manufacturer of a two-selection perfume vender. The unit is made under contract by United Precision Products, Maspeth, N. Y According to Charles Erquhart, (Continued on page 105)

## A. B. T. Sells Games: To Mfr. Parts Only

CHICAGO, Feb. 25. - A.B.T. |tive hardware manufacturer, and Manufacturing Corporation has operates as a wholly owned subsold ing iehts to Rame Man- Siary. turing rights to the Frantz ManuSold to the Frantz headed by John Frantz, were Rifle Sport, Challenger Pistol Machine and the Kirk Guesser scale. The sale price was rot disclosed.
Prompting the sale of the games,
Patzer stated, was A.B.T.'s need for additional assembly space required to meet its demand for coin chutes sparked by the tremendous acceptance of the firm's recently acceptance of the firms recently
introduced electric coin changer. "A.B.T. will not make nor asmade it clear. He explained: "This position has been taken by Seth B. Atwood, chairman of the board


## ONE-EYE WATCH

## Venders Lacking in '56 Supermart Plan



CHICAGO, Feb. 25.-Beyond admitting "keeping a close eye on developments," chain store executives remained mum on the use
of automatic vending service of of automatic vending service of
staples for after hours in the estimated building progra
supermarkets in 1956.
To be built at a cost estimated at $\$ 800,000,000$, each new devel opment will represent an average Super Market Merchandising re Super Market Merchandis.
As a whole, the building pro gram will be at 60 per cen record for the grocery field but record for the grocery field, bu made of vending machines.
The only exception made to The Billboard was by W. Henry Long


This sowcy linte item is sure to keep
and your machine empty . . . to the
lost dropt
PLASTIC CUP AND SAUCE $\$ 9.00$


Cold Wave Puts Crimp in Danish Outdoor Venders COPENHAGEN, Denmark, Feb 25.-The current bitter cold wave
has hit outdoor vending machine an icy blow. The cold does no affect the machines, but it does effect such items as fruit, eggs, butter and canned goods, which are subject to freezing.
nighttime sales and almost all frui dealers and grocers have some machines in front of their stores. Some of the machine owners have re-
placed perishable items with such placed perishable items with such
articles as dates, nuts and candy, articles as dates, nuts and candy,
but this prevents them from taking advantage of the machines to help them unload fruit that is on the
point of becoming over-ripe, but point of becoming
in no sense spoiled.
33 UNION SQUARE
N. Y.C. 3, N. Y. © AL. 5-8393

enbaker, director of store engineering of the Independent Grocers Alliance of America. Longenbaker made clear his statement, proclaimmade
ing:
"An
"An entirely new era is here.
An era that thru use of venders will An era that thru use of venders will revolutionize the grocer consumer field, provide around-the-clock service, 365 days a year for the
public and bring higher profits at reasonable expenditure."

Urge Vender Use
Longenbaker went on record last headquarters was incorporating batteries of automatic venders in plans for new stores and urging mem’ers to install venders along
side stores to realize "plus" sales.

The IGA engineer pointed out the profitable business being real ized thru milk machines in filling stations, at busy intersections and
in parking lots. He also mentioned ice cream venders and the recently introduced 12-selection vender that
can be built into batteries offering can be built into batteries offering
coutless items consumers need, especially after hours.
Of the study presented by Super Market Merchandising, it reported
$\$ 110,000$ will represent expenditures for fixtures and equipment in three times the market size.
"Banks," the report stated, "wil be the major source for expansion kets will be leased rather than owned outright, and most leases will run from 10 to 20 years."
Expansion of line, will be greatly ncreased to include housewares, drugs and other non-food items
with many markets devoting addi tional space to frozen foods and instore pre-packaging of fresh fruits store pre-packag.
and vegetables.

## Foodco Names <br> German Outlet

## MANCHETER, N. H., Feb. 25 - Horst Sommer, 3 Strasserwe

 -Horst Sommer, 3 Strasserweg pointed European agent for thedistribution of the Food Engineerdistribution of the Food Engineer-
ing Corporation's Cup-O-Matic bulk milk vender.
Ten machines, models 7A and 7 B , have been shipped to Sommer
and will be exhibited at the Frank and will be exhibited at the Frank-
furt Fair in March. The first vender will be installed in the main railroad station at Duisberg, Kare railroad station at Duisberg, Kare Foodco, stated.
Distribution in other European countries are now bein
Schwarzkopf announced.

Nat'l Sanitary Moves Into New Building April 1
CHICAGO, Feb. 25.-National will maintain a complete display
of Amco as well as its own vending machines, including units for distributors, is scheduled to move ing machines, including units for into its new $\$ 100,000$, Hawthorne handkerchiefs, Hershey bars, peaGardens Building at 6640 N . Western Avenue here April 1, Paul R. Paradise, owner, a:nounced today. Simultaneously, Paradise announced, his firm had been appointed exclusive distributor in Illiois and Indiana for Amco vendempany of Wichita Machine Company of Wichita, Kan. HarMon recently purchased Advance duced and manufactured the Ameo luce.
ine.
National will triple its current floor space in the new building,
Paradise disclosed. The new headquarters, a one-story structure, is nade of crab orchard stone, ranch picture window facade, is air-conditioned, and has an aecoustical ceiling.
The building will be fronted by a garden of Hawthorne trees after which it has been named,
According to Paradise, National
Parkway Replaces
Hot Dog Venders
With Dual Models
NEW YORK, Feb. 25.-Harry Gerstein, head of Nu-Matic MaMcCann Hot Dog Vender, has sold four dual units to Jimmy Geelan, matic sne ending, operator of autoWilbur Cross Parkway.
Geelan has been operating hot dog machines on four filling stayear. The dual units were purchased because the single venders were not able to accommodate the heavy traffic. will be placed in industrial locations. Up till now, Parkway had
confined its operations to the Wilbur Cross Parkway. The firm now plans to set up an industrial opera-
Cig $\overline{\text { Newspaper }}$ Ads Rise 15.9\% NEW YORK, Feb. 25.-Cigarette advertising, which accounts for
approximately 90 per cent of that approximately 90 per cent of that
done by the tobacco manufacturers, jone by the tobacco manufacturers,
jumped 15.9 per cent in 1955 over

National advertising for the industry as a whole was up 10.9 per
cent in 1955 as compared with 1954, the Bureau of Advertising American Newspaper Publishers, Association, reported
ettes, candy, stick and ball gum,
combs, razor blades, sanitary napkins and postage stamps.
The firm will also maintain servce facilities and a complete supply
of parts for all venders it handles


 TODAY

| 2160 Patterson St., Cincinnati 22, Ohie1 year $\$ 4$ 3 years $\$ 8$Payment enclosed Please bill me (Foreign rate, one year, \$8) |
| :---: |
|  |  |
|  |  |



## ATTENTION, VENDING OPERATORS!!!

DuGRENER CHAMPION

\section*{11 Cols., 420 cap.} | We have a tremendous Hock of "is is is" equipment-alt |
| :--- |
| nakes and modet. In Rood condition but not rebuit or reat |




- ROWE PRICE DIFFEREMTILL BARS Available: MEW CIGARETTE MAGAZIWES (Conlainers) tor all Rowe and National Machines, Will vend King sixe of Re
TERMS ARRANGED-WRITE FOR INFORMATION.

| CIGARETTE VENDORS | L EOUPNEENT |
| :---: | :---: |
| National Model 9A, 9 Cols., 370 Cap. . . . . . . . ....... $\$ 125.00$ <br> National Model 930, 9 Cols., 270 Cap. 110.00 | UYCOMD |
| National Model 750, 7 Cols., 270 Cap. |  |
|  | TIONALLY |
|  | , |
| Mel 18.00 | GUARANIEED, |
|  | COMPLETELY |
| CANDY MACHINES | RECONDITHONED |
| Stoner Candy Prewar, 160 Cap. . . . . . . . . . . . . . $\$ 135.00$ | AND |
| Rowe 5f Gum of Mint Vendor, 7 Cols., 175 Cap. . .... 32.50 Uneeda Candy, 5 Cols, 102 Cap, Wall Model .... 60.00 | REFIWISHED |


|  |  |  |
| :---: | :---: | :---: |
|  |  |  |
| Uneeda venoing strvice, ine. <br>  |  |  |

## BALL GUM VENDING

## Loyalty to Kiddies: Million \$ Business

Special Report:
How Mfr. Grew
Thru Moppet
Merchandising

By CAMERON DEWAR

BOSTON, Feb. 25.-In a little-known plant in East Boston $2^{1 / 2}$ million penny gum balls daily are rolling off conveyor belts destined for bulk gum distributors in all parts of the United States Canada and "any foreign country with money This is Gum Products, Inc., a more than $\$ 2 \mathrm{mi}$ lion-a-year business started in 1940 with $\$ 16,000$ borrowed by its president, Wellington M. Cramer Jr.

Cramer, who looks like a benign bank president, offered three reasons for his claim of being the world's largest producer of candy-coated gum. "Good merchandising, a good sales force and, above all, a
 ood product is the answer," he CRAMER said. "All have a bearing on why we have just completed the best January's business in 10 years."

Cramer believes children are the most loyal of customers as long as you give them a good product. That product is "Jaw Teasers," the only branded piece of one-inch ball gum on the market.

He says the company's financial position i getting better every day. This is so, despite the act we're giving the youngsters the same size ball today as we produced 14 years ago," he said. While the firm's costs have trebled over the years the installation of electronic push-button machinery in the six-story plant made it possible to sell the gum for a penny.

## Hit by Fire

Last month an $\$ 8,000$ fire in the office building a few blocks away caused them to move into one of the floors in the factory which they were about to rent. The office building is boarded up and Cramer said nothing will be done until the low process of adjustment by the insurance company is settled.

Gum Products is in the unique position of having its own vender. A new, all-metal steel vender, with a stand for counter use has jus been made available. This, Cramer believes, will make the machine practically a life-time device since its durability and stability far exceeds the plastic one used since the firm's inception

Cramer's strong belief in merchandising has led him to go in for advertising in a big way, Ads are now appearing every two weeks in Life


AS QUICKLY as it rolls off the production line at Cum Products, Inc., the ball gum is packaged for shipment.
magazine to "act as a mouthpiece of the business and a liaison between the product and the buying public."

Cramer has always used premiums as a buying incentive, and a new and enlarged premium book has just gone to distributors and jobbers. In addition the firm has issued more than 6 mil ion school book covers in which the child has a chance of winning $\$ 3$ for an idea stressing safety. drawing is made of the idea with the moppet's name and school grade on the book cover.

Gum Products went in for the supermarket trade more than a year ago, when it devised a cellophane windowed package containing 20 gum balls which sell for 19 cents. "This has had a satisfying response," says Cramer, "and the potential is tremendous."

## Sponsor System

Another phase of the operation is a sponsoring system thru operators. Machines are placed in
locations with 20 per cent going to aid charities set up by Kiwanis, Lions, Junior Chambers of Commerce and other worthy groups.

A graduate of the Wharton School of Finance at the University of Pennsylvania, Cramer borrowed $\$ 16,000$ in 1940 . Within a few months he was able to raise this amount to $\$ 221,000$ and bought the plant which was then in bankruptey.

Learning the hard way, he worked long hours making the gum himself. Later he was able to hire others for that chore and devoted his time to merchandising.
"We now have 46 salesmen working thruout the country, with eight warehouses (Los Angeles, San Francisco; Portland, Ore.; Seattle, Houston, Toledo, Atlanta and New Orleans) and we're working on others in Chicago and Kansas City," Cramer said.

The company has a working agreement with a firm in Canada and is lining up a Mexican company to do the same south of the border. As Cramer points out: "There's a big job in the United States with 40 million kids to make bubble gum conscious. This market is growing by four million yearly."

## Children First

Cramer loves anything to do with children and says: "Anyone catering to them better have a good product because you can't fool kids." In order to keep up his standards, he has two fulltime chemists working constantly to improve the product.

For a man who "didn't have a nickel" when he started, it is a far cry to his present staff of 125 and a business doing better than $\$ 2$ million y year.


SALESMAN OPENING a new location in a Boston variety store explains servicing
proprietor with actual demonstration
"Last year showed a big increase in sales and this year we should do better," he said. "Our 400 or so stockholders can look forward to in creased earnings in the future."

Cramer's day at his plant starts at 8 a.m. harp. But behind this driving, genial gum magnate there is a different individual. .He has a deep interest in community affairs in the South Shore's plush town of Cohasset, where he is active in the First Parish Church (Unitarian), and contributes money and support to the Community Center for Children.

His interest in moppets is stronger than just viewing them as prospective customers, for he turns over the swimming pool at his home twice each week. He derives great pleasure watching the children develop into fine swimmers and divers.

His hobbies are in the animal line. One i the raising of Irish water spaniels. The other is collecting miniature elephants. His collection includes thousands in rare jades and quartzes which have come from all over the world. His alesmen also help in this respect. When one pots an unusual type of elephant in a store he invariably purchases it for the boss.

Cramer is a member of the Ancient and Honorable Company of Boston, the oldest artillery organization in the world. He also is a 32d degree Mason and belongs to the Mystic Shrine. He has one son and two daughters, all married, and is a great-grandfather to eight mop pets. One son-in-law, Mark Haller is sales man ager of Gum Products.

## National Sales

 (Continued on page 116) has been location tested for a year. He said abhave made.
The vender itself has a capacity of $300-$ two columns of 150 each it dispenses four plastene vials of perfume to a packet, each via good for one application. Packets are paper wrapped, with gold foil and are three inches long and \%/s inches in diameter. Quarters Only
Dimensions of the vender are 16 inches high, 12 inches deep and $81 / 2$ inches wide. The mechanical coin mechanism accepts quarter only and is equipped with a slug rejector.

List price is $\$ 89.50$. Urquhart said the firm sells both thru distributors and direct. He added the concern is in the proces
ing more distributors.
According to Urquhart, packets may be purchased from Trav-a-Pak at an average cost of 9 cents each, leaving a gross profit to the opezator of 16 cents a vend. He generally between 20 and 30 per cent.
Location tests, he concluded,

## MARBLE SEASON

## Will soon be here-order now

 Agate-Glass-Assorted Colors 21,000 size 9/1650,000 size $9 / 16$.

## 17,000 size 5

$\qquad$ $\$ 21.00$
45.00 40,000 size $5 /$ $\qquad$ Jersey Turnpike, in supermarkets and in sther public locations.


## Valuable Distributorships Available Du Grenier <br> 

Mightiest Candy Vendor on the Market!

## High capacity big money-maker - holds up to 200 bars! Spectacular colors, dynamic design. Some non-exclusive distributorships still available, but going fast. Get full particulars today.

Write . . . wire . . . or telephone


15 HALE STREET, HAVERHILL, MASE,

S15.25 pati.100 Or at Our Distributors

Dignified and Beautiful. Gold Vacuum-Plated with a Black and Gold Label. A thing of beauty; a work of art. A prestige item.
SAMUEL EPPY



## COFFEE BREAK

Time Article Emphasizes Vending Role

NEIV YORK, Feb. 25.-The role of the vending machine in the cof February 27 issue of Time Maga zine. The article, which dealt with the problems employers' experience because of java siestas, pointed out

that many office heads have solved their troubles by having an operator install automatic equipment. Boston's Automatic Merchandising Corporation, operated by Bill McConnell and Berton Steir, came in for a lot of attention. The article
pointed out that in 1950 the partners, looking around for a new
business which would be depression business which would be depression
proof, bought a coffee vender for a downtown Boston office location. Since then, AMC grosses $\$ 2,000$,
000 a year, added a truck fleet, operate 300 coffee venders and 30 lations and run a catering service as well.
According to the article, tho cof According to the article, tho coftacular postwar boom, particularly big offices and plants wher many employees "still object to the The coin machine brews.
Dallas comp pointed out tho that Dillas company recently began penses fresh coffee, at 185 deThees, from heated Thermos jugs.
The development of Rudd-Melikian, lnc., founded in 1946 wa
traced. According to the Time traced. According to the Time
story, R-M grossed $\$ 14,000,000$ in
1955 . The fim it 1955. The firm, it said, has 700 em -
ployees and 250 franchised distributors in the United States and
Canada.

## $\star$ OPERATORS

 INCREASE PROFITS BY USINCYOUR PRESENT CAPSULE VENDERS
TO DISPENE OUR FATVMOVING TO DISPENSE OUR FAST-M
ASPIRIN AND VITAMINS. USING
VENDERS
MOVING ASPIRIN CAPSULES-Ideal in night Aspots, gas, stations, taverns, bus
stations, etc. Retails at 10 . Packed
6 to a capsule. 6 to a capsule.
Per 1,000 Capsules . $\$ 28.00$ Postpaid VITAMIN CAPSULES (one-a-day
type)-Ideal for factory locations. Retails at Sc. Packed 1 to a capsule.
Per 1,000 Capsules. $\$ 23.50$ Postpaid
KARN, IIC.
Columbia, Missouri

## Oak's ミGOLDMIN:


$0 \Omega$
manufacturing co., inc 11411 Knightsbridese Ave, Gulver City Calli


## COINMEN YOU KNOW

## - Continued from page 10

or shipment. Memphis is about 100 per cent on dime play, and all new machines arriving here are on dime play.

Edward H. Newell, general manager of Williams Distributing Company, busy seeing Mid-South operators most of each day. He a busy man with his own operating business, Or-Matt, as a partner in a record distributorship, Music Sales Company, bes'des managing big Williams distributor hip over Memphis and Mid-South.

Edward (Oldtimer) Brown Sr., of Dallas, Tex., one of largest distributors and operators in Texas, flew into Memphis from a meeting ir. Chicago to visit friends. Brown told Drew Canale, owner of NaNational cigarette vending machine is "gorgeous." Canale expects to be getting some soon. . . . Bill Fitzgerald, manager of Music Sale Company, who handles several record lines, can say "I told you so" if he wants. But he's not the type. He predicted in a recent "Coinmen" column Carl Perkins' "Blue Suede Shoes" would be a smash country and western hit. Record sales confirm this. Fitzgerald reports he has sold more copies of the record in the month it's been on sale than any
other record he distributes. The platter is also catching on all around the country.
Twin Cities
By JACK WEINBERG
BUSY MONTH FOR ENGEL. January was quite a busy month for Iatt Engel who, with Kenny Glenn shares sales management duties at Mayflower Distributing Company, St. Paul. The rush had nothing to do with business, veteran Matt smiled. On January 16 his son Paul, 24, went to New York City to exchange marriage vows with
Nancy Barrett. They returned to St. Paul to make their home while Paul finishes studies at the University of Minneso their home whis' degree in geology. On January 28 Matt's eldest son, Richard, 26, was married to Monica Sterner of Winsted, Minn., in a ceremony in St. Luke's Catholic Church, St. Paul. They, too, are living in St. Paul. Engel, Engel, slipped and fell on the ice, breaking an arm. "For a man about to become 68 ye
in a short time."

Bob Bregel of Benson, Minn., is a newcomer to the coin machin business. He purchased the small route operated by L. F. Fort also of Benson. Operation consists of music and games. . Lew Ruben of Lieberman Music Company, returned Thursday night with his family from a two-week vacation in Florida. . Irving Sandler, head of Sandler Distributing Company, and Bert Davidson of Chicago, Wurlitz er regional sales manager, are traveling in Iowa this week talking up Wurlizter factory engineer, was at the Sandler plant from his home in Milwaukee this week.

Word from LaBeau Novelty Sales Company, where Archie LaBeau is in and out of the office almost all day long drumming up trade, is to the effect business is holding up in fair shape, with pool tables man's said business has been "fair to middlin'," with a drop-off noticeable due to the Lenten season. However, pool tables and music are moving. .. Solly Rose at Sandler's said operators still are showing great interest in music and pool tables... Matt Engel at Mayflower
echoes the good business being enjoyed in behalf of pool tables echoes the good bus
operators are buying.

Ike Sundem of Montevideo, Minn., was in the Twin Cities this week looking at new music. . . Harry Adkins of United Machines Company, Minneapolis, is adding new pool tables almost daily to his operation. Amos Heilicher of Advance Music Company, Minneapolis, and M. M. (Doc) Berenson, Harmony Music Company, Minneapolis, have added new phonographs and pool games in recent days.

Ray Selman of International Falls, Minn., and his partner A. Gedney were in this market during the week shopping. . . Jim Stansfield of Winona, Minn., picked up several new machines on this week's was in looking at pool .. Pete Vanderhyde of Dodge Center, Minn., some shopping here this week. . . Pool games were bought by Leo Hennessey who came in from Rochester, Minn. . . . Frank Ponterio of Worthington, Minn., shopped, as did Bill Hanf of Austin, Minn. So did Pete Wornson of Mankato, Minn

Al Eggermount of Marshall, Minn., came in to buy pool tables. So did Ben Kragtorpe of Tracy, Minn.... Mr. and Mrs. Lawrence Sieg
of Eau Claire, Wis., shopped the jobbers. . Harold Thiesen of Minneof Eau Claire, Wis., shopped the jobbers. . . Harold Thiesen of Minne-
apolis added pool games to his operation. . Mike Young of Soldier's Grove, Wis., was in town to buy music. . . Shoppers included Dick Henderson of Willmar, Minn.; Frank Phillips of Winona; Clayton Norberg of Mankato and Jack Harrison of Crosby, Minn.

## Houston

New game dealers. S. w. Lynch and Fred Trop, owners of Sportand Amusement Comp.an, Lively in Music Company has openced a new and used record shop at 1209 Praire... John E. Williams, owner of Williams Amusement Company is bus
E. F. Rusk is back in the business again with a string of bowling games and pool tables... Morris Pinto, head of State Cigarette Service is whecing aine
competition with fishing now that $\mathbf{E}$. W. W. Gates, juke box operator, is compecting his new 15 -foot Chris-Craft. E, D. Ainswarth manager
enioving enioying his new
Steele Distributing Company, reports the new "1900" Wurlitzer phonographs are fast sellers, the dealers very enthusiastic over the favorable cumments heard.

## Richmond

By BEN POPE
black on coin map. This capital of the Old Dominion once again has a correspondent for The Billboard's coin machine division ane in this fascinating coin machine business, but hell do his best to get your news to other readers of The Billboard.

Dan M. Wertz, of Wertz Music Supply Company, says the pool games are going real good in the Norfolk area. Some of those sailors
(Continued on page 114)

JURY SPECIAL SOUPS, DRINKS

## FORT WORTH, Feb. 25.-

Justice must be served. And so upon the orders from the 17th District Court here vending machines dispensing coffee, tea, cocoa and three kinds of soup were installed in the Ccunty Courthouse Central Jury room.
The improvements were in line with the recommendations submitted by a group of
women jurors. The county is to receive 15 per cent of the profits.

NEW YORK, Feb. 25.-Appointment of Edmund Ross Campbell as assistant to William C. Durkee, Pepsi-Cola Company's central division vice-president, was an-
nounced this week. Campbell will operate from the Chicago office
 base, ready for location. Machines are factory sprayed and look like new. Low
compare!

## STOMER 8-COLUMM CANDY,

160 capacity rewar model $\$ 110.00$ STOKER 6 COLUMM C CANDY, 102 capacily, prewar model
MATIOMAL 9.18 , MATIOMAL 9.18 CAKDY. ROWE 8.columi candy DUEREXIER CHAMPION CIGARETIE 11 column, king size....
DUGREHIER " V " CIGARETE, 7 column, king sito
UKEEDA 6. COLUMM CIGARETTE UKEEDA 6.COL
king sice.
AII equip $\qquad$ guaranfeed Fast unconditionally third deposit, balance C.O.D. All 30 c conversions available at
$\$ 20.00$ enta

NATIONAL VENDING SERVICE CO. TRiangle
TR-1857

J. SCHOENBACH


MACHINE
$\$ 13.25$ each
$\$ 12.75100$ or

## AMERICA'S

FIMEST
BALL GUM
VENDOR
VICTOR'S
FIVE STAR
8ABY GRAND
$\$ 13.25$ each
1/) Deposit on All Orders
Write for Our Specials on
H.B. Hutchinson Jr:

860 North Ave., N.E. Atlanta, Ga Phone: EMerson 4300

## Unit Takes Automatic Role of Savings Bank


#### Abstract

NASHVILLLE, Feb. 25.-A vend ing machine designed to encourag people to save money has been perfected by two Nashville inventors and is expected to be put into production within 60 days. If plans of the inventors work out, the machines will be placed in supermarkets, schools, industria plants and other places where people congregate. Then the thrifty will be able to save a nickel, dime or a quar chine a coin is dropped the ma chine and a stamp is dispensed which the purchaser puts in a book When full, the book is worth $\$ 5$. It is turned in at the bank which licensed the machine and becomes a $\$ 5$ deposit in a savings account Banks Interested


Robert A. and James H. Ryan Jr., the inventors, say a number of
banking houses over the country have shown interest. They presenty are negotiating with the Fidel ity Federal Savings and Loan As-
sociation to put the first machines into service in supermarkets here loan company said no savings and ment has the company definitely is interesthaving potential value for adver tising and promotional purposes and expressed the belief it migh encourage people to save money The Ryan brothers, who attend ed the Vanderbilt University Engineering School here, have built a working model and applied for a patent on it.
One of the most important developments, in the view of James Ryan, is what he calls a "validizor." It prints a number on the stamp
when it is issued and makes the stamp valid for 5 cents. of the stamps and permits the the to use the machines to avoid mak-

MSHLEY, Ill., Feb. 25.-Harry M. Ricker has been appointed as sistant to F. A. Martoccio, presi-
dent of the Hoben Candy poration, it was announced this week. His duties will include sales supervision of new bars and broker

 MONEY WITH... Northweaterr
VENDING EOUIPMENT" PROVE IT 10 YOURSELF
 : THE NORTHWESTERN CORP. 216 Armstrong Street, Morris, III.
when answering ads
SAY YOU SAW IT IN THE BILLBOARD!

## ing an inventory of the stamps

 Cost $\$ 250$Ryan says this is the one feature which makes the machine feasible and practical.
He estimate
He estimates the machines will and hopes to rent them to banks for $\$ 32$ per month if maintenance and service costs ean be kept within present estimates.
The inventors propose to do their own servicing, supplying each conracting bank with spare units to replace those returned for servicing. The machine is $231 / 2$ inches wide, $37 / 2$ inches high and $83 / 4$ inches deep. Named "Save-a-Coin," it dispenses both the stamps and the
books into which stamps are to be books i
pasted.
The Ryans, who have been opers' agents here for several years

## say this is their first invention. <br> New York Cig Operators <br> Continued from page 10 serves to find a man, his wife and their two daughters playing the

fusing to service machines of CMA allocations, of boycotting recalcillocations members, of polieing hreats of picketing of refusing o service machines of non-CMA operators, of boycotting non-CMA operators, and of forcing non-CMA
members to adhere to CMA allocaions.
Both CMA and Local 805 wer charged with preventing independent operators from engaging in tre cigarette vending business.
As, according to the government, As, according to the government, per cent of the cigarette vending profound effect on the nature According to Richard B. O'Don
local operations. nell, special assistant to the At torney-General here, the defendants convicted in the criminal suit this spring.
It was reported that one of the
goals of the government will be requirement that all locations contracts be filed with the Bureau
of Records as soon as it is signed of Records as soon as it is signed
and that the location owner be given a copy of the contract.
Exactly what specifically the government will press for in its
civil actions is not known. However, this much is fairly certain: The Federal courts mean busines
and the Anti-Trust Division of the Justice Department will be watching carefully any action that even smells
trade.
The third reason for the alleged
MANDELL GUARANTEDD USED MACHINSS
 cost wotld be staggering. Of course, operators thruout the na tion are faced with the same problems, but they are probably bette

## Midwest Ops See Coin Pool As Solid Family Attraction

MINNEAPOLIS, Feb. 25--Two game. The daughters won and coin machine operators, one from challenged all comers. Winona, Minn., and the other from here of the coin pool hame praise l've been in many places where he women play the game by nemselves, and lve seen any
number of mixed foursomes-one couple play against the other," he comple
said.

## real family sport. <br> "It's the greatest thing since peanut butter was invented," said

 Jim Stansfield, of Winona, who operates 93 tables on his route. "It's the best thing that'shappened to the coin machine business in at least 10 years," was the view of Russell Gherty, Baldwin, who has 80 tables on location.
T've got pool tables in all kinds It's a legal, clean sport, explained little service. And it attracts many women players and family groups. women players and family groups. supper club location which he good, he said. Its popularity i such that he plans to add more tables to his route as time goes on. In fact, that's one of the reasons
he came to the Twin Cities this reek-to buy more tables.
Gherty said in his territory many spots have tournament play, one night and men the other one night and men the other.
Where there is no tournament play he said, many women and family groups play the game.

$$
\begin{aligned}
& \text { "When the game first came out," } \\
& \text { cherty realled. "I'd place one }
\end{aligned}
$$

## table in a town. But it's far better

## ny town and put at least one

any town and put at least one
pool table in every location 1
have. The location owners like the have. The location owners like the their places-and that means more business. "From my point of view, after talking with location owners, I'm firmly convinced the pool table is
perhaps the greatest location busiperhaps the greatest location busi-
ness builder of any coin machine the industry, with the possible exception of cigarette vending
machines. I'm sold on them 100 machines. I'm sold on them 100 units in the future."
Sidney Levin, Lieberman Music Company, said the pool games came along at "just the right psychological moment" in the industry's history in Minnesota.
With a three-way drive by federal, With a three-way drive by federal,
State and local authorities causing pinball games to go down, pool tables have taken up the slack in excellent fashion, and are carry-
ing their share of the extra load. $i n g$ their share of the extra load.
He said there are operators who He said there are operators who
have well over 100 pool tables have well over 100 pool tables
on location over their routes, and ach brings back the same rep

## BALL ano

 VENDING
## GUMS <br> LOW Factory

Prices
BUBBLE - CHICLE CHIOROPHYLI and TAB
 american chewing products
$\qquad$
'25
붕 mom

Balanc
$\$ 10$ $\$ 10$
Monthly 400 deluxe

## PENNY

 FORTUNE SCAIE large Cash Box Holds $\$ 85.00$ in PenniesF to cope with them.
For one thing, most cigarette op-
crators outside New York have bee erators outside New York have been
gradually upgrading equipment at a much more rapid rate than some of the larger Cotham operators. For another, they aren't faced with the problem of changing the manner of doing business.
What will happen next is sheer guesswork. One of the more innermed guesses is that a lot of
newall operators will enter the cigarette field here. Another is that location ownership will be more
pronounced. A third is that larger pronounced. A third is that larger
operating firms, oparating on naoperating firms, oparating on na-
tional and regional bases, will buy tional and regional bases, will buy
some of the New York cperations up for sale.
Some of the local operators will attempt to dispose of their routes piecemeal. One is reported on the to a larger firm.


UP TO $\$ 10.00$ IN TRADE ON YOUR OLD BULK VENDORS
$=-4 \times 5$ send your list of machines
et us give you our generous The Super Mart is a combination 1 \& and 5 t machine.
Ore turn for a penny, 5 turns for a nickel. First five pennies for a nickel, vends a bail of 210 -count gum
Sixth penny vends a charm in a capsule. Super Marts are packed two to the carton, $\$ 29.50$
each machine. less
our giant trade-in ailowance
on your old venders. Write today, giving description

GET ON OUR MAILING LIST
LOGAN DISTHIBUTLNGCD. 916 Milwaukee Ave. Chicago 22, III.

TAylor 9.6150:


## ROYAL "17"

THE CIGARETTE MACHINE WITH
FULL 17-COLUMN SELECTIVITY

```
17 fully automatic columns of sales-producers. Vends
Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.
```

This 17 -column machine is also avalable with four reserve
columns--total capacity of 500 packages. With or without penny
CANADIAN OPERATORS-especially designed for your market-
the same machine with 10 columns and the same exclusive features. With or without penny changer.

[^6]- WRITE NOW FOR INFORMATION ROYAL MANUFACTURING CO.



## OPS CALL THE DOCTOR

## Shop Foreman Repairs Games Via Telephone

By ELTON WHISENHUNT
Arkansas, Northern Mississippi and

MEMPHIS, Feb. 25.-A litt guy with a big brain has combined natural mechanical ability and experience to become one of the most
He is Thomas O Butler, 45 , hep He is Souithern Amusement Compary Southerm Amusemen the South He keeps hundreds of games Hood working order of games in good working order in several
States by telephone. He is reStates by telephone. He is rethe industry as the best in the business here in repairing shuffle bowlers, pinball and novelty games:
He "diagnoses" mechanical ailk ments by phone and "prescribes" treatment to operators and repair-
much farther away
Southern's distributorship territory includes Arkansas, Mississippi, tucky, Missouri Louisiana, Illinois and Alabama.

## "Phone" Repairs

It is not unusual for Tom to average two phone calls a day from
operators and servicemen in regard operators and servicemen in regar
to mechanical breakdowns to mee.
games.
Tom asks questions, just like octor, and pretty soon he deternines why the machine tilts to asy, doesn't take money, a slo burns out.
Tom's almost 20 years of ex
perience in the business tells him
where to go to find the trouble and how to repair it. When he inds out what's wrong he knows what to tell the repaijman to do. Diagnosis by phone has become routine in our wide-spread opera-
tion in the Mid-South," Tom said "Usually the operators or repairman can fix it after taliking with have to bring the machine in. But usually, we get it repaired on location."
With all the many things that can go wrong with a machine, Tom says that "on no two days do we un into the same type of trouble.

Expert on Machines
Tom, amiable and easy-going worker liked by all his co-workers, hai two repairmen under him who in Memphis.
Tom spends most all his time in he shop on major repair jobs or fires or beat up in burglaries Over the years he has accumu-
(Continued on page 111)


GAME DOCTOR THOMAS O. BUTLER, shop foreman for Southern Amusment Company. Memphis, not only repairs games in person, as he doing here in soldering a burned wire, but by telephone. He keeps many
hundreds of machines in good working condition by telephoning instruc-

THE BILLBOARD INDEX
Advertised Used Coin Machine Prices

PINBALL GAMES

Batiry
Atlantic Clity
$(5 / 52)$

GENCO
400 (10/53):
Goilden $\begin{aligned} & \text { Nugget } \\ & (2 / 53)\end{aligned}$

## GOTTLIE

## Praganetle (6/54). 175.00

 Golid Star,Grand Slam
Guys $k$ Dol
$(5 / 531$.

 | ockey Clut $(5 / 54)$ (155.00 |
| :--- |
| Pin Wheet (11/53). 125.00 |
| 1250 |

 UNITED CBC (2/52) $\ldots \ldots . .65 .00$
 Hawall ( $6 / 54$ ) $\ldots 1{ }^{145.00}$ Hanlattar (4/55) 125.0 Mexice $(3 / 54), 345.00$ Mexico $(3 / 54) \ldots 150.0$ Nio $(11 / 53) \ldots \ldots 175.00$ ingapore ( $10 / 54$ ). 165.00 Stars $16 / 521 \ldots \cdots, 60.00$ Triple Piay $(8 / 55), 395.00$ ropicana (11/55).. 195.06

## WILLIAMS

ig Ben (9/54) ... 165,00 0.0. "21" $12 / 54$ ) 125.00 Disk Jockey (11/52) 85.00 (12/52)
ayburner (6/51).. 85.00
azy Q (2/54) $\ldots, 125.00$
creange
trugle
Buggie
(12/53) ....... 125.00 Thunderbird (5/54). 149.5

Wenty Grapd
$(12 / 52)^{1} . . . . .85 .00$

MOST ACTIVE EQUIPMENT
(For four-week period ending with issne dated February 11, 1956)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{2}{*}{$$
\begin{aligned}
& 45.00 \\
& 65.00
\end{aligned}
$$} \& \multicolumn{3}{|l|}{IC MACHINES} \& \multirow[b]{2}{*}{} \& ${ }_{85}{ }^{\text {L0w }} 0$ \& $$
\begin{gathered}
\text { Mean } \\
\begin{array}{c}
\text { Averase } \\
85.00
\end{array}
\end{gathered}
$$ \& \multicolumn{3}{|l|}{VENDING MACHINES} <br>
\hline \& HIGH \& Low \& $$
\underset{\text { Averane }}{\text { Mean }}
$$ \& \& \& \& HIGH \& Low \& 星 <br>
\hline \& AMI \& \& \& Carainal Delure (i) 275.00 \& 245.00 \& 00 \&  \& \& <br>
\hline \multirow[t]{2}{*}{120.00} \&  \& 369.50 \& 595.00 \& Carriva/ Gur \& 225.00 \& 250.00 \&  \& 0.00 \& 110.00
15000 <br>
\hline \& Model 8 ( 4838$) 40$ sel. \& \& \&  \& \& \& National M.9A \& \& <br>
\hline 600 \&  \& \& \& (G) $\ldots$ \& 295.00 \& 350.00 \&  \& \& 125.00
11500 <br>
\hline ${ }^{60.00}$ \& (78 RPM) \& 100.00 \& \& (2/54) ........ 195.00 \& 139.50 \& 175.00 \& National 918...... 95.00 \& ${ }_{75.00}$ \& ${ }_{75.00} 15$ <br>
\hline 119.50 \& ${ }_{\text {Model }}^{\text {Mrem }}$ \& . 00 \& 318.00 \& - \& 45.00 \& 50.00 \& National $930 . . . .110 .00$ \& 95.00 \& 110.00 <br>
\hline 125.00 \& Model E.120 (53) 120 \& 17.00 \& \&  \& 125.00 \& 175 \&  \& 110.00
7.50 \& 7.95 <br>
\hline \multirow[t]{2}{*}{199.00} \& sel. 4 \& \& \& \& \& \& Northmestera Deiure \& \& <br>
\hline \& rock-ola \& \& \& ${ }_{500-5 h o o t i o n a ~ G a i l i e n ~}{ }^{16}$ \& 125.00 \& 165.00 \& Ie \& se....... \& 9.95 \& 12.00 <br>
\hline \multirow[b]{2}{*}{65.00} \& \& \& \& (51) \& \& \& PX (8 col.). \& \& 115.00 <br>
\hline \& 1438 A (5) \& 35.00 \& \&  \& 35.00 \& 99.00 \& ${ }^{\text {Px ( }}$ (00 coli)...... 125.00 \& 125.00 \& 125.00 <br>
\hline 50.00 \& (esel (45 RPM)... \& 150.00 \& 275.00 \& ${ }^{\text {Home Run, }}$ ( \& \& \& ${ }^{(8)}$ col.)....... 125.00 \& 85.00 \& 85.06 <br>
\hline 125.00 \& 1438 (54) 120 \& 439.00 \& 499.50 \& ${ }_{\text {Kime }}$ (cC) ${ }^{13}$ \& 100.00 \& 200.00 \& ${ }^{\text {Romem Crusader }}$ \& \& <br>
\hline \multirow[t]{2}{*}{110.00
2950} \& 1446 \& \& \&  \& \& \& Silue king ic \& . 00 \& <br>
\hline \& ${ }^{4} 4$ \& 595 \& 645.00 \& Moon Rides (i3)... 350 \& \& \& Bail Gem. \& \& <br>
\hline 100.00 \& seebur \& \& \& Pistol co \& 50.00
29500 \& - 50.00 \& Slliver Kimen Ho Mo \& 0 \& 9.00 <br>
\hline 100.00
14.00 \& M-100-A (49) \& 200.00 \& 250.00 \& Rifle Gallen \& \& \& (6 col.)....... 235.00 \& \& <br>
\hline  \& M. $100-8$ (51) 100 sel. \& 200.00 \& \& ${ }_{\text {Se }}{ }^{\text {(6)/54) }}$ Shot Bajeitiail ${ }^{25}$ \& 175.00 \& 195.00 \& Stonere candy \& \& <br>
\hline 133.00
60.00 \&  \& 425.00 \& 465 \& (m) (6,52) \& 175.00 \& 55.00 \& Vietor Model \& \& <br>
\hline 90.00 \& M-100. (45 RPMI).. 62 \& 475.00 \& 589,00 \&  \& \& 5.00 \& 8/6. Whe \& 8.50 \& 8.50 <br>
\hline \multirow[t]{2}{*}{195.00} \& M-100-W ........ 845.00 \& \& \& (66/59 \& \& \& \& \& <br>
\hline \& WURLITz \& \& \& Six shoo \& 75.0 \& 95.00 \& SHI \& AMES \& <br>
\hline \multirow[t]{2}{*}{125.00} \& \& \& \& Sky Gune \& \& \& \& \& <br>
\hline \& 1100 (48) 24 \%e. ${ }^{\text {c }}$ \& \& \& Ski Rocke \& \& \& Act \& \$175.00 \& 225.00 <br>
\hline 165.00 \& 1350 \& 70.00 \& 95.00 \& Space Ra \& ${ }_{224.50}$ \&  \& 533) \& \& <br>
\hline \multirow[b]{2}{*}{125.00} \& 1250 (50) 48 \& 95.00 \& 149.50 \& Spa \& 225.00 \& 325.00 \& Ame \& 15 \& 250.00 <br>
\hline \& 1400 (52) 48 \& \& \& Spor \& \& \& Arrow (cc) ...... 375.00 \& 00 \& 5.00 <br>
\hline \multirow[t]{2}{*}{85.00} \& \& \& 250.00 \& Sport \& \& \& Bikini \& 150.00 \& 245.00
1500 <br>
\hline \& -78 RPM \& 225.00 \& 295.00 \& \& 195.00 \& 245.00 \& Boa \& \& <br>
\hline 90.00
50.00 \& \multicolumn{3}{|l|}{\multirow[t]{2}{*}{ARCADE EQUIPMENT}} \& 149) ........ 89.50 \& 60.00 \& 99.50 \& Bonus Score Bowler \& \& <br>
\hline 100.00 \& \& \& \& \& \& \& \& 345.00 \& <br>
\hline \multirow[t]{2}{*}{3.00} \& \& \& \& , \& \& \& 5 \& 225.00 \& 365.00 <br>
\hline \& C Callenger \& \$ 20.00 \& 530.00 \& \& \& \& Camir \& \& <br>
\hline \multirow[t]{2}{*}{135.00} \& Baschall, 2 Player 15000 \& \& \& (7/55) \& 5.00

5000 \& 5.00 \& $\mathrm{Case}^{\text {ces }}$ \& ${ }_{20}^{60.00}$ \& 75.00 <br>
\hline \& Basetbail íi...... 225.00 \& 100.00 \& 1855.00 \& Voice.0.Graph \& \& \& Champion \& \& <br>
\hline 75.00 \& \& \& \& \& 350.00 \& 395.00 \& \& \& <br>
\hline as.0 \&  \& 319.50 \& 17.50
35000 \&  \& 350.00 \& 395.00 \& (1asic (w) (6/533), 100.00 \& 125.00 \& 145.00
95.00 <br>
\hline
\end{tabular}

te gam

 A.cent 5o or 1 c . National M.75

UNITED

| Low | Avenge | VENDING MACHINES |  |  |
| :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{r} 85.00 \\ \begin{array}{c} 275.00 \\ 245.00 \end{array} \end{array}$ | 295.00 |  |  |  |
|  |  | $\mathrm{HIGH}^{\text {H }}$ | Ow | 99e |
|  |  |  | $s_{\substack{8.50 \\ 60.00}}$ | 58.95 |
| . 00 | 250.00 |  | ${ }_{85.00}$ | 150.00 |
| 295.00 | 350.00 |  | 0 |  |
|  |  | National M.750... 115.00 | 110.00 | ${ }_{115.00}^{125}$ |
| 139.50 45.00 | $\underset{\substack{175.00 \\ 5000}}{ }$ | National $918 . . .1 .95 .00$ | 75.00 | ${ }^{55.00}$ |
|  |  |  |  | 110.00 |
| 125.00 | 175.00 |  | 110.00 7.50 | 125.00 7.95 |
|  |  | Northmestern Defiure |  |  |
| 125.00 | 165.0 | No \& 5 S........ 12.00 | 9.95 | 12.00 |
| 75.00 | 95.00 | PX 88 col)....... 115.00 |  |  |
| 65.00 | 90.00 | Px ca0 coi.)....... 125.00 | 125.00 | 125.00 |
| 35.00 | 49.50 | ${ }_{\text {Rave Crusater }}^{\text {Re }}$ |  | . 00 |
| 100.00 | 200.00 | Rome Crussor |  |  |
|  |  | (10 col.) , ....1. 125.00 | 95.00 | 95.00 |
| ${ }_{224.50}^{34.00}$ | ${ }_{25500}^{3500}$ |  |  | 45 |
| 295.00 | 50.00 | Sliter Kime Hod Not | 0 | 0 |
| 285.00 | 295.00 | d) |  |  |
| 175.00 | 195.00 | Stonere Candy |  | . 0 |
|  |  | ${ }^{(88}$ col.)....... 165.00 | 90.00 | 0.00 |
| 775 | 295.00 125.00 | V/6. Wheel..... | ${ }_{8.50}$ |  |
| 129.50 7500 |  | SHUFFLE | AMES |  |
| 85.00 | 145,00 |  |  |  |
|  | 395.00 | Ace Bowier (U). ... $\$ 250.00$ | \$175.00 |  |
| 224.50 | 295.00 | (5/53) ....... 275.00 | 115.00 | 140.00 |
| 225.00 | 325.00 | American Baakk.... 250.00 | 150.00 |  |
|  |  | (c) (1).7.i. 37500 | 335.00 |  |
| 175.00 | 225.00 | Banner (1) (88/54). 275.00 | ${ }^{225.00}$ | ${ }_{15}^{24}$ |
| 195.00 | 245.00 | (eans bowler (K) ${ }^{\text {a }}$ |  | 150.00 |
|  | 89.50 | ${ }^{(3 / 544}$.......1 175.00 | 125.00 | 125.00 |
|  |  | (4/55).... 395.00 | 345.00 |  |
|  | 225.00 |  |  |  |
|  |  | 395.00 | 225.00 | 365 |
| . 00 | . 00 | Camial |  |  |
|  |  | Cascase (u) (ǐ)/53) ${ }^{155.00}$ | 35.00 |  |
| 85.00 | 99.50 | Century (K) (6 | 200.00 | 210.00 |
| 350.00 | 395.00 | ( | 195.00 |  |
| 350 | 39 | Chief (U) (11/53). 175.00 | 125.00 6500 | ${ }^{145.00}$ |



## Explanation of Coin Machine Price ínáex

> Frices given in the Index are in no way intended to be "standard," "national," "set," or offer berthoritative reflection of what prices shoul designed, mowever, to be a handy guide for price ranges. Any price obviousily depents on the aco lition of the equipment, age, time on locatori the tertitory and other related factorm

> Highs and Lows. Equipment and prices Histed
above aro taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music or more for the four-week period and to all other equipment which week period, and on all
times or more. "Highis" and "towsertised fise times or more, "Highs" and "lows" sire mosi
meaningful when used with the miean average
Jisting.


Most Active Llst. The Most Active Equipmen list shows which machines in major categorie have been advertised the greatest number of time
for the four-week period indicated. In the eas of pinball games only, most advertised games are listed of each manufacturer who has eight game or more listed below. Machines in all categorien appear in order of frequency advertised. Numbes iadicate position

## AMUSEMENT MACHIINES

110 THE BILLBOARD

# Gotham Arcade Men Gottlieb Cites Launch Association <br> 40 Operators Meet, Elections Set; Group Will Fight Excessive Fees <br> <br> On New 5-Ball 

 <br> <br> On New 5-Ball}

NEW YORK, Feb. 25.-New York's arcade men have closed they feel would be legislation cal culated to drive them out of business.
In a meeting at the Hotel Park
Sheraton Tuesday (2) some 40 ar-

## Boston Game

 Licenses Show Upward TrendBOSTON, Feb. 25.-City of Bos ton figures for privilege licenses
and fee show an upward trend in the total revenue and number of year over 1954.
In 1954 there were 580 auto matic devices (ganes)
brought in $\$ 17,900$, while he figures rose to 699 machines for a revenue of $\$ 20,070$. Cost of the
license for one year is $\$ 30$. The gaines included pinball machines, cade equipment.
The Boston License Board said that both operators and distribueration to the tax program. Fewer Boxes
The Licensing Departme pernits for Sunday which issue permits for Sunday operation of phonographs, issued figures show. ing that while the total revenue for
juke boxes was higher in 195 than last year, the number of
The 1954 total revenue was $\$ 18$,at $\$ 50$ per year and 1,000 at $\$ 2$ was $\$ 18,250$ with 324 at $\$ 50$ per year and 1,025 at $\$ 2$ weekly.
It was in 1954 that the law w: changed on Sunday licenses
low operators to pay by the Soine operators are apparently still aware of the shift and pay b the week, thus dropping conside ilar set-up by the State, making the yotal $\$ 4$ weekly and $\$ 100$ by the For week-day operation of pho
nographs, a permit must be ob there is no charge. City official said that license applications were about the same rate as in the past wo years.
nue for all types of privilege fee and licenses for 1956, which includes liquor, will be in the neigh

## Mfrs. See Variety Key To Spring Game Sales

[^7]ade operators agreed to form arcade association and named a its way.
Committee members are Charlie Rubenstein, Max Shaffer, Nat Chodaker, Leo Weisskopff, Murray
Handel, Sam Holzman and Al Blenlandel, Sam Holzman and Al Blen-
dow. The arca je men meet Tuesday. (28) to elect officers and draw ip a code of ethics.
The wheels were set in motion by a recent report that City License
Commissioner O'Connell bad proCommissioner O'Connell had pro-
posed changing the common show iceuse requirements from $\$ 50$ a lo cation to $\$ 50$ for each mac.ine on
location. Many areade operators location. Many arcade operators
feel the proposed license schedule vould make it unprofitable
Another sore spot with the
Another sore spot with the oper-
ators is the $\$ 10$ license fee for each ators is the $\$ 10$ license fee for each
attendant. Originally the fee was 1 an attendant. The arcade men point out that there is considerable
employee turnover luring the year and they are hit for another $\$ 10$ each time a man is replaced.
However, it was reliably reporte that the License Department is re-
considering the move to charge $\$ 50$ a unit and modify the tab someConey Island Chamber of Con sioner O'Neil, who told the group that the Department is not yet itted to any new fee schedule
delegation from the to-beormed arcade association will dis cuss the license fee situa
Commissioner O'Connell.
While amusement game operators will not be included in the association, they s' a;e-tho to a small er degree-the problems of the arMe men
ecations in New Yor ently covered by the $\$ 50$ common how license. The current license expire Mar.

## United Preps

 New BaseballCHICAGO, Feb, 25.-The base ball season is starting early a
United Manufacturing Company Bill DeSelm, sales manager, said this week the firm is already pre ball game which will hit the mar Coin-operated baschall game generally hit their stride in the the spring and early summer, when
the big league baseball teams get into action and turns the attention of the public to the national pas time.

Harbor Lítes Aims At Record Output Mark for Pin Firm CHICAGO, Feb. 25.-D. G ieb shipped to its distributors th pin game, Harbor Lites, followin est rum by regarded
Alvin Cottlieb explains sampla hipments of the game to distriburrs drew more advance order has made. Both domestic Gotnd port advance orders are at a record high mark.
Expectations are that production diume will surpass that of th multiple-player Gladiator five-ball, het, which enjoyed an all-time high production run for the firm.
Main new play features in the Harbor Lites game are four ta ield, which score double if hit
(Continued on page 120 )

## Marvel Ships

New 2-3 Hole Pla-Pool Game

## HICACO Feb 25

 Manufacturing Company this week expanded its coin-operated poo game line with a new model convertible to two or three-hole playBall holes
Ball holes are set out six inches rom the table ends on the PlaPool model. The game is available with or without lined playfield for
three-side play at no extra cost. The convertible model is al The convertible model is also size, or in the 36 by 72 -inch king ize unit.
The Marvel pool game line which includes the regular Pla-
Pool game with two holes in reguPool game with two holes in regular and king-size, has been spruced up with new natural wood heavy
moldings around playfields of all models.
All the new Marvel games are Rubenstein, president of the firm.

## New Orms Pool

 Game ShippedDALLAS, Feb. 25.-Orms Man hipped a new coin-operated poo game, the Texan.
the Texan is available with unit nickel or double dime coin chutes The two-hole table has six ball bumpers at the center of the play
field and two bumpers flanking each of the ball holes at the end
Williams Names
Seaboard N. Y. C.
Conn. Distribs
CHICAGO, Feb. 25.-Seaboard
New York Corporation, New York ed as distributor for Williams Man ed asturing Company in New Yor City and Connecticut.
eaded by Mac Peartman office headed by Mac Pearman. Meyer York City office.
Seaword New York Corporation will handle the full line of Williams coin-operated amusement games in these areas, Art Wemand,
Williams sales manager, soid this


CAME OPERATORS, members of the Chicago. Independent Amusement Association, met Tuesday (21) at the Congress Hotel. At the speakers'
table, left to right, are: Dave Brodie, treasurer; Ed Mohill, financial secretary: table, left to right, are: Dave Brodie, treasurer; Ed Mohill, financial secretary;
Harry Freeman, recording secretary; Sam Greenberg, president; Milton T. Harry Freeman, recording secretary; Sam Greenbe
Raynor, legal counsel, and Don Mitchell, secretary.

## Chi Game Ops Elect Arbitration Board

CHICAGO, Feb. 25. - Action City hearings on a proposed oward improving coin-operated $\left\lvert\, \begin{aligned} & \text { amendment to the Bagatelle Ordi- }\end{aligned}\right.$ amusement game operations here took shape Tuesday (21) at the monthly meeting of the Chicago Indep
tion.
Ope
Operators representing about one-third of, the total games in Chicago elected an arbitration board to aid in settling location difficulties between operators and counsel of the group, discuss ac tion being taken toward changing
Picked by the operators as ini-
tal members on the five-member
arbitration board were Dave Bro arbitration board were Dave Bro-
die, Murray Holland, Dick Gienko die, Murray Holland, Dick Gienko,
Norman Schlossburg and Orville Clothier. Dave Polonsky and Isa-
dor Tuchalski were picked as alter-
The board is elected for a three nonth term.
In connection with the arbitra. hoard, members will be asked to sign a pledge agreeing to ad tion, respect the rights of fellow members, and abide by the board' decisions.

## Minn. Coin Ops Hold Meeting

## Exibit Plans

Display at NVA, Mirs. Eye Show
CHICAGO, Feb. 25. - Exhibit upply has contracted to display coin machine products at the Nat-
tional Vendors Association converion at the Morrison Hotel here May 10-13.
Frank Mencuri, Exhibit Supply ice-president and director of sales decided what products it will
Exhibit is currently in produc tion on coin-operated pool tables. The Exhibit line also includes post
eard vending machines and other types of venders.
Other amusement game firms may sign for exhibit space as con-
vention time draws nearer. Pant vention time draws nearer. Pal c-isman, convention chairman said non-member firms, manufae
turers and suppliers tave been invited to exhibit products. Cri ${ }^{2}$ man said reservations indicate the exhibits will be the largest and he annual show.

AAMONY Election Set NEW YORK, Feb. 25.-The A sociated Amusement Machine $\mathrm{Op}_{\mathrm{p}}$ cratol dinner meeting and election of officers at the Skylight Roof of the Shelburne Hotel Thursday,

## SI, PAUL, Feb, 25. - Coin

 Minnesota met here Tuesday (21 bault, one-time head of the State association which is coming to life garative inactivity.Fities oper tors from the Twin those from outstate who eame in for the meeting were hesitant
disclose what took place. last two months, with the aetivity started up as result of the federal State and local action against coin
game operations. nance which would ban games peration is expected to get under way early in March. The ClA Ran testify against the amendmen mendment wossed optimism the Next Continued on page 111)


## DINAH, BLOW THAT HORN

 Railtown, New Wis. Pk. To Spot Arcade, Games

## 

## 










## Call the Doctor

- Continued from page 109
lated a large collection of tools, material and equipment and can make any repair necessary. If he on hand, he knows how to make oa hand, he knows how to make get the machine in good working order.
He has found silicone grease works best on all games in lubrication and uses it exclusively. The easily over the necessary parts, but thick enough not to drip and be used up quickly. It lasts a long time.
The average life of a machine, ae estimates, is about a year beore some parts wear out, burn sut or need replacing. He rebuilds or remodels machines once a year on the average and is kept coninually busy with that and his Mid-South telephone doctoring ervice.

Extended Service
Besides the many hundreds of games in the territory Tom looks ifter, Southern has 150 on location in Memphis he also keeps in vorking order.
Tom's most-used tools are solcering iron, pliers, screw driver, emory wheel, drill press and a velder which he built himself.
Last year he ran 1,500 machines thru his shop which he and his men repaired.
'Tom's been with Southern Amusement Company for 10 years. He got into the game repair business by accident. He was working went out of business. went out of business.
He took an odd job repairing a pinball game for a friend. He did such a good job with his natural Soon other operators were calling on him with repair jobs. After several years he went into the Army for four years during World War II and came out in 1946 to the job with Southern.
His pride is his family-his wife one teen-age daughter and a teenage son living at home and an older son in the Navy.

## Chi Game Ops

 - Continued from page 110 field will be toward gaining more favorable licensing laws for the city's game operators. Action is under way to have the city license the individual locations rather than the individual games. This would permit operators to move games from one location to another for higher grosses.Another improvement proposed by CIAA is for the city to prorate licenses. This might take the form of putting licenses on a sixmonth rather than an annual basis. Operators could pay for 50 per cent of the license before July 1 ;
50 per cent after that date.
In the event of dispute over particular locations, members of the association were advised by Raynor to first make contact with the operator concerned in the dispute, and try to settle the matter tration board.

Complaint Procedure
If the matter cannot be settled, the operator should then file the complaint with the arbitration office, with as much data
Both parties will then be called Both parties will then be called
before the board for a hearing. Operators agreed at the meeting that only complaints originating after January 21 , the date of the meeting, be submitted to the
Because of lengthy discussion on the arbitration system, action on the and a public relations progiam were postponed until the next meeting.
Officers of the association are Sam Greenburg, president; are Stella, first vice-president; Billy Knapp, second vice-president: Dave Brodie, treasurer; Don Mitchell, secretary; Eddie Mohill, financial secretary, and Harry Salat, sergeant-at-arms. Harry Freeman is recording secretary.

## NOW! Only EXHIBIT Offers You

 the style and play best suited to your needs
## Choose from : Great



Games

| NAME OF GAME | MODEL NO. | SIZE | SPECIAL FEATURES |
| :---: | :---: | :---: | :---: |
| SKILL POOL <br> All Models Convertible to $\mathbf{2}$-hole or $\mathbf{3}$-hole <br> play | 800 | 52'"36" |  |
|  | 800 L | 52'x36" | Lights in Sumpers. |
|  | 800 Spec. | 52"x36" | End Moles Sto in $3^{3 \prime}$ From Railh |
|  | 800L Spec. | 52'x36" | Lights in Bumpers. End Holes. <br> in $3^{\prime \prime}$ From Rail |
| KING SIZE SKILL POOL <br> All Models Convertible to 2-hole or 3-hole playl | 750 | 70"x36" | End Holes Sot in ${ }^{\text {3" F From Roilt }}$ |
|  | 750L | 70'x ${ }^{\prime \prime}$ " | End Holes Set in $3^{\prime \prime}$ From Rails. Lights in Bumpers. |
|  | 750 Spec. | 70"x36" | End Moles Movod Bock to Roilh |
|  | 750L Spec. | 70'×36" | End Holes Moved Back to Rails. |

 2-hole or 3-hole Playfields for 4-sided play or space-saving 3-sided play.

> ORDER THE SKILL-POOL GAME THAT'S PRACTICALLY "CUSTOM-CRAFTED" FOR YOUR PARTICULAR PATRONS!

## EXCLUSIVE EXHIBIT FEATURES

## FOUND ON ALL MODELS

1. Two Gold Color Cigarothe Holdern.

2 frame to Hold Operator Service Card
2. Throe Builh-Into-the-Ployfield Levels.
4. Precision Machined Centor Hole Plug for

2-Hole or 3 -Hole Play.
"FIRSTS" by Exhasit

1. Skill Pool Gamos.
${ }^{2}$. Lined Playfield.
2. Plastic Bumpors.
3. Playfield Levole.
s. Anti-Warp Brackot.
4. Decoratod Cabinot.
5. Conter Hole Plug.

EXHIBIT
PLUS FEATURES

1. Highest Grade-Heavy Woight Balle
${ }^{2}$. Soasoned Wood Cuo Sticks.
2. Top Quality Rubber-Backod Folt.
${ }^{4}$ Lined Playtield for 3 or 4-sided Play.
s. NEW-Plastic Bumpors.
3. Sta-Kioen Ball Runs.
4. Live Rubber Roils.
5. Anti-Cheat Ball Releasa.
6. Hinged Top.
7. Lite Fixiture for Every Model (optional, extra)
II. Anti-Warp Bracket.

THIE EXHIDIT SUPPIY COMPANY

|  CLASSIFIED ADVERKTISING | The National Exchange for Coin Mathine Personnel, Products Services and Opporlunities |
| :---: | :---: |

NEW ADVERTISING RATES $\begin{gathered}\text { IEFtective with } \\ \text { Morch } 24 \\ \text { wisuel }\end{gathered}$
regular classified ads
Set in usual want-ad styleo, one paragraph.
no display. First line sot in regulat 5 pt.
CAPL RATE: 20¢ a word-Minimum $\$ 4.00$
CASH WITH ORDER

DISPLAY CLASSIFIED ADS Set in larger type ups to 14 otil ond dis.
played to best advantage. No illustrations RATES: 51.00 . Wine- $514: 00$ per RATES: $\$ 1.00$ a line- $\$ 14.00$ per inch
CASH WITH ORDER CASH WITH ORDER

## IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and addras
when computing cost of ad. When using a Box Number in Care of The Eillboard sllow

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

"INFRA-RED"
OVENS

Wil sacrifise 100 orand new portable
non coln-operated "Infra-Red" ovens non coin-operated Infra-Red ovens ovens
which are made for heating and toasting which ophane basged sandwiches. Latest
cellopel, tube type. Never ued. Still in
model, the model, tube type. Never used. Still in
original cartons. Cost $\$ 149.50$ each. Will orll all or part for $\$ 50$ each. Cellophane
sell bazs and one Sealer also avallable.

Write Box 844 The Billboard, Chicago, III.

Help Wanted
WANTED- BINGO AND SHUFFLE ME,
chanics;


Parts, Supplies \& Services COIN-OPERATED TIMERS - ELECTRONIC


 STA4B.


## Used Coin-Operated

 EquipmentA.- CIGARETTEAND CANDY MACHINES
A.- CIGARETTE AND CANDY MACHINES
ins 2nd
up. Establibihed over verding machines 55
und years. up. Established over 29 years
MACK H. POSTEL



| BARGAIN | BINGOS |
| :---: | :---: |
| Beach Beauty | \$415 |
| Big Time |  |
| Gay Time .. | . 315 |
| Miami Beach | 320 |
| Variety | 195 |
| Un. Starlight | . 425 |
| Broadway .... | ....Write |
| Reody For | Location |
| STAR | IN $\mathbf{C O}$ |
| 1502 N. W | 25TH ST. |
| FT. WOR | , TEXAS |
| Northc | 541 |

cigaretie-candor-coffee-cigaromat U-Select-H, Candy \& Coffiee, Lehizh, PX,
Royal White's Comb Vender \& Combs. Write for
womplete details, prices, complete details, prices, installment terms.
TEXAS ASSOCIATED ENTERPRISES TEXAS ASSOCIATED ENTERPRISES


 FOR SALE-ACORN AND NORTHWEST,
 FOR SALE- $25-49$, 1.3 C NORTHWESTERNS,
 FOR SALE 32 FT, MERRY.GO- HOUND, 20
 POKERINO COMPLETELY REBULT, RE


> SANITARY VENDING MACHINE HEADQUARTERS


NATIONAL SANITARY SALES TAB B. GUM OPERATORS 65 used Select-0-vend it Tab Gum and
Hershey Machines in tood condition, 15
each. 35 Puiver. each. 35 Puiver, porceiain, ${ }^{3}$ eolumn, ${ }^{400}$
cap. It Tab Gum Machines. $\$ 9$ each or
ssoo for tot with extra parts B. L. ROLL VENDING CO



 orthwestern Distri
S. Chicazo 12,
23 LATE MODEL EXHBIT PENNY MA
chines 1 math, Goalee, Underen Haider
tomic Bomber


BELGIAN MADE POOL TABLES, LIKE
new beause of new eloh and 10 balls.
 sacrificing because of thness. Reterence
Commercal Bank, Morocco. Emanuel Hirt,
Rue Foucauld. Tanser.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND
 POPCORN SEZ MACHINES - PLEASE

 WANTED-COUNTER JUKE BOXES, MU
Sicmite or S-Ristaverat wive prices wn




THIS IS A 10-LINE AD For only $\$ 10$ you can buy this space to profitably buy or sell Used Machines, Routes, Ports, Supplies

## Coming ...

## IN THE MARCH 24th ISSUE OF THE BILLBOARD



## 1956 BUSINESS REVIEW AND DIRECTORY EDITION

- Analytical Charts for Juke Boxes, Games, Venders
- Special Trend Articles
- Giant "WHERE-TO-BUY" Listings

2

## A NEW STITCHED and TRIMMED BILLBOARD



## ADVERIISERS:

This will be the issue which thousands of operators will keep because: 1) It will be the first issue in a NEW STYLE; stapled and trimmed; 2) it will contain valuable information for operators for business analysis purposes.
Tell the readers of The Billboard what kind of a year you had . . . and of your plans for better servicing them in 1956 and future years. Display your complete line in your advertisements. And, why not tell about your organization; particularly your sales organization . . . who they are and where they are available. It would be a good idea to show pictures of all of them.
And, remember this . . . IT'S BILLBOARD BY A BIG MARGIN!
There is one class of advertiser in all coin machine papers who KNOWS when he gets results. His usage of advertising is a good "yardstick" for all advertisers. When you compare lineage purchased by distributors in coin machine publicafions here are the results:

For period 12-3-'55 thru 1-14-'56

| Billboard | 876 lines |
| :---: | :---: |
| All Others | 9,251 lines |

## THE BILLBOARD PUBLISHING COMPANY



|  |
| :---: |
|  |  |
|  |  |

POOL GAME PARTS and ACCESSORIES NEW TOPS! Regulation size Novo-PIy Panels comNow Anodyzed Red or White Aluminum Cups
and
Ond


MMEDIATE DELIVERY OM POOL GAMES AND PA CHARLEY PIERI
Monarch Coin Machine, Inc.

## BINGO SPECALS

|  | DUDE RANCH . . . . . . . . . . . . $\$ 115.00$ |
| :---: | :---: |
| BIG TIME................. 325.00 | PALM SPRINGS. . . . . . . . . . . 110.00 |
| GAY TIME . . . . . . . . . . . . . 325.00 | BEACH CLUB . . . . . . . . . . . 110.00 |
| 210.00 | FROLICS.................. 90.00 |
| GAYETY . . . . . . . . . . . . . . . 215.00 | YACHT CUUB............... 75.00 |
| ICE FROLICS. .............. 125.00 | PALM BEACH . . . . . . . . . . . 60.00 |
| SURF CLUB................ 125.00 | ATLANTIC CITY. . . . . . . . . 60.00 |
| H1-FI .................. 145.00 | CONEY ISLAND............. 45.00 |
| NEW POOL TABLES WITH LIGHTS | \$250.00 |
| WEW POOL TABLES WIThOUT LIG | 200.00 |

// DEPOSIT
frank mills, Mgr., Dept. R-6
SUIPERTOR SALBS CO. 7855 Stony Island Ave. Chicago BAyport 1-1616

## SHAFFER'S TROUBLE-FREE RECONDIIIONED PHONOGRAPHS



## EXTRA SPECIAL

AMI Model "A". . ...... $\$ 79.50$ AMI Model " "" . . . . . . $\$ 109.50$ Seeburg 3W1 (100 W.C.M.) 59.50 Wurlizer 1800......... WRTTE

Write for Your Free Copy of Our Illustrated Catalog Showing Complete List


ALL POOL GAMES
ready for immediate delivery


GIVE TO DAMON RUNYON CANCER FUND

## Court Delays Sentence of

## Minn. Locations

MINNEAPOLIS, Feb. 25.-A delay until March 12 was ordered by District Judge Gunnar H. Nord for he U. Yederal Cowrt hor ers indicited by a federal grand jury for violation of the gambling stamp
Five Minneapolis bar and recreation defendants were to have been sentenced Tuesday (21) by Judge
Nordbye. There was no explanation for the delay.
However, there was some hint he delay vas caused by innocent lendants arraigned beefore dudge Nordbye Tuesday, as well as number of innocent pleas filed U. S. Federal Court in St. Paul by defendants indicted at the same time.
Meanwhile, in Hennepin County district court, Minneapolis, two operators, M. M. (Doc) Berenson an mony Music Company, changed their innocent pleas to guilty on indictments charging they permited one of their machines to be used for gambling purposes. These indictments had been recurned by the county grand jury in December as aftermath of an arrest of a tavern owner more than
a year ago. The machine a year ago. The machine conHarmony.
Arraigned before District Judge John A. Weeks in Henneppin Counand Kantar changed their pleas and each was given a 30 -day term in the Minneapolis workhouse. Sentences were stayed until March 1 to permit the two to arrange their business affairs.
Last summer two other operators, accused of a similar charge in connection with machines on
location in the municipally owned liquor store of suburban St. Anthony village, were fined $\$ 200$ each by District Judge Thomas Tallak-
Tuesday, George MacKinnon,
U.S. district attorney for MinnesoU.S. district attorney for Minneso ta, who obtained the indictments ago, disclosed for the first time some of the for the first time found by federal Internal Revenue agents during the year-long inve tigation into pinball machine operations. Speaking at a meeting of the Kinnon claimed one Minneapolis location "has had a gross income of $\$ 25,000$ annually ${ }^{2}$ from pin games; four machines in another location open 24 hours a day had a "gross 'take' of $\$ 1,500$ to $\$ 2,000$

## New Products

TyniSwitch, a small, snap-action switch that can be used in vending machines has been developed by
the Detroit Controls the Detroit Controls Corporation, 800 Union Avenue, Bridgeport, Conn. Fuly enclosed, it is ex
tremely compact as connecting eletremely compact as connecting ele
ments in the spring release are eliminated. There is only one moving part. With only a single stamping used, positive snap action is provided. Force and movement are held to very close tolerances and patented blade design pro duces a fast snap operation with positive maintenance of contact ing is available in four designs, vary-
in ounces up to 12 ounces in pire operated models, and from 1 pin 12 grams in wire-operated models. No prices were announced.

## Use The Billboard classified <br> pages for $-R E S U T S: ~$

Bess, Jack and Harriet would like to thank the many friends of

## Ike Berman

who expressed their heartfelt condolences and sympathy upon his death.
We sincerely appreciate your thoughtfulness.

## MUSIC

Biggest Stock in the Country BEST PRICES

Wire - Phone - Write
DAVIDROSEN Exclusive AMI Dist. Ea. Pa. 5 N. BROAO STREET, PhILA. 23, PA.
PHONE: STEVENSON 2.2903

POOL TABLES
BUMPER POOL-JUMBO POOL-HI-SCORE ontact Us for the Best Deal-Will Meet or Beat


## BUMPER POOL GAME SUPPLIES

BUY YOUR POOL GAME EQUIPMENT DIRECT FROM HEADQUARTERS:OVER 30 yenes experienc supptyic. diumio TABE ceulp MENT - SERVICING MANUFACTURERS, SUPPLIERS AND OPERATORS BILLIARD CLOTH-BED AND RAILS

## 

CUSHION CLOTHS
RUBBER CUSHIONS
Sumbor or King Siree. per set........ 10.5
TABLE BED COMPLETE


## 48" CUES

Fibre Points, Tipe end EUS Ate

BILLIARD CHALK

BILLIARD BRUSHES

Have fireod ende to clean beneath reilis


STANDARD KITS CUE TIP REPAIR KITS


Ail Top sander or ply Dok. Packeoo
Ail kits have tipping instructions so that any novice can tip cues like an expert.l. Be smart-
service calls and labor

WRITE, WIRE OR PHONE IMMEDIATE DELIVERY




## "GUARANTEFD MUSIC" <br> A.M.I. MODEL " $A$ " <br> $\$ 125$ <br> A.M.I. MODEL "B" 150 <br> A.M.I. "C" <br> A.M.I. D-80 <br> EVANS CONSTELLATION <br> WURLITZER 1400 <br> WURLITZER 1100 <br> 975 <br>  ITLAS ILESIC COMPAII 1 Quarter Cen

## Contact

IITIERNATIONAL SCOTT CROSSE COMPANY

## For All Types Of Coin Operated Equipment

We Specialize
in
PARTS
For All Makes
Of Machines
We Stock a LARGE
Selection of
PREMIUMS


Write for Our Most Current Price Bulletin \#114
INTERNATIONAL SCOTT CROSSE COMPANY
 -303


## COINMEN YOU KNOW

- Continued from page 106
of Uncle Sam's Navy wield a mean cue. . . W. Mercer Stillman Richmond branch ranager for Berlo Vending, is vacationing in Winter Haven, Fla., with his wife and two small sons. They are visiting Stilman's only daughter, who acquired an Air Force hiband, suar Lawrence, in December... Wurlitzer's new model seems to be liked by most everyone around Tidewater, Va., and in North Carolina The owner of O'Connor Distributing, Inc., recently sent out 12 of the new Wurlitzers in one morning.

Mary Matthews, who handles the candy machine at the Byrd Theater was married earlier this month to Terry Butler... The Rich mond Music Operators Association will meet soon to discuss action gainst the ASCAP bill pending in Congress, according to Bob Minor of Minor's Music. . . George Lange, of Premier in Baltimore, visited the other day with Arthur Oley, of Oley Music Corporation, and there seemed to be so
music business.

Another singing the praises of the pool games is Jack Bess of Roanoke Vending Exchange, Inc. Roanoke's showroom looks like a A giant wood model demonstrates the AMI's Model G high fidelity speaker.
W. D. Fisher, of Coleman Amusement Company, says his concern as an operator is trying to figure how to get pool games in location that can't spare the three feet needed around the machine for players. . Albert F. Mitchell, who has the Richmond franchise for Kwik-Kafe, Inc. received six of the new models and already has them placed. He says
the city health department is sold on the machines's sanitary features. Los Angeles

By SAM ABBOTT
DISTRIBUTOR NURSES INJURY. Paul A. Laymon, Paul A. Laymon, Inc., is nursing an injured finger. The story is he was moving a tele Leonard Buffehr, music operator who has the Park Music Service, also on the injured list with a compound fractured arm. He has the arm in a cast and is able to get around. . . . William H. Bradley, Bill Bradley Music Company, is a new member of the California Music Merchants Association here.

Sol Gottlieb, of D. Gottlieb \& Company, Chicago, made the rounds of the distributors and jobbers on coin row during a recent visit here Clyde Dinlinger was a visitor from Balboa. .... Jimmy Jackson, Palm Springs operator, reports the ducks are coming into the grain
fields in that area. The ducks are affording the hunters a field day. fields in that area. The ducks are affording the hunters a field day. ruck.

Ben Korte, popular Glendale operator, has been discharged from the Hollywood Presbyterian Hospital and is recuperating at his home Korte thanks the many operators and friends who sent cards and call Disson, both operators, have discovered they are now neighbors in Puente. They are living across the street from one another

Jack Neel, Riverside music operator, made a swing thru his territory around India and stopped off to have dinner with friends at th Plaza Hotel there. . . . Jack Gutshall, of Covina, in town on a buying trip. . . T. T. Werner, a bulk vending operator, recently visited with other operators in field at the Western Vending Machine Operators Association. . . . Robert McNaughton, popular bulk operator, is making plans for his annual trip via airlines to the Middel West. . . . Bil Siegel, Bellflower, recovering from a recent illness that hospitalized
him. Siegel is a bulk vending machine operator.

Miami
By RAOUL SHAPIRO
TOP DISTRIB OFF TO MEXICO. Mr. and Mrs. Ted Bush, of Ted Bush Distributing Company, off to Mexico for a week's vacation as guests of the Rudolph Wurlitzer Company. The trip was a reward for the top distributors of the nation. For the next week at least Ted won't
hear the operator's cry: "When am I getting delivery on my pool tables."

Red Gurkin, of Belle Glade Music Company, in town for the first time in several months. Red brought some sad news with him. His wife died of a liver ailment after spending 51 days in the hospital. She was 44 years old. There's nothing one can say at a time like this othe
mem
Jean Garcia, of Garcia Music Company, Key West, visiting Miam to buy a supply of records and pick up her car, which she had left here on her last trip in. Jean had the car completely reupholstered. She tells us her husband, Oscar, is as proud as a peacock of his new Mercury
Station Wagon. She also reports business is good down in our Southern Station Wa
most city.

Moe Kappel, of Magic Music Company, and his wife at Jai Alai leaving early without getting a winner. Buddy Kaufman, of C \& L Amusement Company, also at Jai Alai, but more determined and staying until the bitter end. Mr. and Mrs. Jack Kaufman, of C \& L Amuse ment Company, much smarter. They were spending their money en joying a good meal at Darby's. Don't think Jack should be eating live and onions at $1: 30 \mathrm{a}, \mathrm{m}$. in the morning tho.

Bamey Sugarman, of Runyan Sales Company, in Newark breaking up his vacation at the Beach to make a quick trip to Mexico. His lovely Mr. and Mrs. Ben Samuels, while Shuggy is away

Harry Silverman, of Ace Music Company, all excited over the kingsize pool tables. Harry relates the story of a location that jumped from $\$ 40$ gross to a collection of $\$ 102$ after he switched from the regular game to the larger one. Didn't know there were any such locations still around, but Harry is one guy we can believe.

Everyone at Budisco all excited about the new Guy Lombardo re cording of the "Phonograph Song." Ruth Hoskinson, who left Budisco to go back to her native Texas, back again. She says Texas is wonderfu Paul Bell, Capitol Records salesman, rushed to the hospital for an emer gency appendix operation. Paul came thru in fine shape and hopes to be back on the job very shortly. In the meantime Bob Klein, Jackson ville branch manager, down in Paul's territory to cover his accounts for

WANTED
WILL PAY CASH FOR COIN OPERATED Middie Rides
BIC BRONCOS
BALLY CHAMPIONS
FORIES AMUSEMENTS
ziog Forbes St:
Pitsburgh $19 . \mathrm{Pc}$.
EXpress 1-1613


ODCO. Inc.
4100.02 Broadvey, albany i4, M. Y.


ARCADE EQUIPMENT Chico Coin Hockey
Space Ship


MUSIC MACHINES


SIIUFPLE GAMES
 Shuftio Pool Piow. United Star, 1oth Frame
United super
Chi coin Tent.

8OYLE
AMUSEMENT 60
522 N.w. 3rd St. Oklahoma City
REgent 6-5631
-MR. IMPORTER•
BEFORE YOU ORDER
PHONOGRAPHS \& GAMES
WRIIE OR CABLE
FOR OUR
LOW
CIF PRICES
WE ACCEPT PAYMENT
IN FOREIGN CURRENCY
Badger Sales Co., Inc.
Distr. AMI, Gottlieb, Genco, etc

- 2251 W. PICO BLVD.

Cable: Bagersal-Los Angeles

## Moun Rym

CANCER
$\%$ YOURLOC
\% YOUR LOC
POST OFFICE

Give to the
AMERICAN CANCER SOCIETY


## the



TERMS AVAILABLE . . $\$ 10.00$ PER WEEK


## Call ASCYI

## SPECIAL

## Royals <br> $\$ 85.00$ WE'RE BUYING

| ARCADE EQUIPMENT | WILLIAMS BASEBALL |
| :---: | :---: | :---: |
| GUNS | GOTTLIEB 5 bALL |

C. C. BASEBALL

WILLIAMS 5 BALL

## Al State coin Madime surhane 

Your Dollar Buys More at NATIONAL The House That Serves You Better!


PM Sales Meets Now in Progress
NEW YORK, Feb. 25.-A series of five national sales meetings to be held within a nine-day period
is in progress for top executives of in progress for top
of Philip Morris, Inc.
The meetings begen in Atlanta and San Francisco Monday and Tuesday ( 20 and 21), moved to Chicago and Dallas Wednesday and Thursday ( 23 and 34), and
wind up here Monday and Tueswind up here $(27$ and 28 ).
O. P. McComas, president, and Joseph F. Cullman III, executive vice-president, will have special
visual presentations. visual presentations. Ray Jones
sales vice-president, and John R. sales vice-president, and John R
O'Connor, national sales manager will discuss sales planning, shifts in markets and distribution channels, and the mechanics of cigarette sellir.g.
Brand managers for Philip Morarettes will outline plans.

## Accomodation

- Continued from page 103 A. Garrick Alex, head of Vendall believed corporation, remarked he should include something in consumer advertising about vending
"all
"All candy salesmen will agree that vending operators co-operate fully in helping to push sales on
nev bars, and that we do everynew bars, and that we do every-
thing in our power to increase sales, but
Alex pointed out cookie sales are increasing with marked rapidi-
ty, with the profit better than can ty, with the profit better than can
dy, and that the candy volume definitely has not increased to the extent of offsetting the increased costs of labor, equipment, maintenance and sales tax.
"It takes a service man three times as long to service a candy it does for a coffee or allied vend er," he said. "Candy manufacturers should forget the 5 -cent bar and produce a dime item which would be a real incentive to the
operators." "Just Sell"
Arnold Mueller, partner in
George F. Mueller \& Sons Blue Island, Ill., stated: "We are always being presented with special deals, but when it comes to advertising, manufacturers think only of selling across the counter."
Quite frankly, he, too, pointed Quite frankly, he, too, pointed
out the need for dime bars, and an out the need for dime bars, and an
all-out drive promoting such prod-all-out drive promoting such prod-
ucts which would offer operators a fair margin of profit for huge investment in machines. Bill Garrett, owner of Allied opinion that candymakers should recognize the various markets according to the value and act accordingly
"They, too, are aware of the
rising costs and prices during the past costs and prices during the past several years and should take ing derived from 5 -cent bars," he stated. "Considering all factors, 1
believe, they, too, would recognize believe, they, too, would recognize the need of dime bars, which, with proper promotion, would be ac-
cepted by the public just like the 10 -cent cold and hot drinks.


## PM Reports

- Continued from page 103

The two firms were merged early in 1954.
526,261 eque rose slightly to $\$ 11$,hare fromas to $\$ 3.63$ a common $\$ 3.53$ a common share in 1954

New Products
In a letter to stockholders, O. P. McComas, PM president, pointed out that 50 per cent of the firm's current sales are in products which Philip Morris kings, Parliaments Philip Morris kings,
Peak year for the firm's sales Peak year for the firm's sales grossed $\$ 314895,000$. McComas said that with PM regulars and kings in new packages, with and boro in the flip-top pack and with other projects under way, the company is in a good position to mee competition successfully.

## "PL POU for Big Profits

SENSATIONAL BUMPER.TYPE POOL GAMES
2 sizs
CHECK THESE EXCLUSIVE FEATURES: - Pockets set in from end - Dimensions:

Table Tos Cues

- Table Top on Hinges
With 2 locks

Winh Leok isside,

- Finest obtainable pur

Center field cloth

- Center Hole with

MARVEL MFG. $\mathrm{CO}^{2}{ }^{245} \mathrm{w}$ w fublion chate


SANIRANCISCO SAIT LAKE DENVER PORTLAND SEATIE


## NICKEL DISPENSERS

READY NOW FOR IMMEDIATE DELIVERY

* Single 5c tube holds 200 nickels with feather-touch operation.
* All die-cast parts in mechanism.
* Chrome-Plated mechanism.

Detachable units (1c, 5c, 10c, 25c) as many tubes as you want

* All "wearing" parts of old model eliminated.
$\star$ Single 10c Tube with base attached available in quantity.
$\star$ Guaranteed accurate.
$\star$ Wall or Counter mount. Exclusive Factory Representative
or Kwik-Koin Dispensers (Manufactured by MePherson Manufacturing Co.)

DUNIS DISTRIBUTING CO.
100 Elliott Ave. W., Seattle 99, Wash., Ph.: Alder 0414 (Inquiries Accepted Now for Local Distributors) THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

## Bowling Lanes Flank Jukes In Schuler's Olympic Park

ROCHESTER, N. Y., Feb. 25.- $\mid$ several cigarette and one cigar oe Schuler, local game and mu- vender. The juke box, which is in ew operator, has just installed new juke box in the most unlikely makes a habit of doing the unpredictable and making money in so doing.
The location is right smack in the middle of a bowling alley, with Wurlitzer Centennia: Mode 1900 flanked by 16 lanes on either side.
The alleys are the latest addition to Schuler s Olympic Park, one of York. Emphasis on Olympic Park is heavy on coin machines, as 25 kiddie rides, a Bert Lane Golf-O Mat, an arcade and various other coin-operated amusement devices occupy 50 acres.

Leased From Bilotta While Schuler owns much of the equipment, the rides are leased from, Johnny Bilotta. Newark, game dealer. Schuler b
Schuler began operating 15 years ago with the down payment
fo. six coin games and a reputation for paying his bills as his only assets. The operation grew in the assets. dozen years, as Schuler
next
poured back nearly all of the poured its expansion.
Two years ago Schule: built Olympic, just across the road from
the Rochester airport. The park, with a 4,000 -foot frontage, was aesigned by Schuler's son, Al. Another son, Joseph Jr., is a senior Syracuse University 10 -cent play
Schuler doesn't miss a trick in providing for the comfort of his patrons. In each of the 12 stalls for the coin-operated driving range an American Han Drier. He eels the drier aids the patrons in geiting a better grip on their clubs.
The idea for the driers, by the The idea for the driers, by the
way, was not Bilotta's, who rep way, was not Bilottas, who rep-
resents the firm in the area, but resents the
Schuler's.
A.B.T. Sells Games

- Continued from page 103 of directors of Atwood Company; Seth C. Atwood, president, and myself."
The firm has but one objective today, he declared, and that is to build, capacity beyond demand. A.B.1. is currently working two
shifts and plans to hire more than 50 persons within the next few weeks to bring its total of employ ees to about 200 .

Stampings Moved
Further, he explained, production of certain parts - specifically stampings-have been moved to other Atwood plants and will substantially supplement the firm's production.
Howard M. Feldman, Atwood's planning director, has been named ord expansion platid Reorganization of manufacturing facilities should be completed with

## A COMPLETE P00L GAME LINEUP

Umited - Williams - Gereco TWO WAY MODELS (Optional Center Hole) REGULAR SIZE - KING SIZE ELECTRIC SCORING MODELS
(United Hi-Seore Pool and Williams Diamond Score Pool)

in several weeks, he said.
"A.B.T. will then be in a position where it can work with manufacturers to help them solve problems, he stated, and also assure
prompt delivery of products as well prompt delivery of pron
as develop new ones."
Within 60 days he announced A.B.T. will introduce new com ponent parts specificall
for vending machines.

The company now manufac tures slug rejectors, electric and mechanical money changers, me-
chanical coin releases for vending machines, totalizers for cigarette machines, totalizers for cigarette
machines and timers.

## Norris Begins

- Continued from page 103

Several hundred persons will be given employment there. The plant has 100,000 square feet of space.
Miss Gale emphasized for the
Miss Gale emphasized for the the three-way milk vending machines will be confined to the Springs, production will be limited to the new home milk dispenser,
$30^{1 / 4}$ inches high by $251 / 4$ inches wide and $151 / 2$ inches deep. The unit carries two 12 quart cans with a single val
$\$ 115$ each.
The three-way milk vending and is 78 inches hish $\$ 03$ inches wide and 25 inches deep.
It is geared to handle 216 halfpint cartons of milk. The unit also
is adaptable for the vending of one-third quart cartons as well as
half-pint and one-third half-pint and one-third quart
bottles of milk. The National Rebottles of milk. The National Rejector coir chute handles nickels
and dimes.
"We have had wonderful re"We have had wonderful re-
ception on this unit," Miss Gale
said "and are deluged with more said, "and are deluged with more
orders than we can fill. Producorders than we can fill. Produc-
tion will work upward until it can tion will work upward until it can
match the demand at Bald Knob." The firm also operates a plant at Laurel, Miss., where its commer-
cial dispenser is in production. Experimental facilities and office headquarters are in Minneapolis, where Miss Gale said "they will remain."

STOCKHOLM, Feb. 25. - A Swedish service station is testing a coin-operated motor oil dispenser
for weather durability and maintenance costs. The device can be
adjusted to give different amounts of oil and to accept a variety of

## Panoram Operators! for sale  Phil Gould 

SPECIAL FOR POOL TABLES PORTABLE vacuum cieaner
\$27.95 and \$39.95
 LEHIGH SPECIALTY CO

pOOL TABLES! POOL TABLES!
We Have Them in Stock aiso complife life of Shuffles Baseballs Guns Pins

What Do You Need? WRITE-PHONE GEO. PONSER CO. 123 West Runyon Street Bigelow $3-7422$

FINEST RECONDITIONED BIG TIME VARIETY GAYETY MANHATTAM
PIXIE
CHICAGO COIN HOLDAY.
UHITED ROYAL
HI-II.
UHIVERSAL BOWL-O-MATIC (New)
MUTOSCOPE BOXER
UMIIED BONUS GUM
WMS. MAJOR' EEAGUE
BASEBALL
ONE-THIRD DEPOSIT


## LIVE IN <br> FLORIDA <br> LAND OF SUNSHINE

factory experience in Coin-Operated Amusement games.
One must have thorough knowledge of electricol
industry.
Other man must have mechanicol and THIS OUTSTANDING OPPORTUNIIY IS OFFERED BY FIRM WITH 25 YEARS EXPERIENCE IN THIS INDUSTRYI PRESENTLY EQUIPPED $\mathbf{5 0 , 0 0 0}$ SQAARE FEET PLANT FOR PRODUCTION IN THIS FIELD.
Salary consistent with ability ond ex-
ALL TMQUIRIES KEPT COMFIDENTAL P. O. BOX 803

COBRA CARTRIDGES
 EEECTROHIC INDUSTRIES

## BEST IN THE MIDDLE WEST

## BINGOS

nROADWAY веасн веаитI ........ 5550.00 ММам ВеаСम ........ 495.00 BI6 TIME Gavetrs (Extra Hole). . 395.00 Iatra Hole) .... 295.00 VARETYS DUDE RAMCH $\qquad$ 295.00 SuRf club 35.00
artantic city .

NEW AND USED POOL TABLES LATE BOWLERS UNIVERSIT Machine Exchange 858, No. High St. Columbus 8, OHIO Te: Axminster 4.3529

WRITE-WIRE-CALL

## WANTED

WE WIL ACCEPT IW TRADE BALLY BRIGHT LIGHTS AND BRIGHT SPOTS

Exhibit 3-HOLE SKILI POOL Regular and King sire.
convertible in in Seconds to 2-HOLE PLAY 50\% Faster. Earns 50\% More. 4 CAMES IN 1 .

## BEFORE YOU BUY

 CALL ALpine 4-8571
## FRANK SWARtz SALES CO.

515-A Fourth Ave., Nashville 10, Tenn


you compare Active is never undersold!
EXCUSIVE DISTRIBUTORS FOR wuritize and D. Gotries \& co.

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666 N. Broad St.
FRemont 7-4495 Phila. 30, Pa YOU CAN ALWAYS DEPEND ON ACTIVE-ALL WAYS

Onor 67,000 ACTIVE BUYERS rood The Billboerd dasifiod columes soch weok

LOCATION KEY TO \$\$

## Bakery, Ice Cream Combo Boosts Sales

## VANCOUVER, B, C, Feb. 25-1 the consumer in freear fish

 Outdoor vending of ice cream can $\begin{aligned} & \text { the } \\ & \text { dition. }\end{aligned}$ be highly successful-even in the "The product will last one hour coldest weather-provided the prop- longer when purchased from aer location is selected.
Central Creameries, Ltd., here bor saver, no check-out, wrapping, has come to this conclusion and is
satisfied with the results shange making, labor, floor space satisfied with the results shown or rent.
pint ice cream vender. pint ice cream vender.

Sales have been highly satisfactory in spite of the unseasonable
weather weve been experiencingthe coldest in 44 years," H. D
Burbidge, manager of the ice cream manufacturing firm, reported in the January issue of Ice Cream Review.
The right outlet in this case is the drive-in Bryce Bakery where, according to Burbidge, the ice cream vender is boosting the sale complements the sales of the auto complements the
Playing an important role in the promotion of sales at the point of sale is the use of an endless re corded message. It suggests to customers buying bakery goods to take home a pint of ice cream, stressing pie a la mode and othe tasty combinations of bakery goods and ice cream combinations. When the recorder is delivering the message, people at the bakery window will look at the vending machine, and if one makes a purchase,
same," Buny othe disclosed.
Central Creameries placed the pint vender, said to be the first in pint vender, said to be the first in The American-made unit had to be converted to handle the 20 per cent larger Canadian pint. As the result selectivity was reduced from five to four flavors.
It was first located on the lot of a drive-in restaurant at a highly trafficked auto and pedestrian in tersection. The restaurant was patronized by hundreds of diners. Burbidge reported they first be lieved it would be an ideal spo for the vender. However, sales dia not live up to expectation.
too much auto traffic Burbidge too much auto traffic, Burbidge
said. Drivers were reluctant to pull out of line to enter the lot during rush hours.
Further, he explained, people don't think about taking food home after dining. In most cases the were not going home. They were looking for entertainment.
The location we were seeking was one where the homemaker had food to take home as well as on her mind, money in her purse and a market basket on her arm, Burwe came upon the drive $u$ beren"
Thoroly sold on vending ma chines, Burbidge stated his firm sees in the not too distant future rows of venders in parking lots of supermarkets doing as large a volume of business as the market it${ }^{\text {self. }}$
"Our city has only licensed cigarette machines in the past year We hope to persuade the bakery
owner to install a cigarette vender owner to install a cigarette vender as well as a bread machine as we are sure the more vending mation the better business will be for all," he asserted. Central Creameries, he reported is definitely seeking all there is to know about automatic vending be cause of its great "plus" sale poof other locations in mind and is planning an expansion move.
He named the downtown parking lots of department stores, say ing very litte ice cream is sold in the area as buyers expect it to melt before they can get home shopper can purchase ice cream as they are returning home
Vending machines will be welcomed to downtown locations for the following reasons, he pointed out:
Consumer convenience, plus 24 hour service, 365 days a year. Ex-
tra sales after a customer has completed shopping. Extra sales from impulse purchases. Product reaches
"Most important, vending machines will sell 168 hours a week year in and year out as against the 40 employee hours per week."

Cleveland Coin Machine Exchange, Inc. Valley Manufacturing Distributors
2029 Propect Ave

Makes You "King" Mu Wherever You Operate! (Also Available in Regular Size)

## with <br> VALLEY'S SUPER-LEVEL TOP ADJUSTER-

## Ask the Man Who Operates Them ..VALLEY QUALTY



## FOREIGN BUYERS!

Buy your music machines from us now and take advantage of our very low prices. We are clearing all of our locations of present music equipment. All machines are direct from our locations. All are in perfect condition. Write if you are interested in purchasing any of our many perfectly operating music equipment you will receive your money back immediately!
YOU CAN RELY ON US FOR A GOOD DEAL . . WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS

## 1500's 1700's 1800's

Stock these machines now, at terrific savings! You cannot lose on this deal! We must sell these machines now! You have our money-back guarantee!



A SUPERB NIW MONEY-MAKER...


## NEW 3-HOLE MODEL

> VALLEY'S BUMPERS and...Top Skill-Play Appeal with

VALLEY'S EXCLUSIVE "3-BUMPER" POCKETS

Write, wire, phone for information

3k3 morton st. Bay tity, mith PHONES 8587 or 8588

## BallyKiddie-Rides EARN BIGGEST PROFITS

 Bally Kiddie-Fun Equipment earns biggest profits in kiddie-ride class. Flashy eye-appeal ...thrilling action ... simple, safe mechanism... sturdy construction insure years of top-earning operation.
## BULIS WV:



## OFFICIAL BOWLING <br> \section*{earns top money}

repeat-play ... resulting in bigger
bowler profits... get Bally ABC. bowler pro
BOWLER scoring by Official GRESS-BOWLER for added attraction of

## Bally.

 Her $A B C$ howler Congress howierBALLY MANUFACTURING COMPANY, Chicago

Whar's wew in coin machines WHAI ARE THEY GETIING FOR USED GOUIPMENT! What art your friend in the business DOIIMG!

Find out every week in Billbōard
Order Now at Low Subscription Rates Fill in and Mail Coupon Today!
 The Billboard, 2160 Patterson st., Cincinnati 22, Ohio Yes - Please send me The Billbard for one year at $\$ 12$. (Foreign rate, one yest, \$24)
$\qquad$
city.... occupation.

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly or new events in your area.

February 28 -Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
March 1-California Music Merchants' Association, Sacra mento division, monthly meeting, association headquarters, Sacramento.

March 1-Springfield Phonograph Operators' Association monthly meeting, association headquarters, Springfield, Ill.

March 3-4-Nebraska Music Guild, quarterly convention, vans Hotel, Columbus.

March 6-Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnat

March 6-Washington Music Merchants' Association onthly meeting, Seattle

March 6-West Virginia Music Operators' Association, monthly meeting, Richmond.

March 6-Anthracite Music Operators' Asociation, monthly
neeting, Wilkes-Barre, Pa
March 6-Caiforma Music Merchants' Association, Lo angeles Division, monthly meeting, association headquarters

March 7-Music Operators' Society of St. Joseph Valley monthly meeting, offices of Carl Zimmer Company, Mishawaka,
March 7-Summit County Music Operators' Association,
monthly meeting, Akron.
March 8-Massachusetts Music Operators Association, monthly meeting, Beaconsfield Hotel, Brookline.

March 8-Western Massachusetts Music Guild, monthly
meeting, Ivy House, West Springfield, Mass.
March 9-Cleveland Phonograph Merchants' Association
Monthly meeting, Hollenden Hotel, Cleveland.
March 10-Regional VI National Automatic Merchandising Association, regional meeting, Congress Hotel, Chicago

March 12-United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

March 12-National Association of Tobacco Distributors, annual convention, Conrad Hilton, Chicago.

March 13-Automatic Equipment \& Owners' Association Indiana, monthly meeting, association headquarters, Gary March 14-Retail Amusement Association of Canton, $\mathbf{O}$. nonthly meeting, Massillon, O .

March 19-Westchester Operators' Guild, Inc., monthly eeting, American Legion Hall, White Plains, N. Y

March 20-Chicago Independent Amusement Association monthly meeting, Pine Room of Congress Hotel, Chicago.

March 24-New Jersey Automatic Merchandising Associa tion, first annual banquet, Terrace Room of Mosque Theater

March 24-Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.

March 24-25-Kansas Music Association, monthly meeting Emporia.

March 26-Central States Phonograph Operators' Associa tion, monthly meeting, Peoria.

April 1-West Virginia Music Operators' Association, board f directors meeting, Daniel Boone Hotel, Charleston April 7-Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit. April 15-Music Guild of New Jersey, 19th anniversary banquet, Elizabethan Room, Hotel Essex House, Newark, N. J. April 1 , ord, Philadel phia.

May 5-Region I National Automatic Merchandising Asso cation, regional meeting, Sheraton Plaza Hotel, Boston.
May 6 -National Coin Machine Distributors' Association, dinner meeting, Morrison Hotel, Chicago.

May 6-8-Music Operators of America, annual convention, Morrison Hotel, Chicago.
May 10-13-National Vendors' Association, annual conven tion, Morrison Hotel, Chicago

May 19-Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo June 2-Regions X, XI, XH, National Automatic Merchan dising Association, regional meeting, San Francisco Hotel, San Francisco.

## Augusta, Ga., Lifts Fees on

## Vending Units

## aUGUSTA,

 cense fees no longer will be re quired on bulk, candy, beverage and cigarette venders in Richmond County, according to action take by the board of commissioners. The board recently rescinded the section of the county law pertain-ing to the licensing of the venders. ing to the licensing of the venders.
Operators who have paid for 1956 Operators who have paid for 195
licenses will receive refunds, th iicenses will reed refonds, the time to require general business Primary purpose for passing the chines.

## JUKE BOX ROUTE FOR SALE-LOS ANGELES COUNTY

Old-fime operators wish to retire from phonograph business. Approximately 75 locations, all Seeburg 45's and A.M.I. 45's. 1955 Gross Net $\$ 60,000$, books open. Price $\$ 75,000-\$ 50,000$ down, balance financed. Experienced operator purchaser suggested. Price firm. No correspondence. Will talk to principals only. Experienced reliable route mechanic will stay if desired. Phone Nicholas Boros in Los Angeles, Calif.-WEbster 16740, 5 to 8 p.m. Los Angeles time.

## POOL CUES <br> HIGHEST QUALITY

Buy Direct From Manufacturer Buy the best in cues at savings of $50 \%$
and more. Created especially for bumper nol more. Created especially for bump
poushioned, beautiful balance and, rubb taper
cust Cushioned, beautiful
Made from select
Northern hasd map
Body milled, sanded ordy milled, sande
incredible smoothnes
Quality leather tip Quality leather tip. 12 . Two-tone finish. Sess. sold. Money-back guarante
$\$ 17.90$ per doz., check or deposit win

STATE CUE CO. 924 State St. Melrose 2-195 ${ }_{51}{ }^{\text {Ra }}$

ARCADES-LOCATIONS

 Ir Hockey, new



Mactines Recondifioned The Manves Wa Look and Work Like New
Sheburt shoot the Bear

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MACHINES BINGOS
$\qquad$

MUSIC
 CIGARETTE MACHINES
 BOWKERS


## FOR SALE-BEST BUY YET

CROWN NOVELTY CO., Inc.
920 Howard Avenue, New Orleans, La. Phone Canal 7137
Nick Carbajal, Gen. Manager

W. Va. Smoking More; Taxes Increase $16.7 \%$
Charleston, w. Va., Feb. 25.-Net receipts from the 4 -cents a-pack cigarette tax during the first
seven months of the current fiscal year were up 16.7 per cent, to $\$ 4,278,398$, as compared with $\$ 3,663,854$ during a like period in the preceding fiscal year, it was announced by the State Tax Department.
Receipts from the penny-a-bottle pop tax for seven months thru January 31 amounted to a net of
$\$ 1,917,844$. The comparable figure a year earlier was $\$ 1,780,251$,
it was stated. it was stated.

## Your Most RELIABLE <br> for

## COIN MACHINE BILLIARD BALLS

WE MANUFACTURE OTHER SIZES "/1" TO $21 / a^{\prime \prime}$ HIGH PRECISION IN STOCK IMMEDIATE DELIVERY


## PLASTIC PIONEERS <br> Dep't B, 150-27 Beaver Rd. • Jamaita 35, N.y

## CLOSE OUT

10 TARGETIE. ......... $\$ 150.00$ each Chicago Coin Deluxe Criss Cross
LIEBERMAN MUSIC COMPANY $\underset{\text { Minneapolis 11, Minesesta }}{257}$


You ShOULD BE DOING
BUSINESS WITH TRIMOUNT America's foremost exporters of Reconditioned coin-operated equipment

- Trimount has New England's largest stock of used

Phonographs, 5 Bells and Arcade Equipment

- All equipment is guaranteed mechanically and electrically perfect-all has
- Trimount has one of the country's largest parts departments with theusands
- of parts in stock for immediate delivery.
- Trimount has a large Service Department completely staffed with highly trained
- Expochnicians.
- Export Shipping Department specially packs equipment to insure delivery in

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE,
CATALOG SHEET AND PRICE LIST
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and

## Remember

 IN NEW ENGLAND it's trimount40 WALTHAM STREL
BOSTON 18. MASS

GIVE TO DAMON RUNYON CANCER FUND



WAMBOX DISHRBUING COS 3909 MAIN STREET - DALLAS 26 TEXAS VIcfor 1671

## Florida Citrus Firm

 Has 30th Anniversary$\qquad$ Southern Fruit Distributors, Inc producers of Bluebird brand canned and fresh-frozen citrus products, is celebrating its 30 th anniversary this year.
Founded in 1926, the firm has been operated continuously by the same family, according to Austin A. Caruso, president. The firm is located in the heart of the citrus belt of Florida.

## Gottlieb Cites

- Continued from page 110
the inside rim. As targets are hit on the playfield, other targets light up in the decorative harbor scene n the backglass.
Bull's-eyes on targets also light up a special A-B-C-D sequence on the playfield which in turn light up the center ball hole for replays. A "mystery" light doubles replays scored. New ball shooters flanking the ball flipper mechanisms shoots the ball back up the playfield at the center targets. Ball flippers act in the same fashion, but require mo
skill on the part of the player. Harbor Lites is also equippe with six alternating light ball bumpers, and other playfield fea tures common to other Gottlieb five-balls.
The game has all-steel legs plated cigarette holders on the side rails.
purnmenamermany The Fastest Growing Company in the
Coin Machine Industry: NEEDS
MEChanical \& EEETTRICAL EMGIMEERS and
ENGHEERING ASSISTANTS For All Phases of GAME DEVELOPMEIT PRODUCTION All Other Bonefits All Other
Womderful Ground Floor O SEE FOR YOURSELH

Call Mr. Lewis or Mr. Binks
EXHIBIT SUPPLY CO.
Chicago 24, III.

SHUFFE ALLE GAMES Special Offer-Reduced Prices
MARS MERCUPY . . . . . . . . . . . . . . $\$ 215.00$ CHICAES COM "FIDEBAI" Lichtrme in "Firebali. .. 200.00 LGMP 240.00 CAPITOLS .................. 260.00 J. 6 M AMUSEMETIS


## M可 (ABE

 SEEBURG$\mathrm{M}-100 \mathrm{C}$
$\mathrm{M}-100$
$\mathrm{M}-100$
B
BL
M-100 EL
100 -Record
Wial
1448, 45 ROCK-OLA
1448, 45 RPM, 120 Sel.

.... $\$ 135.00$

## 21/8 POOL

 BALLSSet of 10 . . . . . . . $\$ 15.00$ Chalk $\ldots \ldots, \ldots, \ldots, \ldots$, . Uniled Bingo Caravan. $\qquad$ All Exhlill Pool Tables We hove the largest variety of
Tobles in the entire Stote:

Horoscope Vending Mathine Brand New. Complete and ready to go
108 operation. Requires small space \$35.00

We Are Distributors for EXHIBIT-ROCK-OLA-BUCKLEY So You Can Depend on Us Orders under $\$ 100$-cash in full.
Otherwise $25 \%$ Dep., Bal. $S / D$ or C.O.D.

SEACOAST DISTRIBUTORS, INC.



GIVE TO DAMON RUNYON CANCER FUND


Your American Red Cross Is Always There After Disaster Strikes



## Canteen of Utah

 - Continued from page 103 they see our new facilities," he said. With the new space the firm has expanded their "light lunch" vending program.They have more sandwich, milk, soup, coffee and hot chocolate ma-
chines out than ever before.

The new offices have -all glass partitions, planter box dividers and a clear view-due to the glass-of
all operations.
There is parking space, under cover, for 14 trucks and built-in "We are figuring 10 to 20 years ahead in this business, and we can use the space now. In vending, if you don't look ahead you loose you don't look ahead you loo
business," Mr. Nechanicki said.

## taKe it erom Qviliaums here Ar:

 Your ${ }^{4}$ BES BUMS" IM POOL TABLISL

## Judd Names P. R. Distrib

CHICAGO, Feb. 25.-Judd Industries, export subsidiary of D . Cottlieb \& Company, this week appointed Horatio Garcia, San Juan, Gottlieb line in that territory.
Judd Weinberg, Judd Industries head, said Garcia would handle the full line of Gottlieb coin-operated amusement games, including five balls and pool units.

## Blow That Horn

- Continued from page 110

Many of the pieces have already been acquired, and he is searching for a few old nickelodeons and other vintage machines for the reade.
Since the major appeal of "Rail-town-U.S.A." is being made toward the moppet trade, McCullough states the Arcade will be limited to equipment strictly in the He is contegory.
He is considering leasing out the cigarette, candy and juke boxes to ment, he feels, would allow him more time to place greater emphasis on his Arcade.

In addition to the Arcade, the Railtown-U.S.A." line-up of concessions will include a Kiddieland, Lienicland, Pioneerland, M a in Street-Railtown of 1890, a one ring circus, hot rod racing course, and a group of educational exhibit halls sponsored by railroad and automobile manufacturers. One hundred and sixty-five acres have already been purchased, and an option has been taken on a surrounding 40 acres for future expansion.

Vacation Route
Located on busy Highway 41, "Railtown-U.S.A." will be on the route of many thousands of tourists who daily use the road during consin's yacationlands.
A big factor in its success potential is the nearness to Chicago and ters in mrthern Illinois and southern Wisoonsin. A traffic survey taken lat sommer revealed that during July and August more than $2,000,000$ people rode past the site in their automobiles.
Anothe factor that should keep the traflic count high in the amusement park, says McCullough, is that there will be about 80 acres of free parking. Admission to "Railto

## .

## See Variety

- Continued from page 110
back this spring as a regular location piece, but they do expect Arcades and amusement parks.
The pool game will definitely not be overlooked as a top earner on the spring market. Operators plan to move the pool units into resort areas, Arcades and amusement parks and expand their pool operations to other locaions not covered during the winter months. Ralph Sheffield, Genco director of sales, said the firm is filling orders for gun games every week. He said the industry will see a greater variety of equipment this sprol comes will help to diversify the market," he concluded. the marke Ball Game
"Bill Desplm, United Manufacturin Company, reported a new base pared for roduction-an indication that the spring market is already at hand.
In addition to its pool game line, Exhibit Supply will again have gun games on the market this spring, according to Frank Mencuri, vice-president and director
of sales. Weinand, Williams Manufacturing Company, said the firm is plannind new games to meet spring demands. Baseball games will detinitely be among them. He expectin level to continue very good thru the spring


MFG. \& SALES CO.
2621 N. Ashland Avenue Chicago 14, Illinois

## CROS S Woderenze CROS S saitlome Bally W 0 RD

## New PUZZLE-SCORES

Players light 3 -letter words, 4 -letter words
Crosswords combines play-appeal of two great American pastimes-pinball and crossword-puzzles. Player shoots balls in holes marked with letters of alphabet to light 3-letter words and 4-letter words in puzzles on backglass. Location-tests prove that 2 -in-1 play-appeal of Crosswords doubles and triples earnings of average $S$-ball spots.

EARNS UP TO 4 COINS PER GAME Each coin gives player additional puzzle
Because player may select up to 4 puzzles and score separately in each puzzle selected, CROSSWORDS averages 3 to 4 coins per game.

## New SKILI SCORE-BOOSTER

Scores advanced by shooting balls in Star-holes
No mystery about Crosswords advancing scores. A glance at score-card tells player how to boost scores by skill.

Get your 5-ball spots back on a money-making basis! Get Bally CROSSWORDS today!


## More money-making play-appeal

 illustrated above. Each Magic Square-A, B, C and D -may be shifted to choice of 4 different combinations.

EXTRA TIME
Player shifts Magic Squares before shooting fourth ball ... or belore shooting fifth ball, if "Sth BALL" panel is lit. Earning-power of the populat extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames.

## DOUBLE SCORES <br> TRIPLE SCORES

SPOTTED NUMBERS CORNER-SCORES ADVANCING-SCORES EXTRA BALLS o shift only Squa or Squares without shifting other Squares. Maximum numbershift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning-power.

BALLYHOLE



# 4-POINT BALANCED PUSH-PULL ACTION ANTI-WARP Stabilizer 

# Bally Pin 



## STANDARD MODELS <br> 52 IN . BY 36 IN .

WITHOUT LIGHTS, priced to permit blanket-coverage of all
types of locations. 4-Point Stabilizer standal
LIGHT-UP BUMPERS for spord equipment,
Stabilizer standard equipment.
NEON-LIGHTS
glare illumination. 4-Point Stabilizer standard table with no:

## SENIOR MODEL

68 IN . BY 36 IN.
Available with-or without Light-up Bumpers. Heavy-duty
4-Point Stabilizer standard equipment
All models quickly CONVERTIBLE 2 or 3 Pockets
Either side may sink balls in center pocket, speeding up play, stepping up
average earnings. Plug furnished with each table closes
converting table to rem

## Triple protection against warpage

POOL-operation is a big business with a bright future. So why buy future trouble ... warped "golf-course" tables that kill play and eat up your profits in costly repairs and replacements?

Now, when you invest in Bally PiN-POOL, you get triple protection against warpage.


## New EasY-on-eyes GUIDE-LINES

First, because Bally owns and operates 2 large cabinet-furniture plants and is geared to big-volume production, Bally warehouses are constantly stocked with select, seasoned, kiln-cured lumber.
Second, new exclusive Bally 4-Point Stabilizer, built into Bally pin-pool. . . rigidly mounted on steel-reinforced cross-bars . . . is factory-adjusted to flatten out the slightest "wood-wave" that may develop in tablepanel during construction.

Third, Bally Stabilizer controls warpage caused by atmospheric conditions on location ... damp weather, steaming radiators or other sources of humidity . . . keeps Bally PIN-POOL playing surface flat as a professional billiard table.

Bally 4-Point Stabilizer is not merely a socalled "jack" that can apply only pressureand only to one spot. Bally Stabilizer acts at 4 separate points, exerting flattening force on all 4 quarters of table.


Using ordinary screw-driver, turn right to PUSH up a "valley" in table, turn left to pULL down a "hill" to insure smooth surface that attracts repeat-play. 4 separate Slabilizers may be adjusted in any combination of profit-eating warpage.

And you can push up to remove a "valley" in one area, while you pull down to flatten a "hill" in another area.
Only by púsh Up and pull down action, as required in different parts of table, can a perfectly smooth, play-stimulating surface be guaranteed. Only Bally 4-Point Stabilizer permits push-pull action under entire table.
An ordinary screw-driver is the only tool you need. Simply raise hinged table-top and . . . with a quick, easy UP-turn here and DOWN-turn there . . . keep your pin-pool tables in top-earning condition.

[^8]

WITH A SEPARATE CREDIT



[^0]:    PROGRAMMINGthe key to suctestiul TV adverfising THE BILLBOARDthe key to successful programming

[^1]:    Repertoire Barriers Are Breaking Down...........Page 54
    Live Talent Shows Are Thriving.................Page 54
    Jim Denny Chosen "Man of the Year"............Page 56
    Everybody a Publisher................................. Page 56
    Record Label List....................................Page 56
    Best Selling Records-1946-1855.................... Page 58
    Local Live TV Shows-A Complete Directory.... Page 60

[^2]:    Occupation or titile

[^3]:    Station WAVL, 1,000-watter in Apollo, Pa., was re ter in Apollo, Pa., was re-
    cently destroyed by fire, ac cording to Cowboy Howard Vokes, Vokes Music Publishing Company, New Kensington, Pa. Those wishing to help
    the station rebuild its country the station rebuild its country
    and western library are asked

[^4]:    2501 Lapeer Rd., Flint, Mich

[^5]:    ED HAVVERSTICK,

[^6]:    This machine available in all modeta with penny change maker, making
    the machine adjustable to 9 different prices on each column, from one cent o over a dollar. Eliminates pennies

[^7]:    Coward spring purchases by Company, United Manufacturing the nation's Arcades, coin amuse- Company and Williams Manufac
    ment game manufacturers are turing Company. nlanning to introduce a top variety months.
    Hard as it may be it mo
    ment to turn their thoughts ufact
    ball games, gun games and othe
    novelty units already on the draw ing boards.
    The spring swing to baseball games has been a standard oceurrence in the industry for years. Among the firms that are expected
    to produce baseball units are Chito produce baseball units are Chi-

[^8]:    with precision-marked spacer-dots., standard in all models of Bally
    piN-POOL...tend arguments on starting-shot and insures accurate te:-positioning of balls, when table is against walf (3-SIDE PLAY).

