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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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Who Said Showmen Like Big Outdoors?

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

By JIM McHUGH

MIAMI, Feb. 25. - Once hard put to answer the frequent yokel question as to their winter whereabouts, because they often didn't know in advance themselves, traveling showmen, as well as many of their stationary brethren, now have a complete one-word answer -Florida. To fill out their winter address they mostly need only to add Miami, Tampa, Sarasota or Gibsonton.

Estimates of the grouping of the nomads in these parts runs to a sizable total of more than 30,000, Showmen's Association, which prowith nearly half believed to be vide for more social and benevoresiding in the Miami area. No census could ever be complete for the reason that perhaps 50 per eent seek anonymity in the winter months, surfeited by then by the hundreds of thousands of people they have been exposed to in their travels throout the United States and Canada.

Recent Migrants

While a number of outdoor show folks can trace their legal residence here back to what are remembered as resort pioneering days, the majority parked their trailers and purchased their homes in the past decade. Many have the aura of substantial citizens with homes ranging into the \$70,000 bracket. Most, of course, are much more modest in cost and appoint-

The attraction of the climate with its shirt-sleeved living in the winter months, plus the economic advantages that come with the escape from frigid weather, are the principal lures. While these advantages have always existed, it is only in recent years that good business and a more equitable sharing in the earnings of the industry has made it possible for virtually the entire range of personnel to arrive here for their winter hiatus.

In leaner years and harder times the bankroll of a final date, sometimes summed up in terms of gas money or the availability of railroad script, decided the distance and direction to be taken. Then, as now, show winter quarters, located in virtually all of the States and with a heavy concentration in the Middle South, marked the end of the seasonal road for most of

2,500 Attend Miami Picnic

MIAMI, Feb. 25 .- An attendance of more than 2,500 at the annual picnic of the Miami Showmen's Association last Sunday (19) at Crandon Park points up the remarkable growth of the organiza-

Today its activities are directed from a building and property worth in the neighborhood of \$200,000. Less than five years ago meetings were being held in drafty quarters above a store on Flagler Street.

the itinerants. Consequently, pockets of show people resided in the harboring communities which, while they offered the ultimate in physical comfort, invited scant participation in social and civie ac-

Big Clubs

The lonesomeness that often accompanied the isolation of the past has been banished. Their concentration has made possible the construction of two palatial club houses, the Miami Showmen's Association and the Greater Tampa lent advantages than the ordinary citizen is exposed to. Altho the structures and adjacent properties represent an investment of more than \$250,000, both will be paid for with the burning of a mortgage here early next month.

The Ringling Bros. Circus pioneered the migration of outdoor show people to the State several decades ago when it moved its winter quarters from Bridgeport, Conn., to Sarasota. The Royal American Shows, wintering at the Florida State Fair, Tampa, and the James E. Strates Shows, wintering on its own grounds in Orlando, sparked the influx of many hundreds of families. The three organizations own about 160 special built circus-type railroad cars -the equivalent of 320 ordinary (Continued on page 78)

SNIPPING BARD'S

NEW YORK, Feb. 25 .-Televiewers will see a virtually uncensored version of William Shakespeare's "Richard, III" on NBC-TV, Sunday afternoon, March 10. The Lawrence Olivier production of the classic will run two hours and 40 minutes on theatrical screens. On TV, it will be cut only about three and a half minutes.

There are only six places where the feature film has been shortened. Of these 8 cuts, only one is major. It details the smothering in the Tower of London of the two young possible heirs to the English throne by King Richard'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 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 Stockton Helfrich, has endeavored to cut the script as little as possible and only in places where the point is already made in the story but attenuated in a fashion not calculated to please impressionable minds.

NBC CAREFUL IN Country & Western STRONG TONGUE Music Holds Line On the Video Front

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

By JUNE BUNDY

Country and western musical entertainment managed to hold its own in the network TV and syndicated film fields over the past year, but no major new c.&w. packages were developed in either category and many existing shows found it difficult to gain acceptance in pop-minded big city mar-

During the past month, how-

Brothers' CBS-TV "Stage Show" last month, while Eddy Arnold's syndicated TV film series was finally sold in the New York market to WRCA-TV.

artists' acceptance in the pop marness to compromise on material

episode, while Presley warbled everything from "Shake, Rattle and Roll" to "Tutti Frutti" on "Stage Show." Still another example of the compromise technique is seen in the guest list for ABC-TV's "Grand Ole Opro." which includes such pop record names as joni James, Jaye P Morgan and Margaret Whiting.

ABC-TV C.&W.-Minded

The most country and westernever, a few c.&w. stars have man-minded TV network at present is aged to break thru in TV's pop ABC-TV. The web's program chief, program market, and the next six Bob Lewine, heartily endorses months may mark a turning point c.&w. programming - characterizfor the shoe-string tie set in the ing it as a much-neglected format, network and syndicated film fields. which fulfills a definite audience RCA Victor artist Elvis Presley, need. "In many cases." said Lewfor instance, pulled an unprece- ine, "ABC-TV's c.&w. shows are dented amount of fan mail for his pulling down top-ratings in certain four appearances on the Dorsey areas of the Southwest and Midwest against big-time competition, otherwise considered virtually unbeatable ating-wise."

Lewine also pointed out that sponsors are impressed by these In both cases, the key to both rating figures, with Charles Antell and American Home Products curket would seem to be their willing- rently buying ABC-TV's "Ozark Jubilee" and Ralston-Purina sponthat is acceptable to both pop and soring "Grand Old Opry." Red c.&w. fans. The Arnold series spot- Foley's hour-and-a-half "Ozark Julights several pop musical numbers bilee" is produced by RadiOzark (along with c.&w. times) in each Enterprises, Inc., and originates from Springfield, Mo "Grand Ole Opry" originates from WSM, Nashville, Tenn. Both shows are Saturday night airers, with "Jubilee" a weekly offering, while an hour edition of "Opry" is aired every four weeks. "Opry," of course, is also extremely active on a local level over WSM and WSM-TV. Meany/hile, ABC-TV is readying a third c.&w. show, which will be aired on Sundays from 9 to 9:30 p.m., with Eddy Arnold a strong possibility as its star.

NBC-TV's Contribution

NBC-TV's sole contribution to e.&w. music is "Midwestern Hayride," sponsored by Aveo and Whitehall Pharmacal, on Wednesday from 10:30 to 11 p.m. "Hayride" originates from WLW-TV,

(Continued on page 63)

NEWS OF THE WEEK

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 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 drunk with so much activity, but M-G-M may start new market 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 Industry Association of America when confidential manufacturer polls disclosed similar results. RIAA annual report reviews accomplishments of association. Page 18

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 Warners music interests, and the Screen Composers Guild, continued this week, Meanwhile, ASCAP held its West Coast meeting......Page 19

Juke Distrib to Hype EP Play Via Name Artist Disk Packs . . .

Atlas Music Company, Chicago Seeburg phonograph distributor, has introduced six special EP record packs 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

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Record Charts Aid Film Show

CHAMPAIGN, Ill., Feb. 25 .-Local TV station WCAI is utilizing The Billboard's country and western best-selling retail record charts to program its feature western film series, "Midwest Matinee," which is aired daily from \$30 to 5:30

Every day the emsee, Sheriff Sid, introduces the movie by first playing a top-selling c.&w. platter selected from current listings. On Sundays the Sheriff stars in a live, half-hour, c.&w., musical show, "Sheriff Sid's Corral," featuring five-year-old Donna Kay and guests.

TELEVISION

Climate of Caution Pervades Web TV Program Buying

Advertisers Feel Weight of Many Uncertain Factors; Nets Optimistic

mate of caution as regards the use video recently. of network TV in 1956 is beginning to be felt in advertising circles. There are various reasons for the new long hard look advertisers are beginning to give the medium.

1) 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 confidence in its future with the Republicans ir. office.

2) Sales in the automotive industry are far from satisfactory, with production cutbacks and 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.

Good time periods on the key such as the election on NBC-TV have not been snapped up as quickly as in the past.

such as newspapers and magazines go into summer reruns. are beginning to mount a terrific

Lion's Share,

NEW YORK, Feb. 25. - Bob Foreman, radio-TV chief at Batten. Barton, Durstine & Osborn, told the agency's annual convention yesterday (24) that the \$52,000, 000 of billings for BBD&O's TV shows in 1955 constituted the largest share of clients' billings. Fred Manchee, BBD&O operations veepee, noted that the TV billings consitituted the largest dollar volume of any medium in the agency's

during part of the first closed- main as a half-hour show or go to circuit TV coverage of an ad an hour once-monthly format. agency meeting, with Sheraton Should the latter change take Closed Circuit, Inc., tying in the place, the web would need a new Roosevelt Hotel headquarters with show to go into 9-9:30 p.m., with eight of the 15 other BBD&O of a Desilu vehicle the probable fice cities across the country. A choice. And 10-11 may become total of nearly 2,000 agency em- a problem if Westinghouse goes ployees are estimated to have alternate weeks with "Studio One." watched the proceedings.

Manchee noted that BBD&O \$14,000,000, or nearly 10 per cent, agenda. "The \$64,000 Question" the year before.

NEW YORK, Feb. 25.-A cli- | Bureau of Advertising against | striking measures and new strate-

tremendous amount of account standing. switching between agencies as an indication of client dissatisfaction with their former advertising representatives. TV, in many cases, has been named the chief culprit. And within certain industries, such as beer, soft drink and tobacco, new conditions have made themselves felt which have called for

Prudential Inks You're There'

NEW YORK, Feb. 25. - The Prudential Insurance Company has

attack against TV, as, for example, will begin shortly on the West upholstery and rubber who will the blast leveled by Harold Coast. It is understood that hence-need to advertise if they are to sell Barnes, president of the American forth the show will concentrate on products which can be directed to Newspaper Publisher's Association more recent events. Calkins & consumer channels and so keep Holden is the agency.

gies either to maintain top posi-Coupled with this is the tions or to better one's current

> The result has been an emphasis on cost-per-sale, measured in any way possible, rather than costper-thousand or prestige programming. This, for example, can be seen in the search by General Electric for a show to replace its half-hour, Sunday night dramatic show 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 to meet the challenge and that TV must seek to come up with better solutions to advertiser's problems.

They also feel that if the counrenewed its sponsorship of "You try is to experience a slight dip in Are There" on CBS-TV, Sunday, business during 1956, advertisers networks and program packages 6-6:30 p.m., EST. It will sponsor will need TV more than ever. They on an every-week basis thru Au- believe that even if the automotive gust, 1957. For seven weeks, April industry does not maintain its 1955 15 thru May 21, the show will be pace, a large amount of business 4) Competing advertising media live from Hollywood. It will then can be attracted from among the ranks of automotive suppliers in Filming of the new fall series such related industries as glass, their factories working.

BBD&0 Reports CBS to Judge Fate Of Shows for Fall

programming plans for next fall. show to share the time with "U.S. What the final changes will be is Steel Hour." not known, but the reports are fil-

Electric Theater which the sponsor is considering replacing.

Monday: The big question here These statements were made is whether "I Love Lucy" will re-(See other story this issue.)

Tuesday: A widespread shakebilling bettered \$162,000,000 from up of this evening's programming over 130 clients, an increase of appears to be high on today's over 1954. New accounts alone may be moved into the 9-9:30 slot. should add \$10,000,000 this year, Also slated for a change is "Name with billings likely to jump 10 per That Tune," which, in spite of its cent more in 1956, according to strong cost-per-thousand perform-J. Davis Danforth, executive vee- ance, is not pulling in the ratings pee for account service. The the web feels a "Robin Hood" type agency's 1955 operations saw of show could get. "Navy Log" profits up nearly 7 per cent over also will probably fall by the wayside.

NEW YORK, Feb. 25. - The Wednesday: With "The 20th fate of many a current CBS-TV Century-Fox Hour" expected to be show will be decided today by the canceled, 10-11 p.m., the network CBS brass meeting here to settle will have to find an hour dramatic

Thursday: "Playhouse 90" is extering thru as to what the network pected to go 9:30-11. Bristolmay do on certain evenings of the Myers and Singer, which are now sponsoring "Four Star Playhouse," Sunday This evening looks may buy into the property. "The fairly stable except for the General Most Beautiful Girl in the World, which goes 10-10:30, will be moved elsewhere if it makes the grade.

Friday: Changes in this evening's programming probably will be exevery show in the lineup.

Saturday: Another evening due for a radical overhaul. "Stage 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, probably to an earlier time slot some other evening. And "It's Always Jan" will also be shifted, if the sponsor decides to remain with it. Jackie Gleason is expected to remain at 8 p.m.

Pontiac to Up

NEW YORK, Feb. 25. - The Pontiac division of General Motors is expected to purchase two-thirds of "Wide, Wide World" next season. 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 CM. Either Delco or Guide Lamp will surrender its third of the show next season.

Pontiac is also expected to cancel its sponsorship of "Play-wrights 56" at the end of its com-night 9:30-10:30 position on NBC

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 agency'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 fast buck, to degrade it for the high Nielsen, to prevent its hardmade steps for the easy status-quo. To do this would be to jeopardize more than one program or one advertising budget. Far more. We must temper our salesmanship and showmanship with statesmanship."

COMING SOON

BBD&O, NBC-TV **Test Color Future**

NEW YORK, Feb. 25. - Color growth and effect of multichrome TV set circulation may be negli- in a typical city which they have gible now, but its growth prospects dubbed Colortown. in the immediate future are being taken very seriously by Batten, Barton, Durstine & Osborn agency and NBC-TV. The two organizations have combined to seeking ammunition on behalf of

IN THE WIND

Big Change at NBC for Fight Vs. 'Mickey'

NEW YORK, Feb. 25. - There are strong indications that NBC-TV is going to make some radical changes in the programming of its 5-6 p.m. strip, now occupied by "Howdy Doody." The program has been taking a shellacking all season rating-wise from ABC-TV's "Mickey Mouse Club," and the web cannot depend upon its sponsor loyalty unless the show is improved considerably.

It is also more than possible that "Howdy Doody" will not be around next season. The network is toying around with the idea of using teen-age shows. It is now studying 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 be primarily music but could consist of other material of interest to tensive and might well involve teen-agers. It, however, is still in the initial stages of conception.

Roach to Film Series for Sale On Vitapix Web

HOLLYWOOD, Feb. 25.-Producer Hal Roach Jr. will move directly into the sales and distribution side of the TV film business as an outgrowth of his recently concluded agreement with Vitapix Corporation. Terms of the Vitapix-Roach studios deal calls for Roach to produce filmed series for national sponsorship on Vitapix member stations. It will be Roach's responsibility to line up the national sponsors, with Vitapix agreeing to clear time for the advertisers among its member stations.

Roach was elected to the Vitapix board at the corporation's meeting last week in Chicago. Vitapix today has 57 member stations

(Continued on page 6)

The two firms have varying reasons for undertaking the effort, which will be conducted by Advertest, Inc. NBC obviously is sponsor and finance a study on the its strenuous pro-color efforts. BBD&O, for its part, is sufficiently convinced that mass color is really around the corner, that it wants to begin gathering data on its impact on behalf of its clients

The initial study, which embraces a carefully chosen "probability sample" of 4,000 families, will be conducted twice yearly, with the first series of interviews already concluded. It's understood that, at BBD&O's behest, a key aspect of the study will survey the impact and effectiveness of color commercials.

This will be possible thru a continuing pantry audit in the homes of the test families, with particular attention paid to substitution of color TV plugged brands for former choices.

Billböard

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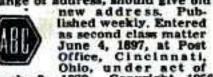
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nd to: The Billboard, 2160 Patterson St., Cincinnati 22, O. ing trouble because of its Tuesday half-hour program to replace it.

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over single copy rates). Foreign rate \$24.

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Occupation or Title_

Company_

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 by virtue of its 36.4 Nielsen AA rating, high enough for it to cop the No. 10 spot. It's also apparently reaching is preparing a radical revamp of still in the early planning stages, days, 6:30-7 p.m., and "Danny precisely the type of viewers its sponsor, General Foods, is seeking. According to ARB's January report, the program is pulling in 1.15 women viewers per set, enough 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 it's doing is George Gobel's half-hour Saturday night 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 all network shows in terms of number of women viewers per set. ARB counts 1.24 ladies clustered around Gobel, only .01 fewer—statistically speaking—than the number gathered around the show in the No. 1 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

NEW YORK, Feb. 25.-NBC- per-minute, \$1.94, and undupli-TV this week made an interesting cated homes reached, 4,400,000. cost comparison of daytime vs. Weekly cost to the client, item nighttime TV. The comparison and program, of Johnny Carson was made on General Foods' spon- was \$58,700. Total commercial sorship of the Johnny Carson eve- time was three minutes, number of ning show on CBS-TV, a purchase commercials, three; stars selling, which has since been canceled, one; homes reached, 4,360,000;

Weekly cost to the client, time licated homes reached, 4,360,000. and program, of three NBC pro- The NBC study also points out mercials, six; stars selling, three; homes reached, 5,800,000; cost-

completion of the station's Sunset studios to permit KTLA to move

mount's Sunset studios to ready

rental studios for TV film produc-

tion. Paramount expects to cash

in on the acute stage space short-

age now being felt by the TV film

industry here. That facet of

under supervision of Stanton Os-

KTLA Rushing

and three NBC daytime vehicles. cost-per-minute, \$4.49, and undup-

grams was figured at \$28,300. To- that it would take a 44 rating to tal commercial time was eight and get a \$1.94 cost-per-thousand. The a half minutes, number of com- network concluded by stating that "as is apparent" in daytime TV, "the client receives nearly three times the amount of commercial time, reaches a substantially larger audience, reaches, more importantly, a hard buying group and does this for an extremely reasonable cost-per-thousand."

Sunset Studios GE Gets ABC HOLLYWOOD, Feb. 25.-Klaus Landsberg, KTLA vice-president and general manager, is rushing **Choice Time**

in by April 1. The station has been NEW YORK, Feb. 25.-ABC is originating some of its shows from attracting more and more bankthe Sunset studios while construcrollers interested in establishing tion has been under way, but the choice time franchises on the web. lion's share of its operations has General Electric has already remained at its old studios adjabought the Tuesday 9-9:30 p.m. cent to the Paramount Pictures lot. period for next season on a firm Following move over to KTLA, 52-week deal. construction will continue at Para-

The advertiser, it's understood, has not yet selected a property for its new period, but it's already reportedly considering buying additional hunks of time on the network.

It currently sponsors "Warner U. K. Munt's Sunset studios will be Bros. Presents," which it will probably stay with thru next season. GE will inherit a fairly sizable audience at 9 p.m. from "Wyatt Earp" which is doing an impossible job in the preceding half hour.

NBC to Offer Culture Pkg.

NEW YORK, Feb. 25.—NBC-TV is putting a cultural package of programming together to give advertisers continuity over the entire year. The big problem in getting sponsors to buy longhair shows is that they usually must buy one-

The NBC cultural programming concept would offer together in a package such presentations as Elder Wise Men" and perhaps a put together 10 such shows which flyer. clients would ride once monthly. in charge of special projects.

Production Set On 'Adventure'

HOLLYWOOD, Feb. 25.→Production is scheduled to get under way in March on "The High Adventure," second in a series of TV film programs jointly owned by Harry Ackerman and CBS. Art the EDT markets. Cohn was assigned to write the "Project 20," the opera, "The script for the "Adventure," with casting soon to get under way. The symphony. The web would try to series treats the adventures of a

The package is in the initial stages filmed series was "The Trailblazer CST is two hours. Ordinarily, of p.m. in the CST markets, wreaking of preparation, with several agen- -the Life of John C. Fremont," course, the time differential be- havoc with local programming cies already interested. John Lani- Steve Cochran will be starred in tween the East and Central zones schedules and providing network gan is the network's sales director "Trailblazer," with casting soon to is only one hour during the rest of advertisers with a less effective be completed.

ABC Plans Radical Revamp Of Program Line-Up for Fall

Starts Step 2 With 75% of Shows Shifted or Dropped in 'New Look'

ison Avenue delivering presenta-tions on ABC's "new look" for the

The web, in effect, is preparing to launch Phase 2-the Programming Phase-of what Kintner several months ago described as a up to parity with the two other networks in both billings and programming.

Up to now programming has in the main played second fiddle to sales in ABC's scheme of things. The web's major aim in life has been to fill its schedule with sponsored shows, which would provide it with the financial wherewithal necessary for future strengthening of its programming and fill the network option time periods of its affiliates with ABC-TV programs, thereby tying those time periods to the web with sinews stronger than mere affiliation contracts made of paper.

Muscles Flexed

These ambitions have now been, muscles have been strengthened by NBC-TV's "Today." two years of soaring billings cli- The advent of "Kangaroo" in Ocmaxed by a virtually s.r.o. com- tober has lighted many more TV gramming strength.

Thursday night on ABC is 10.9. slated for a complete overhaul Consequently, NBC-TV has not its 90-minute film dramatic anthology, "Command Performance," still has the major share. in the 7:30-9 p.m. time slot on

is planning to keep "Disneyland" day" on the basis of its adult cir-where it is, in the 7:30-8:30 p.m. culation anyhow.

next season in a major bid to close as its post-"Disneyland" entry. tho to an evening period. the programming gap further be- "M-G-M Parade" will no doubt be tween itself and the two competing dropped from ABC's line-up. "Masnetworks. Perhaps as much as 75 querade Party" and "Break the strengthen its line-up. Using "Rinper cent of its programs are slated Bank" would either be discarded to be shifted into different time or moved elsewhere, depending on 8 p.m. period, the web appears to slots or eliminated entirely. The the desire of the respective spon- be set to sweep its present Friday web's president, Robert E. Kintner, sors and the web. The Wednesday night schedule clean and rebuild this week was already out on Mad- night fights in all likelihood will it completely. The present Friday stay put in the 10-11 p.m. spot.

Here and There

"Warner Bros. Presents" and "Wyatt Earp" apparently will stay where they are in their present Tuesday night time slots, 7:30-9 p.m. But from that point onward, seven-year plan for bringing ABC the line-up will undergo a complete change. "Du Pont Cavalcade

Clean Picking: Either 'Today' Or 'Kangaroo'

NEW YORK, Feb. 25.-The 8-9 a.m. strip has turned into the cleanest competitive situation in network TV. If the sponsor wants to reach the kids, he buys CBS-TV's "Captain Kangaroo." If he to a great extent, realized. Its wants to reach adults, he buys

mercial 1955-'56 season. The web sets in this early hour. Whereas is now turning a greater share of the Nielsen sets-in-use figure in its attention to building up its pro- September ran from 6.4 to 7.7, in November it ran from a 9.1 to

from 7:30 p.m. onwards. "The suffered especially from the new Lone Ranger" is to be shifted to competition. In fact, its Nielsen Sundays, 6-6:30 p.m. Bishop Average Audience rating curve Sheen will also be moved into a went up after the debut of "Kangadifferent time slot. "Stop the Mu- roo." Its share of audience, based sic," "Star Tonight" and "Down on Nielsen ratings on 14 major You Go" will probably disappear markets, has slipped slightly since from the programming roster. The October (it hit 55 per cent in Sepweb is currently planning to put tember, but its best share in No-

NBC figures that what it lost to "Kangaroo" is some kiddie audi-On Wednesday night, the web ence, and it has always sold "To-

Webs Outline Plans For Daylight Time

NEW YORK, Feb. 25. - New ways of combatting the daylight savings problem, which this summer 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 force seven months during the year.

The key feature of CBS' plan, which was worked out by Bob Jamieson, involves the feeding of CBS' 8-1C p.m., EST program-ming from Hollywood to the Central Standard Time markets via hot kine, so that they reach these markets 9-11 p.m., CST.

NBC's plan is to feed programs to its stations in CST markets from Chicago via hot kine one week after the programs were aired to

cities in the Central time zone stay is the choice time periods. on standard time when the East the year.

CBS' plan is to transmit its 9-11 p.m. EDT programs directly to the 53 or so CST stations, where they will air 7-9 p.m. CBS' 8-10 p.m. EDT shows will be transmitted to CST stations via hot kine from Hollywood at 8-10 p.m. Hollywood time and will air in the CST ta..rkets 9-11 p.m. With Hollywood also on daylight it will of course, be only one hour ahead of the CST markets. CBS's 7:30-8 p.m. EDT shows, most of which are on film, will originate locally from each of the CST stations via film prints shipped to them in advance.

Thru this complex arrangement of combining direct network feeds from New York, West Coast repeat feeds from Hollywood and local origination of film shows, CBS will be able to get all its The major problem, which both network shows on the air in the plans seek to alleviate, is that most CST markets 7:30-11 p.m., which

Without the new system of doswitches to daylight time. The ing things, many of the CBS shows First of the CBS-Ackerman time differential between EDT and would have to air as early as 5:30 time slot.

NEW YORK, Feb. 25.-ABC-TV time slot. An hour-long Western, Theater will be shifted to Sunits entire programming line-up for is being given serious consideration Thomas" will similarly be shifted,

> Friday night appears to be a prime target in ABC's plans to Tin-Tin" as an anchor in the 7:30night shows would probably be switched 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 to be set to continue in his current 9-10 p.m. time slot. "Ozark Jubilee" will probably be cut to a half-hour show, perhaps alternating with "Grand Ole Opry," in the 10:30-11 p.m. time slot, a move that will bring it to the markets further West at a time more attractive for adult viewing here. ABC is cur-

Sunday nights will see "You (Continued on page 6)





Gettysburg Chambersburg Waynesboro Sunbury Martinsburg

Hazleton Shamokin fount Carmel Bloomsburg Lewisburg Lewistown Lock Haven Hagerstown

316,000 WATTS STEINMAN STATION

CLAIR McCOLLOUGH, PRES.

Representatives:

Los Angeles

Chicago San Francisco

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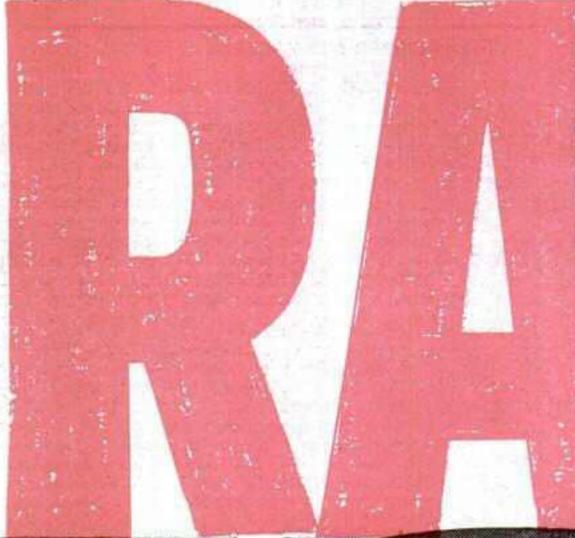


COLUMBUS

beats Perry Coma, Climax, This Is

Your Life, Arthur Godfrey and

others.



Starring BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

28.6 DENVER
beats Groucho Marx, Jackie
Gleason, I Love Lucy, Dragnet
and others.

30.3 SAN ANTONIO

beats Godfrey's Talent Scouts, Robert Montgomery, This Is Your Life, U. S. Steel Hour and others.

26.3 DETROIT

beats Arthur Gadfrey, Robert Montgomery, Studio One, Mil-ton Berle, Climax, Ford Theatre and others.

> ARB-Jan. '56 TELEPULSE-Jan. '56

As host and narrator

SELLING FOR BALLANTINE'S IN 23 MARKETS!



Starring DAVID BRIAN

Champion of the people! Here's proof!

beats Ed Sullivan, 1 Love Lucy,

George Gobel, What's My Line

and others.

31.5 BOSTON
beats Dragnet, George Gobel,
This Is Your Life, Sid Caesar

28.1 ST. LOUIS beats Robert Montgomery, Ar-thur Godfrey, Milton Berle, This is Your Life and others. 23.9 SEATTLE-

beats Milton Berle, Studio One, Robert Montgomery, Arthur Godfrey and others.

ARB-Nov., Dec. '55 Jan. '56

RENEWED BY CARTER'S IN 37 MARKETS!

Starring BARRY SULLIVAN



Now! 2nd Year In Production!

PORTLAND beats George Gobel, Studio One, Dragnet, Climax and others.

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

27.7 DENVER beats I Love Lucy, Climax, Dragnet, Groucha Marx and

23.2 CHICAGO beats Ford Theatre, Burns & Allen, Danny Thomas, Gun-

ARB-Jan. '56 TELEPULSE-Jan. '56

. . . Voted No. 1 New **Syndicated**

Film Series

ALL STAR CASTS: William Lundigan, Don DeFore, Howard Duff, Pat O'Brien, and others



THE HOT SHOWS COME FROM ZIVI

"SCIENCE FICTION THEATRE"

RENEWED

by OLYMPIA BEER in

- · LOS ANGELES SAN FRANCISCO
 - · SAN DIEGO · PORTLAND
- SEATTLE-TACOMA SPOKANE

BOSTON

SYRACUSE

CHARLOTTE

INDIANAPOLIS

. GRAND RAPIDS

GREENSBORO

and 15 other west coast markets

• CHICAGO

· ST. LOUIS

· CLEVELAND

Also renewed in these markets:

SALT LAKE CITY

- · BUFFALO
- . PHOENIX
- · YUMA
- · MILWAUKEE
- . PORTLAND, MAINE . DETROIT
- GRAND JUNCTION, NEW YORK CITY
- COLORADO BALTIMORE

- PHILADELPHIA

- ROCHESTER
 - WASHINGTON, D. C.
 PROVIDENCE

By these sponsors and stations:

- · ARPEAKO
- · ARIZONA PUBLIC SERVICE
- . CENTRAL MAINE POWER CO.
- · WISCONSIN OIL CO.
- · MESA DRUG CO.
- BROMO-SELTZER
- GLASS WAX
- KRDO-TV in COLORADO SPRINGS WMCT-TV in MEMPHIS
- KTTS-TV in SPRINGFIELD, MO.
- KGGM-TV in ALBUQUERQUE
- KLAS-TV in LAS VEGAS WTVJ in MIAMI
- . KBTV in DENVER
- WFAA-TV in DALLAS
- KERO-TV in BAKERSFIELD
- KIDO-TV in BOISE
- KID-TV in IDAHO FALLS
- KVAL-TV in EUGENE, ORE.
- WCCO in MINNEAPOLIS

and others

This One

Brief & Important

FALSTAFF TO AIR LIVE TV SPEC 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 Falstaff's 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 Ray MacDonald. Don Sherwood will emsee, Nelson Case will 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 the 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 innovation will be the origination of the show from the West Coast for 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 and products in 1955 of \$1,055,266,000, an inamounted to \$3.16. It declared public to its anniversary. dividends of \$1.50 per share of common, as compared with \$1.35 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.-Cale Storm was signed this week to serve as hostess and special gueststar of the NBC "Comedy Hour." She is scheduled to appear on the March 4 "Comedy Hour" in addition to serving as femcee of one program in April and in May.

She will be featured also in a pilot reel now being planned by Hal Roach with her TV film commitments cutting down her availability for additional live TV appearances.



100 YEARS

Borden in Spec M'kt. For Anni.

NEW YORK, Feb. 25 .- Making ballet. advance preparation for its 100th crease of 12 per cent over 1954, anniversary celebration in 1957, according to its statement to stock- the Borden Company is in the marholders this week. Its net profits ket for spectaculars to ballyhoo after taxes were \$47,525,000, an the occasion. The client, of course, increase of \$7,000,000. Earnings will use its regular network vehiper share of common stock cles to call the attention of the

> Borden, however, wants some big special shows to create some excitement too. Young & Rubicam is the agency. Borden is sponsor-Choice," both on NBC-TV.

Roach to Film

• Continued from page 2

and is shooting for a total of 100

Plans call for Roach to start cameras rolling on the first series within the next several weeks, to be offered to national sponsors for fall sponsorship on the Vitapix net. Final operating policy will be settled during the next three weeks between Roach and Vitapix. At that time, agreement will be reached as to sales rights to the Roach-produced series in non-Vitapix markets and final production plans will be concluded for the upcoming season.

Altho Roach has personally sold his films in the past to national sponsors, this will mark the first . Continued from page 3 time he will be actively engaged in the sale of shows on a regular Asked for It" and "Famous Film basis. The Roach-Vitapix mar- Festival" staying put in the 7-9 riage marks the third serious at- p.m. periods, but new programtempt in that many years to suc- ming will be slotted elsewhere in cessfully launch the film network the evening. concept. With regular network time becoming increasingly inaccessible to national sponsors, the Digest" and "Voice of Firestone" feeling today is stronger than ever would move elsewhere in ABC's that a film network will simplify programming line-up, if they are national spot booking of time and renewed. One of the new propprogramming for advertisers.

WGR-T THE BEST in local and CHANNEL network shows

ABC Moves Up on M'thly

NEW YORK, Feb. 25. - ABC-TV is moving forward with its plans to program high budget, once-a-month, 90-minute "specials' next season. The web has set tentative airing dates for the first three of the giant programs and has lined up its news and special events departments as a contributor of three documentaries that will become part of the package. The New York 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. It will be a ballet stanza, according to reports. Its second will be aired December 9 and probably will be a Metropolitan Opera TV production of "Faust." December 23 is the date set for the third ABC "special," which could well be the City Center's production of "The Nuteracker" 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 musicals. Three would be Metropolitan operas, produced especially 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

The web, or course, will not air the "specials" unless they are sold to advertisers.

D'Arcy Gets

NEW YORK, Feb. 25. - The ing "Date With Life" and "People's D'Arcy advertising agency has a new food account up its sleeve, for which it's reportedly preparing a major campaign involving con-siderable coin. Television will no doubt figure prominently in the launching of the new product, a shortening that would be competioutlets operating as a film network. tive to Spry, Fluffo and Crisco.

The new product is being marketed by Anderson Clayton, a leading cotton processing firm. It is already in the food field on a regional basis with the Mother 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 a nation-wide distribution basis.

ABC Plans Revamp

On Monday, ABC still is set on airing features 9-11 p.m. "Reader's erties ABC 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 earmarked for an ABC package.

One thing that's certain, however, is that ABC will be much more selective in its programming than ever before.

New TV Spot Campaigns

Future National Spot Drives— Contracts Being Signed Now

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

NATIONAL SUMMARY (Campaigns placed in more than one region)

Product and Advertiser

Alcoa Aluminum, Aluminum Co. of America Bissell Carpet Sweeper, Bissell Carpet

Sweeper Co. Brisk Toothpaste, Colgate-Palmolive Brylcreem, Harold F. Ritchie Cascopak Automatic Hot Compress,

Casco Product Coty Perfume, Face Powder & Lipstick,

Coty, Inc. Crest Toothpaste, Procter & Gamble Dash, Procter & Gamble 5-Day Deodorant, 5-Day Labs. Folger's Coffee, J. A. Folger Ford Cars, Ford Motors Gleem Toothpaste, Procter & Gamble Hacksaw, Grant Co. Ham, Swift & Co. Hep Oven Cleaner, Bostwick Labs.

Hood Rubber & Canvas Footwear & Tiling, Hood Rubber Co.

Product and Advertiser

Hostess Cake, Continental Baking Instant Maxwell House Coffee, General

Foods Keds, United States Rubber Co. Kellogg Special "K," Kellogg Leslie Salt, Leslie Salt Co. Life Magazine, Time, Inc. M-O-Lene, Frantz Co. Maxwell House Coffee, General Foods Medigum, Pharmaco, Inc.

Miss Wisconsin Cheddar Cheese, Armour & Co. Nadinola Cream, National Toilet Co. Nestle's Instant Coffee, Nestle Co. Poll Parrot Shoes, Roberts, Johnson &

Rand Red Ball Footwear, Mishawaka Rubber & Woolen Rinso Soap Powder, Lever Bros. Shaler Rislone Oil Alloy, Shaler Co.

Skylark Bread, Safeway Stores Welch Fruit of the Vine-Preserves, Welch Co.

REGIONAL SUMMARIES Eastern

Absorbine, Absorbine Co. Alcoa Aluminum, Aluminum Co. of America

Bel Air Frozen Juices, Bel Air Bissell Carpet Sweepers, Bissell Carpet Sweeper Co.

Bobbi Pin Curl Home Wave, Toni Co. Bond Bread, General Baking Brylcreem, Harold F. Ritchie Chestnut Farm Dairy Products, National

Dairy Products Chock Full O' Nuts Coffee, Chock Full O' Nuts Cott Beverages, Cott Beverages Corp.

Coty Perfume, Face Powder & Lipstick, Coty, Inc. Dairy Products, Brock-Hall Dairy Dreft, Procter & Gamble Panny Farmer Candies, Fanny Farmer Frozen Beef Steaks, Minute Maid Gallo Wines, E. J. Gallo Glamorene Carpet Cleaner, Glamorene,

Inc. Gleem Toothpaste, Procter & Gamble Hep Oven Cleaner, Bostwick Labs. Hood Rubber & Canvas Footwear & Tiling, Hood Rubber Co. Hostess Cakes, Continental Baking

Italian Swiss Wines, Italian Swiss Jet Sneakers, Mishawawka Rubber &

Woolen Co.

Joy Liquid Detergent, Procter & Gamble Keds, United States Rubber Co. Lava Soap, Procter & Gamble Life Magazine, Time, Inc. Lipton Tea & Bags, Thomas J. Lipton Mariboro Cigarettes, Philip Morris Maxwell House Coffee, General Foods Nadinola Cream, National Toilet Co. Nestle's Instant Coffee, Nestle Co. Mrs. Grass' Noodle Soup Mix, I. J.

Grass Noodle Pamper Perfume & Shampoo, Toni Co. Philip Morris Cigarettes, Philip Morris Phillips Soups, Phillip Soup Co. Piel's Beer, Piel Brothers Poli Parrot Shoes, Roberts, Johnson & Rand

Prom Home Permanent, Toni Co. Quick, Hudnut Co. Red Ball Footwear, Mishawaka Rubbet & Woolen Rinso Soap Powder, Lever Brothers Salad Mixer, Ratner Promotions

Simmons Mattresses, Simmons Co. Skylark Bread, Safeway Stores Undisclosed Products, Continental Baking Booster, United States Rubber Co.

View Master Stereoscopes, Sawyer's, Welch Fruit of the Vine-Preserves,

Wolch Co. Wonder Bread, Continental Baking

Southern

Bulova Watches & Radios, Bulova Crest Toothpaste, Prooter & Gamble Dash, Procter & Gamble 5-Day Deodorant, 5-Day Labs. Polger's Coffee, J. A. Folger Gasoline, Pure Oil Corp. Gleem Toothpaste, Procter & Gamble Haley's Mineral Oil, Sterling Drug Ham, Swift & Co. Hostess Cake, Continental Baking Keds, United States Rubber Co. Kellogg Special "K," Kellogg Maxwell House Coffee, General Foods Miss Wisconsin Cheddar Cheese, Armour & Co.

Orkin, Orkin Exterminating Co. Oxydol, Procter & Gamble Poll Parrot Shoes, Roberts, Johnson & Prell Shampoo, Procter & Gamble Rinso Soap Powder, Lever Brothers

SSS Tonic for Blood, SSS Co. Saginaw Power Steering, General Motors Shaler Rislone Oil Alloy, Shaler Co. Swift's Premium Products, Swift & Co.

Welch Fruit of the Vine-Preserves, White Rain Creme Rinse, Toni Co.

Midwestern

Ajax Cleanser, Colgate-Palmolive Beer, Peter Hand Brewing Benrus Watches, Benrus Watch Co. Bissell Carpet Sweeper, Bissell Carpet Sweeper Co.

Brylcreem, Harold F. Ritchie Building Materials, Coral Stores Canned Goods, Ellis Canning Co. Captain Choice Frozen Fish, Saleway Cascopak Automatic Hot Compress, Casco Products

Charles Antell, Product Services Classified Directory, Northwestern Bell Telephone

Clothing, Robert Hall Coty Perfume, Face Powder & Lipstick,

Crest Toothpaste, Procter & Gamble Dr. Pepper Soft Drinks, Dr. Pepper Co. 4-Way Cold Tablets, Groves Labs. 5-Day Deodorant, 5-Day Labs. Farm Supplies, Illinois Supply Co. Fertilizer, Smith-Douglas Co. Folger's Coffee, J. A. Folger Fruit Juices, Bridseye Div. Gas & Oil, Standard Oil Ham, Swift & Co. Hood Rubber & Canvas Footwear & Tiling, Hood Rubber Co. "The Hunt" (Movie), M-G-M

Instant Grip Cement, Instant Grip Cement Co. Foods

Instant Maxwell House Coffee, General Kleenex Table Napkins, International Cellucottoa

Kool Cigarettes, Brown & Williamson L&M Cigarottes, Liggett & Myers Ladies Home Journal, Curtis Publishing LeHigh Acres, Arthur Meyerhoff Life Magazine, Time, Inc. M-O-Lene, Frantz Co. Maxwell House Coffee, General Foods Medigum, Pharmaco, Inc. Michigan Bell, N. W. Ayer & Son Miss Wisconsin Cheddar Cheese,

Armour & Co. Morton's Frozen Pies, Morton Packing Mrs. Wiggle Toys, Wilkening Mfg. Co. Nestle's Instant Coffee, Nestle Co. Occo-Lak Mineral Compound, Oclwein

Chemical Pabst Blue Ribbon Beer, Pabst Brewing Purina Chows, Ralston-Purina Red Ball Footwear, Mishawaka Rubber & Woolen

Roto Broil, Roto Broil Corp. Skylark Bread, Safeway Stores Snoboy Bleach, A. F. Moore & Co. Spray Gun, Grant Co. Sunbeam Bread, Quality Bakers of

Supply Scissors, Ungars Electric Tools Surf, Lever Brothers Vam Hair Formula, Wildroot Co. View Master Stereoscopes, Sawyer's,

Viceroy Cigarettes, Brown & Williamson Welch Fruit of the Vine-Preserves,

Welch Co. Whirl, Procter & Gamble Whisk, Lever Brothers Wines, Wine Advisory Baord

Southwestern

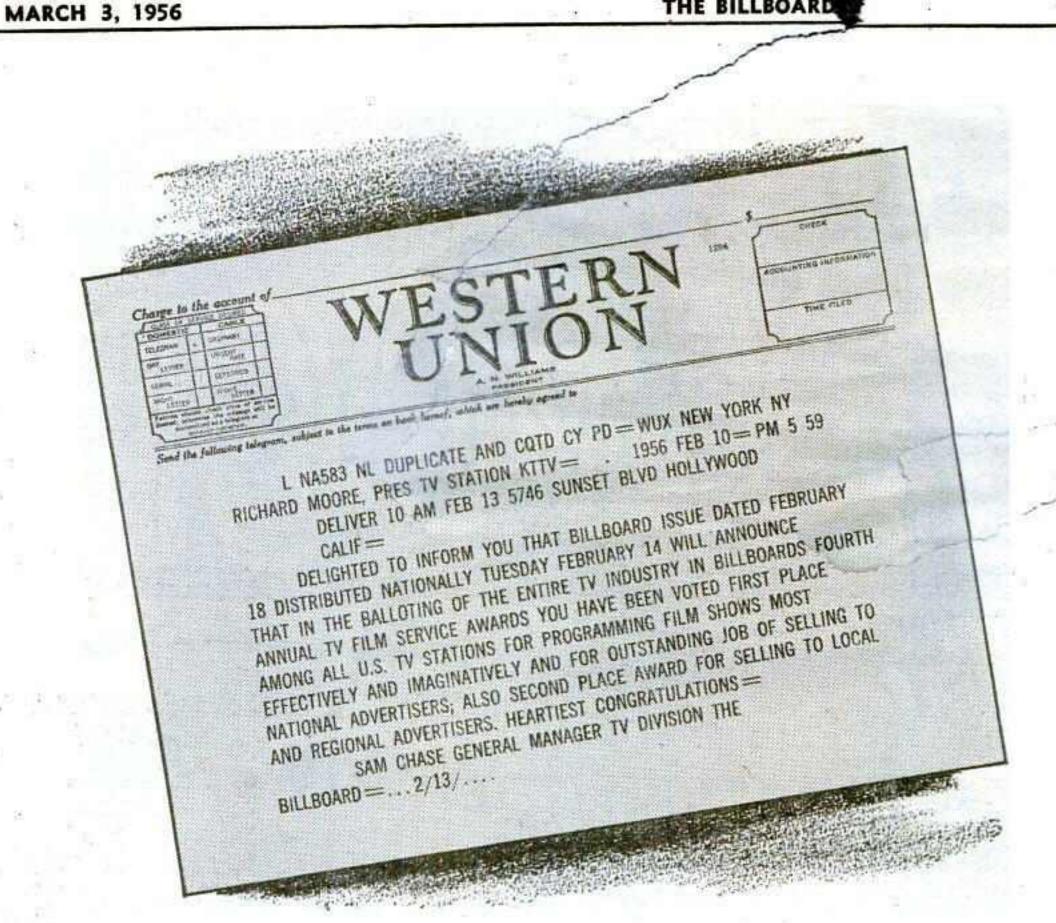
Adams Extracts, Adams Co. Alcoa Aluminum, Aluminum Co. of America Bank of Douglas, Bank of Douglas Brisk Toothpaste, Colgate-Palmolive Cascopak Automatic Hot Compress, Casco Products Continental Trailway, Continental 5-Day Deodorant, 5-Day Labs. Folger's Coffee, J. A. Folger Ford Cars, Ford Motors Friskies, Carnation Co. Grapette Beverages, Grapette Co. Hacksaw, Grant Co.

Hoffmann T.V., Hoffman Radio Hood Rubber & Canvas Footwear & Tiling, Hood Rubber Co. Instant Maxwell House Coffee, General Foods Karo Syrup, Corn Products Refining Kellogg Special "K," Kellogg Leslie Salt, Leslie Salt Co. M-O-Lene, Frantz Co. Maxwell House Coffee, General Foods Nadinola Cream, National Toilet Co. Super Lanolin, Charles Antell View Master Stereoscopes, Sawyer's,

Rocky Mountain & West Coast

Bank of America, Bank of America Brisk Toothpaste, Colgate-Palmolive Camay Soap, Procter & Gamble Carter Oil, Carter Oil Co. Chrysler Cars, Chrysler Corp. Colgate-Palmolive Shave Cream, Colgate-Palmouve

Crown Zippers, Coats & Clark's Dash, Procter & Gamble Double Danderine, Sterling Drug Flash Frozen Meats, Armour & Co. Folger's Coffee, J. A Folger (Continued on page 17)



Thanks from KTTV, where syndicated films regularly get ratings like these (in 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 & COSTELLO	- 10.5
LIBERACE	10.3
LIFE WITH ELIZABETH (Thurs.)	10.1
E	32

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.

etc.

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

STARRING

HENRY FONDA

SID CAESAR

BING CROSBY

CARY GRANT

ORSON WELLES

RAY MILLAND

LORETTA YOUNG

FRED ASTAIRE

LLOYD NOLAN GLENN FORD

SUSAN HAYWARD

104 FEATURES FOR THE MOST FLEXIBLE SALES

Big or Small...A Plan For All!

104 52 26

SCREEN

BEEN WAITING ... NOW IT'S HERE!

MOME PARADES

HUMPHREY BOGART * CLAUDETTE COLBERT

* RITA HAYWORTH

CHARLES BOYER * RED SKELTON

EDWARD G. ROBINSON

TONY MARTIN * REDRIC MARCH IRENE DUNNE

INGRID BERGMAN ROZ RUSSELL

...AND MANY OTHER TOP STARS!

FIRST RUN TV! PLANS EVER OFFERED!

CEMS, Inc.

SUBSIDIARY OF

PICTURES

N. Y. 19, N. Y. CI 5-5044

Pick The Package That Fits Your Needs!

SINGLE RUN

2-3-4 RUNS LIBRARY DEAL

1956—Year the Dam Broke On Feature Film Releases

Any Major at Any Time Could Open Gates; M'kt Still Bullish on Movies

year 1956 will go down in TV He said he hopes to have still antrade history as the year the dam other package of 13 to 26 pictures York, WCBS-TV bought it for 10 broke. The feature film side of the in another three to four months. business has seen such fast and fantastic developments in the past two months that buyers and sellers are beginning to look punch drunk. They don't know exactly what to 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 pictures into TV at any moment.

M-G-M is expected to be next. By "next" is meant after Warner Bros. The Warner Bros.' deal with eleine," with Ann Todd and Leslie Associated Artists' Productions is Banks, Universal, 1950; "Trail of expected to be closed momentarily. the Vigilantes," with Franchot week. The Loew's, Inc., management is Tone and Broderick Crawford, pre-1948 sound pictures for TV distribution. At its stockholders Century-Fox, 1939. meeting this week. Loew's stated that it has been carrying its backlog on its books at no asset value and has been making an intensive study of means of deriving revenue from this source.

Market Open

Midst all the excitement and uncertainty the pros have been determined to keep business moving. Most of the top feature film stations seem to be well enough stocked to keep going for another six months to a year without buying. Nevertheless, they are now so bullish on the value of movies 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 Hygo-Unity operation. This is Hygo's first feature package since April, 1955, when it released the "Showmanship" 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 market can best accommodate features in groups of no more than 26, tho perhaps at a faster release rate

ACTION...LAUGHS...THRILLS 26 dramatic ½ hours

for all the family.

The perfect warm weather show for ice cream and beverage companies.

GUILD@FILMS 460 PARK AVE NEW YORK MU 8-5365

NEW YORK, Feb. 25. - The than Hygo has had in the past up its initial sales on its group of

. Hygo Films

Among the films in the new Hygo group are "Pardon My Past," with Fred MacMurray and Marguerite Chapman, Columbia, 1947; "The Astonished Heart," with Noel Coward and Celia Johnson, Universal, 1950; "Two Yanks in Trinidad," with Pat O'Brien and Brian Donlevy, Columbia, 1942; "Adventures of Gallant Bess," with Cameron Mitchell and Audrey Long, United Artists, 1948; "Mad-

Screen Gems this week chalked C&C Television.

104 Columbia features. In New runs in three years. The group was also reported sold to KRON-TV. San Francisco, to KFJZ-TV, Dallas, and to one of the Westinghouse stations, SG was earlier reported to be asking over \$10,000 per picture here in New York, but several sources reported the price list on the group was not extraordinarily high.

WOR-TV here this week confirmed its purchase of the 10 David O. Selznick pictures from National Telefilm Associates. station said the price was

There were reports of continued reported to be in negotiations for Universal, 1943, and "Hound of sales of Hollywood TV Service's the sale of its approximately 1,000 the Baskervilles," with Richard new "Silver" package. But this Greene and Basil Rathbone, 20th veek there was still no deal closed or, the 740 RKO pictures with

Programming Crux Of UHF-VHF Fuss

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

WASHINGTON, Feb. 25. could obtain clearances in the first -"The crux of the whole UHF- 50 markets." that they are all looking at every- VHF problem is programming." thing being offered and in some That was the opinion expressed by selves is limited by the fact that Sen. John O. Pastore, member of "only two of the three nets get "Belvedere" series. the Senate Commerce Committee, this week, after hearing testimony by Federal Communications Commissioners pointing up the problems of the local programmer and

FCC Commissioner Doerfer also emphasized the program angle, pointing out that UHF'ers in VHF markets depend entirely on programming. Doerfer believes a VHF affiliate should be limited to one network and not "skim the cream off the programs."

Senator Pastore then went further, proposing that nets be regulated under anti-trust laws, pointing out that film houses are. FCC Chairman McConnaughey quickly replied that networks did not design the shortage of facilities and are, therefore, different from the

Hyde Underscore

Commissioner Hyde accentuated the positive in the competitive picture by suggesting the use of local programming, as well as tapes and films to aid local stations and advertisers. Hyde believes more national accounts would be available locally if "they

HITTING THE

Competition among nets theminto 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 markets on a competitive basis." Hyde places the blame for the situation on lack of facilities. "More than 50 per cent of the ads on television are controlled by 25 per cent 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 cases an advertiser must buy what he doesn't want in order to get what he does want." Cox asked "if time options prevent clearances for others, isn't that restraint of trade? Commissioner Doerfer interrupted to say that it was, adding em-phatically, "but people like net

At this point, Sen. John Bricker introduced a favorite theme, "that it may become necessary for Congress to control networks because they have too much power." (Senator Bricker introduced a bill calling for control of networks in the last session.)

BOOM

Canada Set Sales Hit 237 Mil

TORONTO, Feb. 25. - TV set 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 by the Radio-Television Manufacturers' Association.

The average cost of a TV set declined to \$305 in 1955, from \$341 in 1954, as the market expanded. The TV boom hit the Maritimes and the West in 1955.

TCF Showcasing Via 'Fox Hour'

HOLLYWOOD, Feb. 25.-TCF Television Productions is using its "20th Century Fox Hour" as a showcase for potential series, thereby 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 Chandler and John L. Creene to immediately start writing 30-minute scripts. "Belvedere" was recently completed as an hour show for the "Fox Hour."

Use of the "Fox Hour" as a showcase was further substantiated with TCF filming "Broken Arrow" for the hour anthology series, but plans to offer it as a half-hour series to sponsors. Latter will star Ricardo Montalban and Rita Moreno. Reginald Cardner and Eddie Bracken will be offered in the

Preps 2 Pilots

HOLLYWOOD, Feb. 25.-Hollywood Television Service is preparing pilot reels of two new shows to be offered for national or syndicated sale during the summer for fall sponsorship. The new series include "Statue of Liberty," tentative title of an anthology show based on files of the Immigration Department and dealing with entry into the U. S. of noteworthy individuals and the deportation of others found unsuited for American citizenship.

The other series is "Hoodlum Empire," which appeared under the Republic Pictures banner as a 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, with the series themselves to be completed by September.

GROWING IMPORT

P.&G. Uses Vidfilm As Spot Carriers

cated vidfilm is beginning to become an important vehicle as a spot carrier. One of the most important advertisers in TV, Procter & Gamble, is now using syndicated vidfilm in this manner.

kets for its new Crest toothpaste.

ica. The National Biscuit Com- to be a good buy.

NEW YORK, Feb. 25.-Syndi- pany is also employing the same film-buying technique and is sponscring such different vehicles as "I Led Three Lives" and "Badge 714."

The P.&C. practice is to go into a market and first try to buy spots. P.&G. is now in between 30 and When they cannot be obtained, the 40 markets with syndicated TV sponsor buys syndicated shows. film shows. This week it bought Were the same shows to be puranother six shows in as many mar- | chased from the distributor, P.&G. might have trouble clearing sta-Two of the shows it purchased tions. By purchasing them directly are distributed and produced by it has no such problems. The vid-Ziv, two by NBC-TV Films, one by film properties are evidently doing ABC Film Syndication and the last a sufficiently good job of attracting by Television Programs of Amer- audiences to marginal time periods Sylvia Davis, President

Production of 'Landmark' Set; B. Cerf to Host

HOLLYWOOD, Feb. 25.-Production will start next week on the first in Goodson-Todman's "Landmark" film series to be based on the Random House historical books. The series will be owned jointly by CBS and Goodson-Todman. Bennett Cerf, Random House president, will be featured as host of the historical anthology.

First film will be "John Paul Iones, Fighting Sailor," and is scheduled for an hour's running time. CBS has not as yet decided whether the series take an hour or half-hour segment, hence, the second in the series, "Pony Express," is scheduled for a half-hour show. Third film (running time undetermined) will be "Ethan Allen and His Green Mountain Boys."

Filming will be handled by Filmmaster Productions, producers of "Gunsmoke" for CBS, at 20th Century-Fox's Western Avenue studios. Barney Girard will direct and Charles Schneer will produce.

"Landmark" is Goodson-Todman's second film package this year. It is currently producing "The Web" at Screen Gems.

CBS Pix Drive On Terrytoons

NEW YORK, Feb. 25.-In the first week of its sales drive on its package of 156 Terrytoon cartoons, CBS-TV Film Sales closed deals with eight stations-WFIL-TV, Philadelphia; WLAC, Nash-ville; WHBF-TV, Rock Island, Ill.; WGBI-TV, Scranton, Pa.; KSTP, Minneapolis; WNBF, Bing-hamton, N. Y.; WFDG-TV, Altoona, Pa., and WABT, Birming-

CBS Film this week was reported to be packaging a new adventure series titled "Border Patrol." It was said to be looking for a studio to handle the filming.

2 Ziv Pilots For Nat'l Sale

HOLLYWOOD, Feb. 25.-Ziv-TV has produced two pilots earmarked for national sale. They are a West Point show and "I Love a Mystery," starring Paul Kelly and Maria Riva.

Directed by Leon Benson, the West Point stanza will be shot in the Ziv Hollwood studios, with exteriors done at West Point. Ray Montgomery is the star. Walter Kingsley heads up the national sales department for Ziv-TV.

WPIX 'Rider' 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 of the Western films, which have been seen here, for slotting in its 7:30-8 p.m. Tuesday night time

CBS-TV Film Sales is trying to sell the other 39 to other stations in the market.



Popularity proven by consistent high audience ratings. There's a new show each week (now available in color, too)!







TO THE TELEVISION

for voting

the QUALITY LEADER of EXCLUSIVE EAST COAST

EXCLUSIVE EAST COAST
LABORATORIES in The Billboard's
Fourth Annual TV Film Service
Awards Competition.

Movielab Film Laboratories, Inc. 619 West 54th Street, New York 19, N. Y.

DOORS CLOSING

East RKO-Pathe Due To Wind Up Business

Teleradio Pictures, Inc., is report- the firm. edly "drying up" the operation of KO-Pathe, its East Coast production 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 TV 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 a 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 show titled "Camera in Russia." The films will be narrated by Zobel and WPIX announcer John Tillman.

Zobel has been talking to a number of other major market stations. He hopes to air on about 25 markets as a roadshow. If this proves successful he plans to film and record introductions and syndicate it as a complete show.

Zobel, who has done some film Adventure," is working on a new half-hour adventure film series concerning his own travels and exof distributors here about it.

NEW YORK, Feb. 25. - RKO- | ager-have already resigned from

RKO-Pathe is expected to finish its current commitments and then go out of existence. The firm owns a fair-sized studio here and leases 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-Pathe were done for Chrysler Motors, Ronson, Jello and Johnson's 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 but feels its half-hour shows could recent years its short subject pro- stand improvement. duction has been sharply curtailed. RKO-Teleradio Pictures will produce short subjects in it- studios in Hollywood when its East Coast subsidiary closes up shop.

Greyhound to Ride on 'Star'

NEW YORK, Feb. 25. - Greyhound Bus this week bought half sponsorship of "Your Star Showcase" on WABC-TV, here, 11-11:30 p.m. across the board.

Its co-sponsor on the strip is for Jack Douglas' "I Search for Carter Productions. Greyhound restation bought the anthology series considering giving them a big send- the CBS "Suspense" series; "The ploits. He has talked to a couple from Television Programs of Amer- off in the summer when the com- Sheriff of Cochise County," now ica some time ago.

KFJZ, 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

In the past couple of weeks KFJZ has bought the top feature packages on the market. It bought the "TNT" group-including the 10 David O. Selznick pictures-from National Telefilm Associates, the 104 Columbia pictures from Screen Gems and Hollywood TV Service's "Silver" package.

The station estimates it now has enough features to carry it thru the first six months of 1957 on its current schedule.

It plans to put the first runs of the Selznick pictures in its "Million-Dollar Movie," which runs one picture Monday, Tuesday and Wednesday, and another Thursday, Friday and Saturday, 7:30-9

Films to Watch

CELEBRITY PLAYHOUSE-Screen Gems

Last week this column cited the strong build-up being made by this new dramatic anthology. Mention was made of its strong female appeal. This week the "Scoreboard's" break down of top syndicated shows among women demands another mention of "Celebrity Playhouse." For the first time since these audience composition studies have been published on these pages, another syndicated show is challenging Liberace's leadership among the ladies. "Celebrity 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 third ranking mystery series according to the average weighted Pulse ratings. It was the top syndicated show in 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 "Scoreboard"-"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

HOLLYWOOD, Feb. 25.-Desilu Productions is currently completing four pilot reels of series soon to be offered for national sponsorship. These include "The Adventures of a Model," starring Jeanne Dru, with Norman Tokar producing-directing; "The Whirlybirds," starring Ken Tobey and Craig Hall in a helicopter adventure series; "The Desilu Mystery ming giants, together with the p.m. It has not decided when it Theater," to be produced by Wil- present allocation moves allegedly places Anahist on this show. The will debut the Selznicks but is liam Spier, who for years helmed (Continued on page 17) being edited.

House, Senate To Probe Big **Net Programs**

WASHINGTON, Feb. 25. -Big city, big time network programs webbing U.S. television will come under a crossfire of both Senate and House investigation at hearings this week. The programfavoring them, will be the subject of testimony by industry representatives, 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 investigations will be Rep. Emanuel Celler, chairman of the Judiciary Committee and its anti-trust group, who want to determine whether the Federal Communications Commission has failed to promote national 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 parallel almost identically scheduled Senate Commerce hearings by calling Stanley N. Barnes to testify on anti-trust aspects of nets' "dominant position in the industry."

At the Magnuson Senate hearings, UHF spokesmen are expected to tell the committee that present concentration of programming by nets and large-coverage stations is the direct result of an allocation system which promotes entrenched bigtime TV and shuts off the economic life of grassroots programmers, advertisers and small station owners, both UHF and VHF. FCC's alleged failure to make allocation room for a third network to program on an equal basis with CBS and NBC will also come under fire.

NOTICE

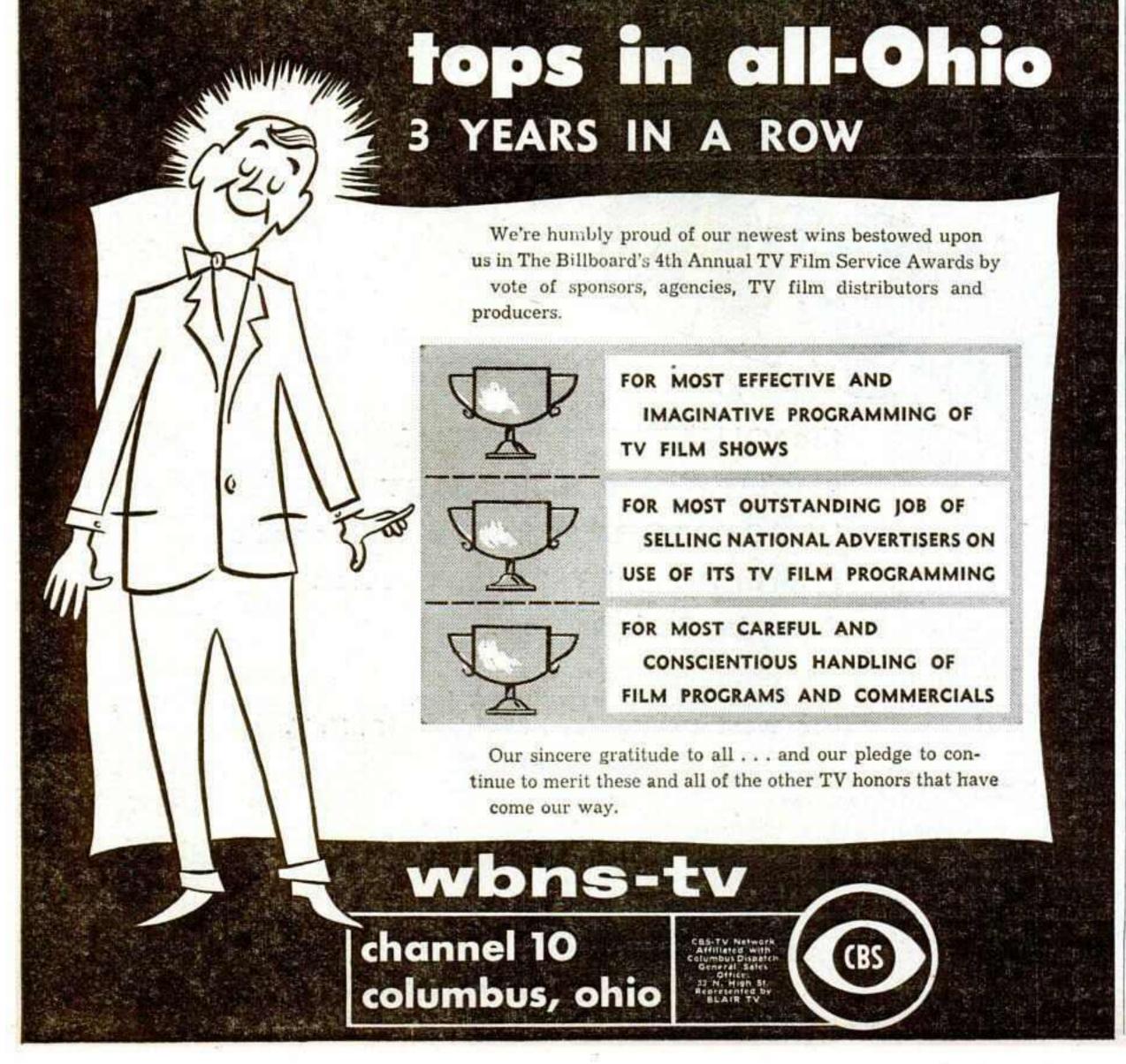
Due to the death of my partner, Mr. Bob Strickland, am forced to sell immediately the Hillbilly and Western Film Show, Smoky Mountain Jamboree. There are thirteen and one-half minute shows ready to run, with prints, brochures; all rights will be sold, including music, nationally known motion picture,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

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MY LITTLE MARGIE

THE AMERICAN STORY

THE STAR AND THE STORY

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HERMAN RUSH

TO: THE COUNTRY'S TELEVISION STATIONS AND ALL OUR FRIENDS IN THE TV INDUSTRY

TROUBLE WITH FATHER

TERRY AND THE PIRATES

DATELINE EUROPE

OVERSEAS ADVENTURE

THIS IS YOUR MUSIC

CROSS CURRENT

Thank you!

For voting Official's Library Plan to the Number 1 Position in Billboard's Annual TV Film Awards. Why did our Library Plan win? Because...

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 program effectively and profitably.

If you have not already availed yourself of Official's Library Plan let us tell you about our PROFIT INSURED PROGRAMSI

Again, our sincere thanks.

Herman Rush

Kindest regards,

OFFICIAL FILMS, INC.

COL. MARCH OF SCOTLAND YARD

HR/is

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".

WILLY

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THE HUNTER

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TV Program and Time-Buying Guide

THE TELEVISION THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK

ARB Audience Composition Studies

Web Situation Comedy Shows

	JANUARY RATINGS	AMONG WOMEN
Rank	Show, Sponsor & Web Rating	Rank Show, Sponsor & Web Pet Set
2. D 3. H 4. P 5. O 6. P 7. O 8. B 9. F	Love Lucy, Procter & Gamble (CBS)	1. I Love Lucy, Procter & Gamble, General Foods1.16 2. December Bride, General Foods (CBS)1.15 3. Honeymooners, Buick (CBS).1.14 4. It's a Great Life, Chrysler (NBC)1.13 5. Ethel & Albert, Ralston-Purina (ABC)1.12 6. Make Room for Daddy, American Tobacco, Dodge (ABC)1.09 6. Father Knows Best, Scott (NBC)1.09 8. People's Choice, Borden (NBC)1.08 8. Bob Cummings, R. J. Reynolds (CBS)1.08 8. Our Miss Brooks, General Foods (CBS)1.08 8. It's Always Jan, Procter & Gamble (CBS)1.08
15	AMONG MEN	AMONG CHILDREN Children
Rank	Show, Sponsor & Web Per Set	Rank Show, Sponsor & Web Per Set
1. II 3. P 4. L	t's a Great Life, Chrysler (NBC)	Fink, Dorothy Gray (CBS), 1.08
W.50.55	Milk, B. F. Goodrich	4. Life of Riley, Gulf (NBC)96
5. 1	(CBS)	5. Bob Cummings, R. J. Reynolds (CBS)
7. P	(CBS)	6. Father Knows Best, Scott (NBC)
8. E	(NBC)	Rampolde (CRS) 84
8. N	Foods (CBS)	8. Mama, General Foods (CBS)83
8. C	American Tobacco, Dodge (ABC)	9. Honeymooners, Buick (CBS)82 10. Topper, Standard Brands,

LATEST NETWORK RATINGS

Nielsen Top 10 TV Web Shows

(2 Weeks Ending January 21) * Indicates Film

Total Audience/Show

Rank Program & Web	Homes %
1. Peter Pan (NBC)	54.4
2. \$64,000 Question (CBS)	52.2
2. Ed Sullivan Show (CBS)	50.7
4. *Disneyland (ABC)	47.3
5. *1 Love Lucy (CBS)	45.2
6. *Dragnet (NBC)	70.23000
7. Jack Benny Show (CBS)	41.6
8. Ford Star Jubilee (CBS)	40.7
9. *You Bet Your Life (NBC)	40.2
10. Perry Como Show (NBC)	40.1

Average Audience/Minute

Rank Program & Web	Homes
1. \$64,000 Question (CBS)	49.1
2. *I Love Lucy (CBS)	43.1
3. Peter Pan (NBC)	41.1
4. *Dragnet (NBC)	41.0
5. Ed Sullivan Show (CBS)	40.8
6. *Disneyland (ABC)	40.2
7. Jack Benny Show (CBS)	38.9
8. *You Bet Your Life (NBC)	38.0
9. *Ford Theater (NBC)	36.5

AMONG TEENS

Johnson & Johnson (ABC). .79 10. *December Bride (CBS)36.4

ARB Top Shows Among Women

How Network Shows Rated Among Women in January

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

	(* Indicates Film)	
Rank	Show, Sponsor & Web Per Se	Contract Court of the Section of
1	Two for the Money, Sheaffer,	
#	P. Lorillard (CBS)	29.1
2	Lawrence Welk, Dodge (ABC)1.24	26.8
	George Gobel, Pet Milk, Armour (NBC)1.24	39.9
	*Loretta Young, Procter & Gamble (NBC)1.24	33.9
	Hallmark Hall of Fame, Hallmark (NBC) 1.23	17.0
	Red Skelton, Pet Milk, S. C. Johnson (CBS) 1.23	35.3
	Hallmark Hall of Fame, Hallmark (NBC) 1.23	17.0
5	Perry Como, Dormeyer, Int'l Celucotton,	
	Armour, Gold Seal (NBC)1.23	34.7
9	Private Secretary, American Tobacco (CBS). 1.21	32.8
10	Amateur Hour, Pharmaceuticals, Serutan	1 120
	(ABC)	13.1
	Life Is Worth Living, Admiral (ABC)1.20	10.4
10	Your Hit Parade, Hudnut, American Tobacco	203 10
2523	(NBC)	36.4
13	What's My Line? Jules Montenier,	-
NAME.	Remington Rand (CBS)	35.3
14	Comedy Hour, Jergens, Avco,	
2:23	Brown & Williamson (NBC)1.18	26.3
	\$64,000 Question, Revion (CBS)1.18	54.8
14	Godfrey & His Friends, Toni, Kellogg,	
	Nat'l Carbon, Pillsbury (CBS)1.18	29.4
	I've Got a Secret, R. J. Reynolds (CBS)1.18	38.6
14	Stop the Music, Necchi, Quality Goods	4474
1200	(ABC)1.18	10.0
	Down You Co, Whitehall, Procter & Camble,	~ .
	Western Union (ABC)1.18	7.1
14	You Bet Your Life, DeSoto-Plymouth	12.0
22700	(NBC)	42.9
14	Playhouse of Stars, Schitz (CBS)	28.3
	Texaco Star Theater, Texas Co. (NBC)1.18	24.7
	Name That Tune, Whitehall (CBS)1.18	26.2
24	Chance of a Lifetime, Emerson Drug,	10.1
0.1	Lentheric (ABC)	13.1
24	Do You Trust Your Wife? Frigidaire	00.0
	(CBS)1.17	26.2

The Billboard Scoreboard

The Pulse Audience Composition Studies

DECEMBER RATINGS

Syndicated Film Mystery Shows

MECALOR ROLL - COMPANIO CONTROL - CO	Rank Show & Distributor Tuned In
Mr. District Attorney (Ziv)84 Racket Squad (ABC)84 The Whistler (CBS)84 Boston Blackie (Ziv)84 How the Law (MCA)82	1. Badge 714 (NBC)
6. Mr. and Mrs. North (ATPS)82 6. Sherlock Holmes (UM&M)82	7. Mr. and Mrs. North (ATPS)21 7. Racket Squad (ABC)21 9. Captured (NBC)20 9. The Whistler (CBS)20
100 Homes	AMONG CHILDREN Kids Per 100 Homes Rauk Show & Distrib. Tuned In
2. Follow That Man (MCA)90 3. Mr. and Mrs. North (ATPS)89 4. Mr. District Attorney (Ziv)88 5. City Detective (MCA)85 5. Ellery Queen (TPA)85 7. Lone Wolf (MCA)83 8. I Am the Law (MCA)82 9. Boston Blackie (Ziv)81	1. Badge 714 (NBC)
7 113104 439	1. Ellery Queen (TPA)

AMONG MEN

Pulse Top Pix Among Women

How Non-Net Films Rated Among Women in December

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

Rank Order	Show and Distributor	Women Per 100 Homes	Avg. Dec. Rating
1	Celebrity Playhouse (Screen Gems) .	96	15.8
	Liberace (Guild)		7.9
3	Foreign Intrigue (Official)	94	4.3
	Douglas Fairbanks Jr. Presents (ABC		16.4
	The Whistler (CBS)		9.0
6	Dangerous Assignment (NBC)	90	6.1
	Follow That Man (MCA)		10.1
8	Mr. & Mrs. North (ATPS)	89	6.5
8	My Little Margie (Official)	89	9.4
10	I Led Three Lives (Ziv)	88	13.0
10	Mr. District Attorney (Ziv)	88	17,7
	Beulah (Flamingo)		3.6
12	Famous Playhouse (MCA)		2.9
	Grand Ole Opry (Flamingo)		9.9
	Great Gildersleeve (NBC)		9.4
16	Cuy Lombardo (MCA)	86	6.6
16	Times Square Playhouse (Ziv)	86	3.1
18	City Detective (MCA)	85	12.3
18	Confidential File (Guild)	85	11.9
18	Ellery Queen (TPA)	85	6.9
18	My Hero (Official)	85	5.3
18	Waterfront (MCA)	85	13.2
23	Judge Roy Bean (Screencraft)	83	3.8
	Lone Wolf (MCA)		4.4
23	Mayor of the Town (MCA)	83	10.8
	Star and the Story (Official)		13.2

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THE BILLBOARD

CHICAGO	4 STATIONS
THE TOP 15 ONCE-WEEKLY S	HOWS (* Indicates Non-Network)
S64,000 Question, WBBM, T. 44.8 Ed Sullivan, WBBM, Su. 42.8 Producer's Showcase, WNBQ, M. 36.9 What's My Line? WBBM, Su. 36.2 December Bride, WBBM, M. 33.5 I've Got a Secret, WBBM, W. 33.4 This Is Your Life, WNBQ, W. 31.5 I Love Lucy, WBBM, M. 29.9	9. Perry Come, WNBQ, S. 29.3 10. Millionaire, WBBM, W. 29.2 11. George Gobel, WNBQ, S. 28.7 11. Groucho Marx, WNBQ, W. 28.7 13. Disneyland, WBKB, W. 28.4 14. Lineup, WBBM, F. 27.7 15. Jackie Gleason, WBBM, S. 27.5
THE TOP 10 MULTI-WEEKLY	SHOWS (* Indicates Non-Network)
Mickey Mouse Club, WBKB, MF. 18.3 Art Linkletter, WBBM, MF. 13.5 *Little Rascals, WBKB, MF. 13.3 Big Payoff, WBBM, MF. 13.2 *Weather, Connors (10 p.m.), WNBQ, MF. 12.4	6. Arthur Godfrey, WBBM, MTh
THE TOP 30 LOCALLY O	RIGINATED FILM SERIES
k Title (Distributor) Station, Day-Time Rating	Rank Title (Distributor) Station, Day-Time Rating
Cisco Kid (Ziv), WBKB, Su5:00	16. Wild Bill Hickok (Flamingo), WBBM, S9:00 a.m. 12.2 17. Hopalong Cassidy (NBC), WBKB, S5:30. 11.9 17. Confidential File (Guild), WBKB, W10:00. 11.9 19. Man Behind the Badge (MCA), WBBM, Su10:00

4 STATIONS
HOWS (* Indicates Non-Network)
9. Phil Silvers, WTOP, T. 25.4 10. Disneyland, WMAL, W. 25.0 10. George Gobel, WRC, S. 25.0 10. Millionaire, WTOP, W. 25.0 13. Lineup, WTOP, F. 24.7 14. 4 Star Playbouse, WTOP, Th. 24.5 15. Red Skelton, WTOP, T. 24.4
SHOWS (* Indicates Non-Network)
6. Search for Tomorrow, WTOP, MF. 10.9 7. Love of Life, WTOP, MF. 10.5 7. Guiding Light, WTOP, MF. 10.5 9. Eddie Fisher, WRC, W., F. 10.2 9. Valiant Lady, WTOP, MF. 10.2
RIGINATED FILM SERIES
Rank Fitle (Distributor) Station, Day-Time Rating
17. Science Fiction Theater (Ziv), WMAL, Su6:00

THIS WEEK'S FILM BUYS

11. Andy's Gang (Brown), WBKB, Su.-2:30....13.7

12. Little Rascals (Interstate), WBKB, M.-F.-4:00.13.3

13. Long John Silver (CBS), WBKB, Su.-2:00....12.7

15. City Detective (MCA), WGN, F.-9:30......12.4

WNBQ, S.-11:0012.5

14. Championship Bowling (W. Schwimmer),

ABC FILM SYNDICATION RACKET SQUAD WGBS, Miami: Mennen Co.

PASSPORT TO DANGER WOOD, Grand Rapids, Mich.: The Mennen Co.

CBS-TV FILM SALES TERRYTOONS

WFII., Philadelphia; WGBI, Scranton, Pa.; KSTP, Minneapolis; WNBS, Binghamton, N. Y.; WFBG, Altoona, Pa.; WABT, Birmingham; WHBF, Rock Island, Ill.: Adv. TBA AMOS 'N' ANDY

KIVA, Yuma, Ariz.; KIDO, Boise, Idaho: Adv. TBA

THE WHISTLER KSTP, Minneapolis: Adv. TBA

FLAMINGO FILMS STARS OF THE GRAND OLE OPRY KTRK, Houston: Vornado Air Condi-

INTERSTATE TELEVISION 1 Married Joan

KIXI., San Angelo, Tex.: Comfort Control Air Conditioning

MCA-TV MAYOR OF THE TOWN KVEC, San Luis Obispo, Calif.: Richfield

WATERFRONT KVEC, San Luis Obispo, Calif.: Albers Milling Co.

KVTV, Sioux City, Ia.: Skelly Oil Co. RAY MILLAND SHOW KALB, Alexandria, La.: Alexander-Bolten

and Standard Printing NBC TELEVISION FILM CRUNCH AND DES

KOB, Albuquerque, N. M.: Lucky Lager Beer and Converse Motor BADGE 714 KVOA, Tuscon, Ariz.: Bowyer Motor

SCREEN GEMS COMPANY BIG PLAYBACK WTVD, Durham, N. C.; WFBC, Green-

ville, S. C.: Mebane Mattress ZIV TELEVISION PROGRAMS CISCO KID

WSPD, Toledo: Triclothes Dept. Stores MAN CALLED X WMAL, Washington: Cities Service Oil

KVOA, Tuscon, Ariz.: A-1 Pilsner Beer MEET CORLISS ARCHER WTSK, Knoxville: French Bread Dairy and Southeastern Glass

I LED THREE LIVES KWTV, Oklahoma City; KHQ, Spokane: Nabisco Crackers

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Commercial Cues

25. Soldiers of Fortune (MCA), WBKB, Su.-5:30,10.2

27. Annie Oakley (CBS), WBBM, S.-5:00...... 9.9

28, Range Rider (CBS). WBBM, Su.-12:00 noon.. 9.8

30. Highway Patrol (Ziv), WBKB, Th.-9:00 9.2

WGN, Su,-3:00 9.5

29. Championship Bowling (W. Schwimmer),

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 City, N. Y. The new location was designed to triple the 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 productions will have a ready lisspeed on a new commercial experiment for the DuPont tener in A. Davidson Dunton, Company of Canada. The DuPont firm ponsors "Father chairman of the Canadian Broad- NTA went into operation two years Knows Best" on alternate weeks and wants three new casting Corporation Board of Gov- ago. The firm, now NTP, owns one-minute commercials for each program. That's 78 new ernors. film ads for the year, and the agency has 60 of them to do.

Kenyon & Eckhardt, Inc., has formed a new Commercial Production department. Alfred R. Tennyson will be in charge. . . . Alan Baskin, president of Miami Productions, Inc., 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 weekly chart list commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA-Live Action; FA-Full Animation; SA-Semi-Animation; SE-Special Effects: J-Jingles; M-Music; S-Slides; ID-Station break; NA-Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any) No. (Seconds) (C-Color)

RADIOS, TV SETS, PHONOGRAPHS (Records and Dealers thereof) RCA Service Co., Al Lefton	ırm
TOBACCO, CIGARETTES, CIGARS	
American Tobacco, Tareyton Cigarettes,	
Hackett Advertising	
ham & Walsh (Dragnet)	ano
L&M Filters, Cunningham & Walsh	
(Dragnet, Warner Bros., Matinee,	
Gunsmoke) 12 (20 to 60) LA, SA, SE Voic	ano
Chesterfield, Cunningham & Walsh	
(Warner Bros.)	ano
Chesterfield, Cunningham & Walsh	
(Gunsmoke)	ano
TOILET REQUISITIES (Toilet Soap, Cosmetics, Perfume, etc.)	
Colgate-Palmolive, Lustre Net, Lennen	
& Newell	ilm
Wildroot. BBD&O	nius
BBD&O	cen
Bristol-Myers, Ban. BBD&O	
Lehn & Fink, Hinds, McCann-Erickson., 1 (30) LA	urm
Helena Rubinstein, Heaven Scent,	
Ogilvie, Benson & Mather	1PS
Coy, Inc., Lipstick, Franklin Bruck 1 (20), 2 (60) LA, SA	tahl
MISCELLANEOUS AND UNIDENTIFIED SPONSORS	
NBC-TV, Peter Pan, NBC	ans-
State of California, Military 2 (50), 1 (20),	
1 (ID) FA, LACine-1	cle

New TV Spot Campaigns

American National Red Cross, Direct.... 6 (60, 20) LA, SEReed-Krasne

(Continued next week)

Continued from page 6

Ford Cars, Ford Motors Granny Goose Potato Chips, Granny Goose Foods Hacksaw, Grant Co. Hep Oven Cleaner, Bostwick Labs. Hostess Cakes, Continental Baking Insurance, General Insurance Co. Keds, United States Rubber Co. Kellogg Special "K," Kellogg Co. Leslie Salt, Leslie Salt Co. Life Magazine, Time, Inc. Listerine Antiseptic Toothpaste, Lambert Pharmacal

Miss Wisconsin Cheddar Cheese, Armour & Co. Reddi-Wip Cream, Reddi-Wip Red Ball Footwear, Mishawaka Rubber & Woolen Rome Wine, Rome Wine Co. Shaler Rislone Oil Alloy, Shaler Co. Vaseline Hair Tonic, Chesebrough Mfg. Viewmaster Stereoscopes, Sawyer's, Inc.

Williamson Candy, Williamson Candy

www.americanradiohistory.com

Maxwell House Coffee, General Foods

Medigum, Pharmaco, Inc.

CBS in Market For Pix Under Costs of Live

12. Little Rascals (Interstate), WRC, W.-7:00....11.5

14. Soldiers of Fortune (MCA). WTOP, M.-7:00.11.0

14. Cisco Kid (Ziv), WTOP, M.-F.-6:00......11.0

16. Studio 57 (MCA), WMAL, F.-9:00......10.7

company which can undertake to a lower price than that of live Landau, Inc.

Dunton said that the CBC's prime interest is to provide the best TV service for the Canadian public at the lowest possible price.

Difficulties facing any national system of TV in this country are size, distribution of population, the complexities of East-West communication and the fact that Canada has two tongues, said Dunton.

"There are rather few people in 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 by

Dunton revealed that the CBC was interested in 35mm. productions. Cost is the only opposing factor. He could foresee some facilities for 35mm, at key points when the microwave network is completed.

Commercials

Producer

Type

He said the corporation was willing to accept more Canadian material for use outside of Canada, 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 "Channel 11 Theater," 3-4:30 p.m. It uses live hosts on its movies-it's a pretty gal, Sally Parr, on the "Starlight"-enabling local sponsors to get live commercials.

KFJZ runs syndicated shows 9-10 p.m. This is one place where it might put features if conditions 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.

HOLLYWOOD, Feb 25.-CBS-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 original score will be commissioned for the show to lend lilt to the laughter.

NTA Deeper Into P'kging With NTP

28. Boston Blackie (Ziv), WTOP, T.-11:30...... 7.0

29. †The Hunter (Tafon), WTTG, W.-10:30..... 6.7

W.-11:15 6.1

30. †Patti Page (Oldsmobile), WTOP, M.,

NEW YORK, Feb. 25. - As a further step into program packaging, National Telefilm Associates has named its production arm Na-TORONTO, Feb. 25 .- Any film tional Telefilm Productions, Inc. This is actually the same corporate provide filmed Canadian shows at entity formerly known as Ely

Landau, president of NTA, set up his production firm even before such 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 NTA.

'Ivy' for Web Second Runs

NEW YORK, Feb. 25.-Television Programs of America is pitchthe present network of eight CBC ing second runs of "The Halls of and 25 private stations," he said. Ivy" for network summer replacement. Meanwhile, however, it is continuing syndication sales.

This week it closed a deal with WPIX here. TPA is putting a protective clause into its station contracts against a possible summer deal. WPIX will not start "Ivy" until October.



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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 paper record polls was under written by the Record Industry Association of America, Inc., this month, following a test conducted by the Association's marketing committee last August and September "to determine the accuracy of the best seller lists as provided by leading trade publications."

The results of the test were set forth in the RIAA's annual report for 1955-just 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 outside merchandising organizaan upcoming Capitol album and tions, the RIAA board of directors being read into the Congressional appropriated \$25,000 last year for McDonough.

orginal works by Hollywood com- noted self-service and store modposers, among them Victor Young, Nelson Riddle, Andre Previn, Jeff Alexander, Gordon Jenkins, Elmer Bernstein, Alex North, Alex Wilder and Billy May. Session was one of the first held at Capitol's mammoth new recording studios.

Sinatra's entry into the Congressional Record referred to the singer's forthcoming world-wide tour of charity performances, in accordance with proposed legislation for the 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 to a disk pact. Initial release will be "Little Babe," which will be introduced by the comedian Tuesday (28) on his CBS-TV'er. Ork is conducted by David Rose, Skelton's TV conductor. Following its previously successful TV promotion pattern, the diskery has slated distribution to jockeys and dealers for the following day.

The label will also release a 12-inch LP by the Notre Dame 130-voice Glee Club on March 15. The set includes a variety of sacred music, and release has been timed to tie in with the group's annual spring tour.

RIAA TO MULL DISK AWARDS

NEW YORK, Feb. 25.-The Record Industry Association of America will hold a board of directors meeting here Wednesday (29) to discuss the advisability of setting up an industry-awards program.

Awards would be presented to the best records and recording artists each year, and voting would be limited to those directly concerned with the record industry, a la Hollywood's Academy Awards.

up in general other activities conducted by the Association thruout

The RIAA trade-poll test was conducted over a period of five weeks, during which six of the larger record companies made up a list of 10 best selling singles and albums each week on the basis of a "composite opinion expressed by factory representatives in the field reporting to their home offices." Each company reporting was instructed to omit from its 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 from the information developed that it was not substantially differ. that it was not substantially different from that given in trade paper polls over the same period, except that in a few instances new best sellers' showed on the BIAA test sellers' showed on the RIAA test poll a week or two in advance of reports by the trade papers."

Marketing Committee

The report also stated that as a result of studies by the marketing committee, and consultations with of self-service to retailers thruout Sinatra batoned an album of 12 the country. However, the report (Continued on page 24)

Remington Bids For Pop Field

NEW YORK, Feb. 25. - The competitive situation in the low-throw no light on the manner in what sharper this week with the the disk industry. O'Neill, who is Range has acquired the United entrance of Remington Records also president and chairman of the into the pop field. Don Gabor, board of the Mutual Broadcasting Remington president, stater! he System (a GT subsidiary), declared Vino." Picture is reported to be speeds. The 78 and 45 r.p.m. this time." singles, each containing two hit He referred all inquiries to Jack

SONG PLUGGERS **KUDO WALLICHS**

HOLLYWOOD, Feb. 25 .-Approximately 50 song pluggers, members of the Los Angeles Music Men's Luncheon Club, turned out this week in a salute to Capitol President Glenn Wallichs.

Gathering hosted Wallichs as Capitol's new circular office building neared completion, with a cake replica of the new famed Capitol tower adorning the dais. Ella Mae Morse, whose "Cow Cow Boogie" initiated the success of Capitol 14 years ago, along with maestro Les Baxter, proprietor of Cap's latest hit in "Poor People of Paris," Tanked Wallichs. Other guests included disk jockeys Dick Haynes and Peter Potter, KLAC; Bob Miller, president of the Music Publisher's Contact Men's Association, with Sammy Friedman, of Shapiro-Bernstein, presiding.

Irving Green

NEW YORK, Feb. 25.-Blossoming trade rumors that General Teleradio's long-heralded entry into the record business would be denied this week by the record

Irving Green, Mercury prexy tagged the report as "absolutely 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 asserted. "I'd like to set rumors of Mercury's impending sale permanently at rest.

Reached in Florida, Thomas F. O'Neil, president of GT, would priced disk market became ome- which his company would enter would release pop disks on all "I have no comment to make at currently breaking attendance rec-

(Continued on page 24) not close to a deal with any label. for the American market.

Victor Hi-Fi Phono Sales Zoomed in '55

NEW YORK, Feb. 25. - RCA | field, expanding its catalog in both Victor manufactured and sold two- the jazz and classical categories. and-a-half times as many hi-fi It also claims to have released the phonographs during the last half first tapes with stereophonic and of 1955 as it did during the entire binaural sound. p-svious 12-month period.

This was one of the highlights ing to the over-all increase were in the Radio Corporation of Amer- the growth of the Custom Record ica's annual report to the stock- Department, RCA recorded Proholders, which reported 1955 sales gram Services, label "X" (now Vik) hitting an all-time record figure of and Camden label. The latter re-\$1,055,266,000. This produced for ported a sales gain of 50 per cent the giant organization a net profit, over 1954. after taxes, of \$47,525,060, or \$3.16 per share of common stock.

mark for the first time, RCA became one of the top 25 industrial companies in the country. The 1955

recordings divisions, the company reported a \$2.7 million expansion program begun at Cambridge, O., for increased output of high fidelity phonographs and tape recorders. And during 1955, the company produced more recorded music than in any other year in its

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 innovations were the Personal Music Service Plan and the Gift order club. Certificate Plan.

Boston Symphony Ork and its conafter a long hiatus to record the gles issued since the first of this Clementi Piano Sonatas. Toscanini year. was featured on no less than nine new albums. Two multi-disk packages by the Clenn Miller band in the months following the \$3.98 were big sellers.

Victor was the first major diskery to enter the tape recording

Other factors listed as contribut-

figure represented a 12 per cent increase over 1954. In the Victor phonograph and Sales 50% Up

NEW YORK, Feb. 25. - Sales volume at Columbia Records for January and so far in February has run 50 per cent over totals racked up for the same period in 1955. Hal Cook, director of sales, asserted the increase in sales was thru retailer channels exclusively, and did not include merchandise moved thru the diskery's mail-

Cook explained that some of the On the artists and repertoire increase could be attributed to spefront, the company re-signed the cial circumstances related to LP price adjustments, but that the launched via the acquisition of ductor, Charles Munich. Vladimir bulk of the added volume was due Record by Congressman Gordon L. the purpose of selling the theory Mercury Records was vigorously Horowitz returned to the studios to heavy selling packages and sin-

It was recalled that uncertainty

H. & R. Gets Pic R. Kayne Pacted Score Rights

NEW YORK, Feb. 25.-Hill & States rights to the score of the Italian film, "Marcellino Pan Y ords in Italy and France.

Chief song in the film is "Martunes will sell for 39 cents each, Poor, vice-president and general cellino's Lullaby." Dorcas Cochran three for \$1.00. Gabor stated he manager of GT. Latter exec also has been asigned by Hill & Range would also produce pop EP's and indicated that General Teleradio is to write an adaptation of the song

with regard to Columbia LP prices list set by RCA Victor in January, (Continued on page 24)

By Frank Music HOLLYWOOD, Feb. 25.-In accordance with the company's policy of developing new writers, Frank Loesser's Frank Music Corporation

this week signed Richard Kayne, Scottish-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," to 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, "Mrs. Livingston, I Presume," was published in England in 1953.

Loesser meanwhile was reported dickering with four major platteries for the album rights to his upcoming Broadway production, "The (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 conventions this year here and in

The Toiletry Merchandisers' Association is scheduled to meet April 25, 26, 27 at the Eden Roc ries of reports that General Tele-radio, parent firm of the Mutual network, was going into the record Then there are the jazz com-

Copyrighted material

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 industry figure who has, himself, served as agent in a number of fancy company deals recently.

"Most of the music business attorneys, printers, pressing plant people, artists, publishers, even office boys and telephone operators can sell your company for you, or help you buy one, if you prefer,' he reported. "Some of them have no authority to negotiate, but that doesn't seem to deter them from fishing around. And that includes some highly placed figures."

ABC-Paramount.

it's a toss-up right down to the wire who will buy whom."

"Snow" Campaigns

Some of the smaller indies, operated by people who are known promoters, have figured that the new disk entrants are perhaps naive in the ways of the music world, and these promoters embark on elaborate "snow" campaigns in the hope of making a fast killing. A company that has been living from publisher-fi-One thing that brought dozens nanced recording dates may sudof self-constituted label peddlers denly issue an album of mood muinto the open recently was the se- sic as proof of its stability, or it

business. Before that, of course, panies, most of which are operated

by jazz fans who have become dis-enchanted with the exigencies of "They Knew What They Wanted," there was the projected entry of by jazz fans who have become dis-There are several prominent today's highly competitive busireasons why a company would ness. Each has its price, and you want to sell or buy. Sometimes don't have to look far to find an the company is willing to do either intermediary, in case he hasn't alfor tax reasons. "Representatives ready found you. And, in some of two companies get together, and cases, the present label owner is willing to go along with the deal to serve as somebody else's artists and repertoire man. Altho in certain instances, the asking price, if gotten, would enable the present owner to retire comfortably, and live out his days (or nights) at Nick's, Condon's or maybe Bird-

Dot and Cadence

The names most frequently bandied about the market place have been Dot and Cadence, neither of Hotel, Miami, and at least six of which have seemed divisible, in the biggest T.M.A. members are the final analysis, from their tal- also record rack jobbers. Superented mentors, Randy Wood and ama, the national supermarket

(Continued on page 24) September 9.

SPA's Prexy Takes Blast At CLGA Claim

NEW YORK, Feb. 25.—Official locking of horns in the showdown battle between the Songwriters' Protective Association and the Composers and Lyricists' Guild of America took place this week when Abel Baer, SPA president, fired a salvo at his CLGA counterpart, Leithe Stevens.

Referring to Stevens' recent assertions that SPA had stalled the Composers' Guild's attempt to be named bargaining agent for songwriters working in radio and TV fields, Baer said, "There is no basis for that statement.

"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 speak on behalf of all writers and decided to enforce an old 1931 Society.' composers of music is wholly un- ordinance barring youngsters unbehalf of its 2,500 members thruout the nation to oppose this attempted usurpation of unlimited authority," Baer declared.

from SPA's "Motion to Intervene" jay at a local nitery. Jockeys affiled last week with the National feeted by the decree include Joe Labor Relations Board in the matter of representation of songwriters with the major networks, NBC, ABC, CBS and Mutual. Hearings have been set before the NLRB in Los Angeles for March 22.

New Portables To Spring Line

NEW YORK, Feb. 25.-Columbia Records next week will introduce two new 45 r.p.m. portables, increasing its line of phonographs to a total of 15 models. At the same time, dealers will be informed of a spring promotion plan designed to spur sales of phonos in the coming months.

The new units mark the first (Continued on page 21)

Faron Young's Click Preem

WASHINGTON, D. C., Feb. 25. —Faron Young this week moved into the National Guard Armory's Home Show here, with the Wilburn Brothers and Rita Robbins, and the Country Deputies, following a highly successful date in for the world premiere of his film "Hidden Guns."

kins, Wilbruns and Young's band, members in Chicago and Los An-

Wing Label to Focus

On R&B and R&R Beat

OF RECORD OF BUILDING

U-I TO FILM JAZZ STANZA

HOLLYWOOD, Feb. 25.— A Universal-International musical featurette, marking the the first major effort by a motion picture studio to feature progressive jazz went into production here last week, with Will 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 and the Tune Jesters.

Cleveland Cops Nix Disk Hops For Under-18's

CLEVELAND, Feb. 25.-Local unless accompanied by their par- denial from Herman Starr, Warner

The crackdown was prompted by a recent violence following The verbal fireworks stemmed teen-age dances staged by a dee-Finan, WJW, who has been pre-(Continued on page 21)

Dubin to Help Copyr't Panel

national chief studio counsel and registered strong protests with the chairman of the copyright sub-sec- American Society of Composers, tion of the American Bar Associa- Authors and Publishers with retion on Patents, Trademarks and gard to the Society's recent (Janparticipate in a panel of consultants distribution formula. who will study general revision of the copyright law.

Appointment was made by L. Congress, under authorization by Congress. Other veteran experts in the copyright field, including Her-Sidney Tannebaum, Sidney Kaye to be similarly appointed.

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

Support by Adams Called 'An Affront'

By JOEL FRIEDMAN

HOLLYWOOD, Feb. 25. - L. Wolfie Gilbert, a member of the board of directors of the American Society of Composers, Authors and Publishers, and chairman of the ASCAP West Coast committee, this week vehemently lashed back at Herman Starr's denial of remarks attributed to Starr at the recent board of directors meeting of the Society (The Billboard, Feb. 25).

Gilbert in no uncertain terms declared, "Starr said those things, and you can quote me." When informed deejays, who have been promoting that ASCAP President Stanley Bros.' music publishing topper, to only for a small segment of the teen-age record hops and dances Adams supported Starr's position, Leith Stevens, president of the writers, mainly composers of back- for profit here, were hit badly this Gilbert added, "Adams' denial is Composers and Lyricists' Guild of ground music. Its attempt to week when the police department an affront to every writer in the America.

The exchange of remarks came warranted. SPA is obligated on der 18 from dancing in public about as a result of a telegraphed forms me it received a wire ad-

ASCAP MUSIC SCHOLARSHIPS?

HOLLYWOOD, Feb. 25.-A plan to establish two annual music scholarships, aimed at developing new writer talent, was submitted at the semiannual dinner of ASCAP here this week (23). The proposal, submitted by writers Pony Sherrell and Phil Moody, is to be formally presented to the executive board at that group's next meeting.

Plan provides for awards to composers and lyricists, including further education in music, publication of a composition and apprenticeship with a noted writer.

Starr's Wire

Starr's wire read, "ASCAP in-(Continued on page 22)

Credit Switch Draws Longhair Cleffers Ire

Copeland, Menotti and Others See Big Loss in ASCAP Change

NEW YORK, Feb. 25.-A sub- cannot be tolerated by an organi-

This came to light this week on the eve of a special meeting between a composers' committee and Quincy Mumford, Librarian of ASCAP brass scheduled for Monday (27).

The composers are prepared to plead that ASCAP's change in the man Finkelstein, John Shulman, credits awarded performances on network sustainers will cut drastiand Fulton Berlofsky, are expected cally into their main source of income. Such a situation, it is said,

HOLLYWOOD, Feb. 25.— stantial group of top American composers of serious music have ational chief studio counsel and registered strong protests with the stantial group of top American composers of serious music have registered strong protests with the stantial group of top American composers of serious music have and represented itself as the guard-Joseph S. Dubin, Universal Inter- composers of serious music have fostered the cause of good music ian of serious music in this country.

The January 1 change in distribution took away total station Copyrights, has been named to uary 1) change in its logging and credit for network sustainers, and substituted a credit of three stations for such performances, regardless of the number of stations which actually earry the program. A later elaboration of the plan stated that an expansion of the logging system would add performances credits (in addition to the three credits) when picked up

in stations surveys.

A rundown of composers who have gone on record as opposing the new distribution reads like a who's who of contemporary serious music. Among those known to have registered beefs are Aaron Copland, Gian Carlo Menotti, Samuel Barber, Virgil Thompson, Douglas Moore, Morton Gould. Paul Creston, Don Gillis, Norman Dello Joio, Tibor Serly, Elie Siegmeister, Alec Templeton, Bernard Wagenaar, Isidor Freed, Alan Shulman and Philip James.

Due to hear the composers' plea-Monday for a return to the old (Continued on page 21)

BATONEERS MEET

DOLA Makes Progress Toward Permanent Org

setting up a permanent operation use of from 30 to 40 ballrooms for

Les Brown, head of the newly fete. formed DOLA, flew into town to At the Lyric Theater in Indian- meet with a modest turnout of apolis, February 1-12, Young about 15 dance band leaders, mangrossed \$14,746 and played to agers and agents, to get the Eastern standing room only at almost every members' sanction on his proposed show. House was scaled at \$1.25. Annual Dance Festival (The Bill-The engagement included artists board, February 25). He already Jean Shepperd, Hawkshaw Haw- had received the green light from

NEW YORK, Feb. 25. - The geles, as well as from the National Dance Orchestra Leaders of Amer- Ballroom Operators' Association, ica came several steps closer to which outfit has offered the free Indianapolis where he appeared at a meeting held here Monday 20. one night each during the proposed

> The purpose of the festival, as reported here, is to raise funds to pay a regularly employed czar for the dance band industry.

At the local meeting Brown informed the tradesters that \$5,000 would be necessary to hire a man to get the first festival started. It was proposed that this be borrowed further from being filmed, the from the DOLA members, and major record companies have al-\$2,500 was pledged by the Eastern ready initiated preliminary feelers time lapse of 30 seconds on tape members alone at a rate of about \$250 a head.

In discussing suitable candidates Pictures production of "Li'l Abner.' for the administrative post, the name most prominently mentioned comic strip by cartoonist Al Capp N. Calif. Tour was that of Billy Goodheart, one- will be a large budget musical on time vice-president of Music Cor- which Capp will collaborate with poration of America during the authors Norman Panama and Mel golden band days, who retired some Frank. Paramount studios, along was to be contacted this week.

OF LEARNING A OFFICE COM-

Once again the members dis- required for the film (Continued on page 21)

Feelers Out for Abner' Rights

HOLLYWOOD, Feb. 25.-Tho 10 months away from Broadway production and almost three years and negotiations for the album equipment with !.igh speed forward rights to the upcoming Paramount

"Li'l Abner," to be based on the One idea to which the members known as Triad Productions who

ent company's distribution line-up. inking of deejay Alan Freed might tie in with some big charity veteran writers Johnny Mercer and Group will play Many of Mercury's r.&b. and r.&r. (WINS, here). The pact calls for and run a marathon band festival Gene Depaul, who will also pen B. C., Spokane. any additional music that may be A

Coast ASCAP **Gives Outgoing** Adams Ovation

HOLLYWOOD, Feb. 25.-The largest turnout in the history of the ASCAP West Coast committee gave retiring President Stanley Adams a standing ovation here this week (23) at the semi-annual dinner meeting of the Society, during which members learned that in the preceding six months ASCAP income amounted to more than \$9

Adams, along with Treasurer Sol Bourne, Comptroller George Hoffman, President Emeritus Gene Buck and Coast ASCAP Chairman L. Wolfie Gilbert addressed the meeting.

Operating expenses during the period mentioned were reduced to less than 16 per cent, of which 8½ per cent were salaries and 7½ per cent legal fees, rent, etc. Adams told the members that prior to the present readjustment in disbursements, sustaining network radio performances were equal to 50 per cent of all outgoing funds, the only returning 2 per cent of radio income. Since September of last year the Society has added 160 new writers and 32 new publishers, accounting for a total of 3,425 writers and 878 publishers.

Treasurer Sol Bourne revealed that writers recently received \$1,-316.800 in foreign collections for (Continued on page 22)

Keynote in New Tape Devel'pm't

HOLLYWOOD, Feb. 25.-Development of what promises to be a complete range of selectivity in tape was disclosed here this week by Bill Stancil, president of Stancil-Hoffman Corporation, veteran manufacturer and service organization for the audio-visual inclustry.

Long hailed as the chief impediment to further consumer interest in prerecorded tape and known to be a project of high priority to the juke box industry, the first tests of tape equipment allowing selectivity are to be made shortly via an installation on the Catalina Steamship

Stancil disclosed that two basic systems are in work, the first allowing only a limited range of selectivity. The Catalina Steamship test will have a range of only five selections, with selectivity accomplished by the use of silver paint at the beginning of each selection. The silver paint, according to Stancil, acts as a conductor of electricity which coincides with a selector but-

The second system under development uses an unlimited number of sub-sonic tones, and according to Stancil, would act in much the same manner as the modern juke box. Selections can be made in any sequence, with a maximum and reverse positions.

Set by Granz

HOLLYWOOD, Feb. 25.-Jazz years back at the age of 40. He with Panama and Frank have or- promoter Irving Granz this week ganized a new company to be completed plans for a series of Northern California dates, packag-At the same time, Wing will ago. Coral Records launched a decided to give serious considera- will produce both the Broadway ing Sarah Vaughan, Dave Brubeck Trio, Cal Tjader, Red Norvo and

come home to roost with its par- cording field last week, with the Lopez, he suggested that DOLA Musical score will be done by Shorty Rogers and His Giants. artists will transfer over to Wing, the spinner to record with his own in Madison Square Garden. while the bulk of Wing's pop tal- rock and roll orchestra and back ent will shift to Mercury.

NEW YORK, Feb. 25.-Mercury

Records this week decreed a major

realignment treatment for its sub-

sidiary label, Wing, whereby the

latter will henceforth concentrate

The move highlights what appears to be a growing trend for the majors to make a concerted effort this year to regain their oneon rhythm and blues and rock and time domination of r.&b. wax, as was the case eight or nine years shed its indie distributors and similar venture into the r.&b. re- tion was proposed by Vincent stage and film versions. (Continued on page 22)

all the way- Z big sides from DECCA

teorgie Man

Singing

Review Spotlight on . . .

GEORGIE SHAW...Decca 29839TO YOU MY LOVE
(Leeds, ASCAF)
(Skidmore, ASCAP) Shaw sings the poignant ballad "To You My Love" with tenderness and moving sincerity. The flip showcases another fine vocal by the warbler on an effective r.&b, rooted ballad with a philosophical lyric line. Both sides should chalk up impressive play-scores.

THE BILLBOARD WARY 25, 1956

America's Fastest Selling Records

DECCA 29839 9-29839

Up Price of Col. Kid EP's; Open Branch

NEW YORK, Feb. 25.-Columbia Records has adjusted the price of its children's EP's, returning them to a \$1.49 list from the more recent \$1.19 level. No increase in sales was experienced at the lower price, it was said.

At the same time, the diskery set a peg of \$1.25 on its new "Starline" kiddie series. These are top-name moppet singles, the first issues featuring Rin Tin Tin and Captain Kangaroo sides.

On the distribution level, Co-lumbia next week will make a 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 outlets are independently owned.

Col.'s Foreign Pop A&R Post

NEW YORK, Feb. 25.-Increasing importance of European derived disk material at Columbia Records was underlined this week with the appointment of Nat Shapiro to the newly-created diskery post of co-ordinator of foreign pop artists and repertoire.

The Shapiro addition was one of a series of personnel assignments and reshuffling of responsibilities. Another new exec employed is Floyd Kershaw, who was named manager of radio station services.

Major promotion went to Art Schwartz, sales promotion manager advertising manager. Gil McKean resigns the latter post March 1.

New titles assigned key sales personnel include naming Dick Linke sales manager of single records, Stan Kavan sales manager of album products, and Bill Gallagher field sales manager. Milt Selkowitz remains sales manager of special markets (syndicates and chain stores). Link, Kaven, Gallagher and Selkowitz report to Hal Cook, director of sales.

Shapiro comes to Columbia from a public relations and special projects 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 Columbia's associate a b r o a d, Philips, as well as domestic disk material thought suitable for exploitation overseas. He reports to Goddard Lieberson, executive vicepresident.

Batoneers Meet

Continued from page 19

cussed the possibility of getting the American Federation of Musicians to raise the present limitation on personal manager commissions to 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 music business figure who has been associated with bands and leaders in a number of capacities, informed the meeting that the ABC radio web would welcome a committee from DOLA to discuss putting the bands on for five half-hour shows per week, in which time they would be allowed to make band industry pitches. Ray Diaz, national program director for the network, is highly sympathetic to the dance band cause, said Young.

attendance of certain publishing who have been racking up substanparties, including Young and Lo- tial performance coin for sustainer pez, that the members would be airings. asked to take a stand on the recent ASCAP curtailment of credits for concentrating on publication of out on a public street after 11 p.m. late-hour "remote" plugs. This serious music, similar concern has without their parents. Local jocks never materialized on the official been shown. As with the com- promoting teen-age dances here in non-publisher leader.

'5 STARS' NEW VOCAL GROUP

NEW ORLEANS, Feb. 25. -Five deejays here have formed a vocal group, the Five Stars. Headed by Sid Noel, of WSMB, the group also includes Marshall Pearce, Jim Brown, Scott Muni and Roy Roberts. The lads already cut a tune, "Take Five," to be released by Atco.

Levy Again Wants in on Roost Label

NEW YORK, Feb. 25. - Jazz magnate Morris Levy's on-againoff-again deal for a piece of the Roost Record label was on again this week.

Levy, proprietor of Birdland and major partner in Patricia, Planetary and Kahl publishing firms, already has an interest in Rama and Gee Records, as well as a special deal with RCA Victor whereby he makes some Birdland jazz talent available to the major disk works.

Reportedly, Levy is not happy with the Victor setup and would like another jazz outlet. Rama and 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 at Birdland or a spot on the bill of the annual Birdland Stars tour.

a deal with Roost's Teddy Reig who takes on additional duties as and Jack Hook last year, but asked out in order to consummate a pact with ABC-Paramount. However, Interim Kate he eventually ended up with

Col. Adds Two

· Continued from page 19

time Columbia will make available phonos which play only the 45 r.p.m. speed. One, tagged the '440," lists at \$39.95. The other, 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 promotion is scheduled for heavy consumer advertising beginning March 15. It will offer special accessories to phono purchasers at

With the Columbia 360K, 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 360K, the package will be plugged as a \$200 value. List price, however, will remain \$149.95.

Free record carrying cases will be offered with the purchase of portable phonos in the line. These are designed in finishes to match the phonos, and will be made available in sizes for seven, 10 and 12-inch disks.

Credit Switch

Continued from page 19

system of distribution, at least insofar as it pertains to serious music, are ASCAP board members Herman Starr, Max Dreyfuss, Deems Taylor, Walter Kramer and John Tasker Howard.

At the root of the hassle is the open secret that the Society's change in distribution was aimed affected by the edict are teen-age specifically at certain small pub-It was expected, in view of the lishers, among them band leaders,

> On the part of some publishers taining shows.

Mgr. of RCA Jazz Dept.

NEW YORK, Feb. 25. - RCA Victor shook up its jazz department this week, bringing in Fred Reynolds as manager of artists and repertoire. Simultaneously, the company made it officia! that Shorty Rogers, key West Coast Iazz School figure, is returning to capacity.

Reynolds, most recently, has been music editor of the magazine Hi-Fi Music At Home. Previously, Chicago Tribune.

similar capacities. Atlantic is known to have amassed a fairsized backlog of unreleased Rogers Laterial.

Reynolds replaces Jack Lewis in the top spot, Lewis having been partment. In that division he will serve as assistant to Joe Carlton, transferred to the Pop Singles De-Diaz, who took over a.&r. chores at the subsidiary Vik label last month.

Reynolds reports to Ed Welker, head of a.&r. for pop albums.

Levy is believed to have signed MUZal-ASCAP

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 licensees to the American Society of Composers, Authors and Publishers during pendency of a current legal hassle over a new contract. Action is under arbitration.

Meanwhile, other background music suppliers have shown some umbrage at the interim decree, since they are still required to pay full fees to ASCAP. The Muzak case, when finally settled, is expected to set the pattern for 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 of publicity and advertising. The parting was amicable. Wilde will take charge of Morris Levy's jazz tours and other facets of the opera-

Mike Conner a Father

NEW YORK, Feb. 25. - Mike Conner, director of artists relations, publicity and deejay promotion for Decca and Coral, and Mrs. Conner became the parents of a son Sunday (19). The baby, Lindsay Andrew, was born at Mt. Sinai Hospital, weighs 8 and a half pounds.

Cleveland Cops

Continued from page 19

senting Sunday matinee-dances for teen-agers at the Bandbox. Also matinees heretofore presented at two rhythm and blues clubs, "The Cotton Club" and "The Loop."

At the same time, local police are enforcing an ordinance barring youngsters under 18 from being ment.

Reynolds A.&R. Coast AFM May Carry **Fund Battle to Courts**

Should AFM Local 47 win the sup- cording musicians who are among port of its members at a meeting the best paid members of the fedthe local will take its demands for product is the principal reason for to the courts.

Despite the fact that 29 AFM locals attacked Local 47 and went made comparing the Los Angeles on record opposing the group, the musician with payments to the trust demands presented to AFM Presi- fund, in addition to the employthe company, and in an enlarged dent James C. Petrillo by Vice- ment of legal counsel. Both moves, President Cecil F. Read are viewed as the most important challenge to of two anti-Petrillo executives, are confront Petrillo in years.

Basically, Local 47 members rehe was a disk jockey with station quested a new policy be established WGN, Chicago, and conducted a in four areas: 1) Recent recording record review column for the scales raises totaling 21 per cent to be paid the musicians instead of Rogers, jazz trumpeter, arranger, the fund. 2) Rescoring fees of \$25 conductor and teacher, has been per man per film be paid the musisigned not only as an artist, but cian. 3) Re-use fees of closed-end also as talent scout, supervisor and transcribed radio shows to the muproducer of jazz albums on the sician. 4) A decrease in the cost of Coast. He returns to Victor after music for television film, enabling a year with Atlantic Records in Coast musicians to compete with music being imported.

All requests were turned down this week by AFM Prexy Petrillo, noting that the fund would be discontinued as a result. "The only

Carlyle Music

Preminger. New firm will pub- Rusty Draper. lish the music from forthcoming Preminger productions, in addition to other indie films.

Corporation officers include Preminger, president; Fred Raphael, vice-president, and I. H. Prinzmetal, secretary. Raphael, president of the firm that bears his name, and a partner in Danny Kaye's Dena Music firm, will actively manage the new company.

Formation of the new firm is looked upon as a vital development, inasmuch as Preminger is respected as one of Hollywood's most important film producers. His current production, "Man With the Golden Arm" is an Academy Award nominee, with Raphael publishing 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**

NEW YORK, Feb. 25.-Decca Distributing Corp, has made two changes in its branch manager posts. Morris Kipner becomes manager of the Detroit branch March Kipner headed the Cincinnati branch. Replacing Kipner in Cincinnati is Edward Greller, formerly a salesman in that territory.

'Abner' Rights

· Continued from page 19

Mercer and Depaul recently collaborated on the score for "Seven Brides for Seven Brothers" M-G-M. Choreographer Michael Kidd has been signed to devise and direct the dance sequences for the production.

Unique sponsorship of a Broadway musical will allow Paramount to share in the play's prospective profits. Studio has previously invested in plays, but has never underwritten the complete cost of one. Paramount has participated in the past by buying motion picture rights in advance of Broadway openings to "Sabrina Fair," years later.

HOLLYWOOD, Feb. 25. - ones to benefit would be the rehere Monday (27), it was predicted eration and whose mechanical re-evaluation of its payments into the widespread unemployment the music performance trust fund among our other members," said Petrillo's edict.

Local 47 authorized a survey be in addition recently to the election viewed as strong threats to the AFM president.

Mercury Has Illustrated LP 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, Mercury album catalogs have carried only straight copy listings.

The new catalog is a four-color, 40-page booklet containing a complete list of Mercury's 12-inch LP line, including pop, classical and the EmArcy jazz packages. The catalog also lists 11 new EmArcy and 28 pop albums scheduled for release in March-including pack-HOLLYWOOD, Feb. 25.—The ages by David Carroll, Eddy Howard, Sarah Vaughan, Dinah formation of Carlyle Music, Inc. Washington, Frankie Laine, Rich-(ASCAP), was disclosed this week ard Hayman, Lawrence Welk, by veteran film producer Otto Ralph Marterie, Patti Page and

Ferris Label Gets Under Way

NEW YORK, Feb. 25.-Barney Young's Ferris label, described as "the Big Wheel" of the record business, is rolling. Young revealed yesterday that following his failure to reach agreement two weeks ago with Irving Gwirtz on the Paragon label project, he has moved fast in making contact by mail with 11,000 operators on use of the new label, and in issuing his first release.

While title clearance 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 is now in public domain, was cut by Gloria Parker and Her Merengue Rhythms.

(Continued on page 98)

Cadence Sets 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 March 17.

Shirley, who plays jazz in the classical manner, will play most of the material contained in his two best-selling Cadence albums, along with an original improvisation tagged "Orpheus in the Underworld." Cadence is underwriting the entire concert, and if it clicks, the label may do a repeat in other

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 way openings to "Sabrina Fair," Freed's new pact with the label. "The Desperate Hours," and "The Freed, said Thiele, will not func-Chalk Garden." Initial projects tion on the artist and repertoire docket, the some amount of "grip- posers, their principal income is the future are now required to is planned for a September open- director level, but only as an artist, ing was reported. This was derived from performances by con- clear all plans (time, place, etc.) ing on Broadway, with the film to recording for both Coral and "strictly sidetalk," according to one cert orchestras over network sus- with the Cleveland Police Depart- be produced in Hollywood two Brunswick, as reported in The Billboard last week.

Recorded by:

Larry ClintonBel	1
Les BaxterCapito	1
Lawrence Welk Cora	1
Russ MorganDecca	1
Winifred AtwellLondon	1
Les Anthony Top	5
Chet AtkinsVictor	r
*Records listed alphabetically by companies.	,

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'GOODBYE MAMBO'

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Support by Adams 'An Affront'

· Continued from page 19

directors. I cannot and do not be drawn. speak for the board. However, as Billboard, I can assure you this grossly misquotes me. I want to assure you that I did not impugn you, your organization, or any member of your organization in any

Stevens had previously wired Starr, saying, "You have been quoted in the trade press as having charged at a meeting of the ASCAP 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 undoubtedly the result of your misunderstanding of the objectives of the Guild. We seek only to represent all composers who work under employment for hire in order to obtain minimum basic agreements for compensation and other conditions. How any of such activities could endanger ASCAP is beyond comprehension. 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 Green, Walter Schumann among others. The Guild at no time has had or will it ever have any contact 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 employment, and you to protect them in the exploitation of their performing rights. In all fairness we call upon you to publicly withdraw your erroneous statement."

Dinner Quiet

Tho the semi-annual dinner Love and Marriage-Barton (Barton) meeting of ASCAP was marked by the absence of any acrimony, there was little doubt that the subject of Starr's remarks and the suggestion that President Stanley Adams be retained in another capacity, was uppermost in the minds of those in attendance.

Wolfie Gilbert told The Billboard that he was prevailed upon by a group who visited him prior to the meeting, that "this be an orderly and harmonious meeting." Other writer members noted that the motion to adjourn the meeting was "one of the quickest acceptances on record."

In addressing the meeting, Sol Bourne touched lightly upon what

Best Selling was considered the intemperate remarks of a speaker at the Coast group's previous meeting. Bourne made a number of references to that speaker's statements concerning "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 Cilbert's name to the board of directors.

Buck also averred that while he was aware that the Society must keep up with progress, he was opposed to any system of mechanization, referring to the means of 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 were a source of irritation.

It was pointed out that Starr represents the Warner Bros.' music publishing interests, and that the organization of the Guild might weaken Starr's position in his relations with writers at the studio. Starr recently added Allied Artists as a client, with the Music Publishing Holding Corporation represent-

ing that studio. Others point to the fact that ASCAP currently has no agreement with the motion picture industry, GIVE TO DAMON RUNYON tho Stanley Adams revealed to The Billboard that Universal-Interna-

Legal and other reliable sources for myself, having seen an article indicated that Starr's concern about up promotion on its r.&b. Groove in the February 25 issue of The the CGA and Coast writers was label about a year ago, and re- has paid off in the case of Emunwarranted, for under the pro- cently embarked on a campaign to Arcy, Talmadge said Wing will visions of the Taft-Hartley Act, a sign some top names. Columbia maintain a separate sales promounion could not negotiate for a tagged its Okeh label an r.&b. property right, and in the case of firm a couple of years back, but music, a copyright and other fringe to date hasn't put any heavy prorights, i.e., performances.

Adams Ovation

Continued from page 19

the period July, 1953-1954, with plasizes that rock and roll, which 1954 collections from foreign is fast creating a category of its sources already past the \$2 million own, will be just as important to

Much speculation centered about the possibility of Adams continuing with ASCAP following his April 30 expiration of office, with Adams later revealing that a committee o' writers called upon him following the meeting. The group reportedly were prepared to back Adams in a 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 declared

Best Selling SHEET MUSIC IN BRITAIN

For Week Ending February 18

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

The Ballad of Davy Crockett-Disney (Disney)

Memories Are Made of This-Montclare (Montclare) Young and Foolish-Chappell (Chappell) With Your Love-Macmelodies Love Is the Tender Trap-Connelly (Barton) Picking a Chicken-Berry It's Almost Tomorrow-Macmelodies

(Northern) Zambezi-John-Fields (Shapiro-Bernstein) Sixteen Tons-Connelly (American) Band of Gold-Essex (Ludlow) Robin Hood-New World (Official) When You Lose the One You Love-Bradbury (Chappell)

Dambusters March-Chappell (Chappell) Jimmy Unknown-Bron (Jefferson) Love Is a Many-Splendored Thing-Robbins (Miller) Shifting, Whispering Sands-Maurice

(Gallatin) Suddenly There's a Valley-Aberbach (Warman-Hill & Range) Stealin'-Leeds (Leeds)

Dreams Can Tell a Lie-Fields (Shapiro-

POP RECORDS IN BRITAIN

For Week Ending February 18

Published thru the courtesy of The New Musical Express, Britain's Foremost Musical Publication.

This	Last
Week	Week
1. MEMORIES ARE MADE OF Dean Martin (Capitol)	THIS
2. ZAMBESI	
Lou Busch (Capitol) 3. IT'S ALMOST TOMORROY	V
Dream Weavers (Brunswice 4. LOVE IS THE TENDER TI	k) 6
Frank Sinatra (Capitol)	4
5. SIXTEEN TONS Tennessee Ernie Ford (Cap	oitol) 2
6 . ONLY YOU Hilltoppers (London)	MANAGOUST 1
7. ROCK AND ROLL WALTZ	
8. BAND OF GOLD	9
Don Cherry (Philips)	
9. BALLAD OF DAVY CROCK Bill Hayes (London) 10. DREAMS CAN TELL A LI	5
 DREAMS CAN TELL A LI Nat (King) Cole (Capitol) 	E
11. ROCK ISLAND LINE	
Lonnie Donegan (Decca) 12. YOUNG AND FOOLISH	12
Edmund Hockridge (Nixa)	17
 LOVE AND MARRIAGE Frank Sinatra (Capitol) 	1
 BALLAD OF DAVY CROCK Tennessee Ernie Ford (Car 	CETT
15. MEMORIES ARE MADE OF	THIS
Dave King (Decca) 16. ROBIN HOOD	13
Dick James (Parlophone) .	16
17. WHO'S SORRY NOW Johnnie Ray (Philips)	19
18. IN OLD LISBON Frank Chacksfield (Decca)	
19. ROCK A BEATIN' BOOGIE	
Bill Haley Comets (Brunswi 20, YOUNG AND FOOLISH	CA OCCUPATIONS
Ronnie Hilton (HMV)	–

CANCER FUND The way of the second of the s

Wing Label to Focus on R&B

Continued from page 19

dressed to me and to the board of tional had requested an agreement other straight r.&b. artists on Cor- Wing. Stevens reports to David al's Brunswick label. RCA Victor, of course, stepped

Johnny Sippel continuing as sales motional push behind it.

Anything With a Beat

Veepee Art Talmacge, Mercury's artist and repertoire chief, sums up Wing's new policy as "anything with a beat." He emthe label as straight r.&b.

Bob Shad, a.&r. director of Mercury's jazz subsidiary EmArcy, will head up Wing's a.&r. activities, while Chuck Stevens, who formerly held the post, takes over supervision of all album recording and production for Mercury and

he would know his future status by nid-March.

reas which require the intense in- Washington, who already boasts a erest of ASCAP, Adams declared strong r.&b. following, is one of that the organization is closely the artists specifically mentioned studying the film TV field, and that as such a possibility. the Society recently increased the effective October, 1956.

Carroll, who in turn reports to

Talmadge. In the belief that specialization tion and merchandising staff, with

director, Warren Ketter in charge

of promotion and advertising, as-

sisted by Eddie Matthews, field

representative. Mercury distribu-

tors meanwhile are adding additional sales staffers to handle the extra Wing activity. Moving over to Wing from Mercury will be Buddy Johnson, Ella Johnson, Rollee McGill, Red Prysock, Sugar and Spice, the Penguins, Joe Liggens, and the Crif-

fins. Wing artists switching to Mercury include Nick Noble, Lola Dee, 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 Mercury artists may record an r.&b. side for Wing, while their pop re-Aware that there are numerous leases continue on Mercury. Dinah

Wing will continue to issue 12quarterly awards classification all inch LP's in all categories, with lowance from \$35,000 to \$50,000 forthcoming albums covering opera, jazz, and mood music.

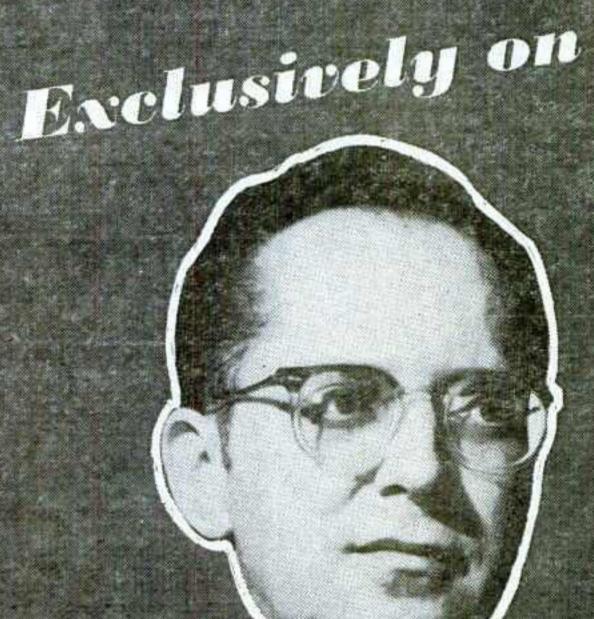


MARKA MOOKA - Complete Marka 	BIIIDOUIU	CUSII DOX	Turicit
ALL NIGHT LONG (Scorpie) JO STAFFORD (Columbia)	75 (Cood)	(Very Good)	Good
ARE YOU SLIPPING THROUGH MY FINGERS! (Kahl) TEDDI KING (Victor)	76 (Cood)	Sleeper of the Week	10
BO WEEVIL (Reeve) TERESA BREWER (Coral) FATS DOMINO (Imperial)	Best Buy R&B Best Buy	Sure Shot R&B Award	
CRAZY IN THE HEART (Regent) PEGGY LEE (Decca)		Sleeper of the Week	Excellent
DOWN BOUND TRAIN (Arc) CHUCK BERRY (Chess)	RGB Best Buy	R&B Sure-Shot	Best Bet
I'LL WAIT (Trinity) BETTY JOHNSON (Bally)	76 (Good)	Disk of the Week	
I LOOK AT YOU (Regent) JIMMY YOUNG (London) EDDIE FONTAINE (Vik)	78 (Good) 75 (Good)	Best Bet Sleeper of the Week	Excellent
* MAMA INEZ (E. B. Marks) TITO PUENTE ORCH. (Victor)	73 (Good)	B+ (Excellent)	
PARTNERS FOR LIFE (Wemar) RUTH CARROLL (King) BOYD BENNETT (King) GLORIA MANN (Decca)	R&B Spotlight 73 (Good) 76 (Good)	B+ (Excellent) B+ (Excellent) Sleeper of the Week	Good
PLEASE TELL ME WHY (Trinity) BETTY JOHNSON (Bally)	74 (Good)	Disk of the Week	
SILENT MOVIE MUSIC (Album) (Triumph)	75 (Good)	Excellent	
SUCH A DAY (Hill & Range) VERA LYNN (London) RITA RAINES (Deed)	82 (Excellent)	Disk of the Week Sure Shot	Best Bet
A TEAR FELL (Progressive) TERESA BREWER (Coral) IVORY JOE HUNTER (Atlantic)	Best Buy R&B Spotlight	Sure Shot R&B Sleeper	. 8
TEEN-AGE HEART (Wemar) EILEEN BARTON (Corol) FAYE ADAMS (Herald) RITA DELMAR (Rama)	76 (Good) R&B 81 (Excellent) Satisfactory	B+ (Excellent) RGB Sleeper B+ (Excellent)	Good
THAT'S ALL (American) TENNESSEE ERNIE FORD (Capital)	Best Buy	Sure Shot	
THAT'S YOUR MISTAKE (R-T Music) OTIS WILLIAMS (Deluxe) CREWCUTS (Mercury)	R&B Best Buy 74 (Good)	R&B Sure Shot Disk of the Week	Good
WHY DO FOOLS FALL IN LOVE (Patricia) THE TEEN-AGERS—FRANKIE LYMAN (Gee)	Best Buy	Sure Shot	
GALE STORM (Dot) THE DIAMONDS (Mercury) GLORIA MANN (Decca)	Spotlight 74 (Good) 78 (Good)	Sleeper of the Week B (Very Good) Sleeper of the Week	Very Good

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ECORD

Trade Paper Polls Accurate

Continued from page 18

ernization had made such satisfac- "During 1955 our legal committee tory progress by the middle of was the busiest of all committees-1955 that "there was no longer 1955 was also a year in which any need for the RIAA to assume there was an unusual amount of an added expense in forwarding litigation involving matters directly this program.'

membership as of December 31, E. B. Marks Music Vs. Continental 1955, to 46, including representa- Records, wherein it was ultimately

tives of all major labels. sales statistics on an industry-wide the holder of the renewal copybasis-first project of its kind at- right the right to collect royalties tempted in the record field-was on the composition. "The resoludescribed in the report as "gen- tion of this issue," said the report, erally regarded as the outstanding "will result in substantial royalty accomplishment of the Association savings to the industry." during the past 12 months."

with the RETMA's survey work for out 1955 with various proposals radio manufacturers, will be con- for an international copyright tinued this year. A more detailed treaty, relating to performing and break-down of sales is now under manufacturing rights, on which consideration, with a probability many meetings have been held in being that "the data now furnished various European countries. On will be expanded to distinguish be- one occasion the legal committee tween records sold as 'singles' and met with a representative of the those intended to be used as pack- Copyright Office in order to deterage merchandise." A study is also mine the significance of many of under way to secure a further anal- the proposals now under consideraysis of sales showing the various tion, and the manner in which categories of music-classical, pop-

ular and juvenile. The report also referred to the RIAA's federal excise tax repeal program, established last year, when it retained tax expert Lovell H. Parker to explain the merits of the position of the industry to the House Ways and Means Committee. "The Association has collected a large amount of data and exhibits demonstrating that the record industry has been unfairly singled out for the imposition of this tax." The report noted. "It is

record."

Record Piracy

The report mentioned the RIAA's long-standing and as yet unsuccessful battle to push thru a bill prohibiting record piracy in New York State. "There seems to be concern in some quarters that passing of an Anti-Piracy Act will in some way secure an unintended result by which the copyright owners of the music which is pirated will benefit from a longer protection than is afforded them by the Federal Copyright Act. A further study is being made of possible changes which may overcome this opposition, and members of the RIAA legal committee will meet with the Counsel of the Governor (Harriman) to examine the whole matter."

On the subject of RIAA legal activities, the report commented:

Buy or Sell?

· Continued from page 18

would-be agents who would like to climb in for 10 per cent of this juicy sum, it's possible that somebody will come up with a buyer yet. This week, to whet their appetites, it was reported that Wood may be willing to sell off a 25 per cent piece to the "proper" party

for a mere \$500,000.

The thing that can drive industry people and trade paper reporters mad, is the fact that sale and purchase rumors have been flying so fast and so persistently in recent months, and that from a financier's standpoint almost every rumored move makes real sense. And some say, where there is so much smoke, there is usually at least a little bit of fire.

In the disk business, an indie label which has had more than its share of hits cannot continue on such a successful basis, if the owner is to retain any large share of the profits. He must either expand substantially, possibly with the purchase of another company, or sell out and pocket the capital

course, is the fact that most such Johnson, have no disk pacts. Four operators are genuinely in love recordings of the title tune of the with the business, and are too show were released this week, with young for the pasture.

and call in the agents again.

affecting the industry." In line According to the report, two with this, the report recalled the members withdrew from the RIAA part the RIAA played as a "friend in 1955 and seven new members of the court" (presenting the inwere admitted, bringing the total dustry's viewpoint) in the case of held that ultimately a renewal of a The RIAA's plan for gathering pre-1909 copyright does not give

"The legal committee" said the The study, which is integrated report, "was also concerned thruthese proposals will affect the American record industry."

Col. Sales Up 50%

· Continued from page 18

1955, cut into Columbia sales. Also, they spurted this January when Columbia stabilized its LP prices at \$3.98, and launched a dealer stocking program awarding a special 12 per cent exchange privilege on classical disks.

Singles records tagged with our hope that 1956 will see the helping produce heavy volume repeal either in whole, or in part, this year included "No, Not of the excise tax imposed on Much," by the Four Lads, "Band of Gold" by Don Cherry, and "You're Free to Go" by Carl Smith. Heavy action was also reported on the firm's Benny Goodman LP's, of which more than 180,000 are said to have been moved since January 1. On the classical side, the David Oistrakh recording of the Schostakovitch Violin Concerto contributed strongly.

The Columbia pressing facilities are now being run on two 10-hour

shifts daily, said Cook. Meanwhile, it was stated that 1,800 club subscriptions thru dealers had been collected in Cleveland this past month during the run of a special territorial experiment on stimulating retailer participation in the club plan. "It now looks as if we'll hit 3,000 subscriptions in 60 days," said Cook. Original goal was 2,000.

Remington Bids

Continued from page 18

LP's for jobber and store promo-

EP disks, with four hit tunes, and LP's with eight, will sell for 69 cents and 89 cents, Gabor

First disks are expected to be out within a few days.

The label has signed a covey of artists to implement the move into pop territory Included are Jack Hansen, Don Rodney, the New Notes, Mattie Mitchell and Carline Fredericks. Remington also owns the catalog of Continental Record Company, which has masters by Sarah Vaughn, Dizzy Gillespie, Machito and Frank Yan-

R. Kayne Pacted

Continued from page 18

scheduled to open in New York in May. Robert Weede, lead male in the show, at one time was under contract to Capitol Records, the he has no recording company affiliation now. Other members of the cast, including Jo Sullivan, Morley One deterrent to the latter, of Meredith, Mona Paulee and Susan disks by Frankie Laine on Colum-Of course, they can always start bia, the Buddies on Decca, Johnny another label, cut a few masters, Desmond, Coral, and the Four Joes on M-G-M.



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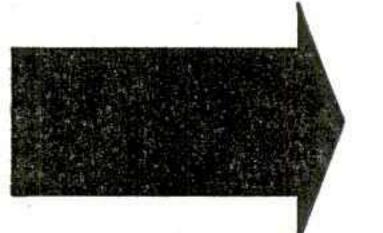
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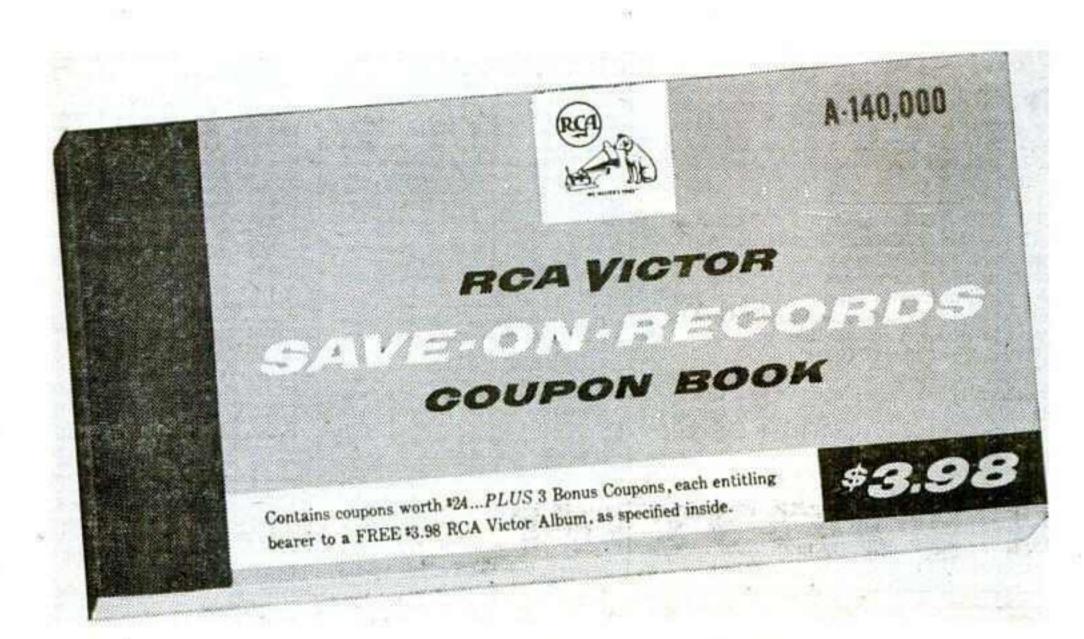
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Review Spotlight on . . .

ALBUMS

Popular

LAWRENCE WELK (1-12") - Shamrocks and Champagne, Coral CRL 57036

This is must inventory. Lawrence Welk, with his phenomenally successful TV show, is certain to sell heavily on this disk. His last Coral LP hit the top 10 album chart. It's one of the most tasteful, charming packages of Irish melodies ever turned out. Doing vocals are Jim Roberts, Jack Martin and trio, Alice Lon, Aladdin, the Sparklers. The tunes include "When Irish Eyes Are Smiling," "An Irish Soldier Boy," "A Little Bit of Heaven," "Wild Colonial Boy,"

Jazz

GERRY MULLICAN QUARTET PARIS CON-CERT (1-12")-Pacific Jazz PJ 1210

"Bernie's Tune" and "The Lady Is a Tramp," included here, are also in the Mulligan Sextet EmArcy set reviewed last week, but Mulligan fans will probably welcome the different sets of 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 topflight LP's in two weeks-and both should sell very well.

BLUES AND OTHER SHADES OF GREEN (1-12") - Urbie Green, Trombone. ABC-Paramount ABC 101

With its first jazz release, ABC-Paramount 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 includes Jimmy Raney, Percy Heath, Kenny Clarke and Dave McKenna. A wide cross-section of the public will find it easy to dig into their pockets for this LP.

> tifs, which should account for some customer interest.

London LL 1249 This is a finely produced package.

Altho it has no mass appeal, it is likely to have a steady sale within a limited circle of lovers of folk and traditional music, Engineering-wise and performance-wise, the disk is high-class; and it has the additional attraction of a scholarly set of liner notes by Peter Crossley-Holland. Accompanying Thomas are Enid Simon on harp, and Jacob Hanneman, piano.

THE RCA VICTOR

Victor LPM 1199 Schaefer's first LP, "Just Too Much," showed him to be a facile, swinging, sensitive and witty jazz man. Here the pianist displays the same qualities in writing for various combos; piano and rhythm with (1) three altos (2) four trombones and (3) two trumpets, two drums, and Schaefer on harpsichord. Jazz collaborators include Hal McKusick, Nick Travis, Urbie Green, Jimmy Nottingham, Milk Hinton and Osic Johnson. A varied program of interesting, entertaining stuff for jazz buyers and those who like pop music

Dick Sherman Quintet (1-12") Dawn DLP 1101

with a modernist accent.

Dawn makes its first appearance on the jazz scene here with a hamper full of under-exposed talent and a penchant for constructive experimentation. In the first set, some unusual contrasts in sonority are achieved thru the combination of French horn and tenor sax, in the hands of Julius Watkins and Charlie Rouse respectively, "Goodbye" is perhaps the most ingratiating demonstration band to illustrate the unique sound. Bountiful as tenor men are, Rouse is a special kind of discovery, and his work here will reward careful study. The Quill-Sherman group plays more on a conventional modern kick, with major interest lying in the solo and ensemble playing of altoist Quill, trumpeter Dick Sherman, pianist Dick Katz, drummer Osic Johnson and bassist Teddy Kotick.

Bobby Scott, Piano and vibes (1-12")

Gang" will help draw attention to his talents as a jazz man and cleffer and should get him into stores that didn't carry his earlier jazz sets. The Bud Powell influence is strong, but many of his early rough edges have been smoothed off and he now plays an extremely smart modern piano. His vibes, unfortunately, don't stack up with his piano at this stage, "Skyline" is a modern piano rhapsody that many jocks will like.

INTRODUCING CARL PERKINS ...74 Carl Perkins, Piano; Leroy Vinnegar, Bass; Lawrence Marable, Drums (1-12") Dootone DL 211

Perkins sounds like a real find. He's authoritative and articulate in a moderately modern sense, and he has a fine feel for tempo and beat. The smart program should attract some less venturesome listeners. It includes a tasteful "You Don't Know What Love Is," "It Could Happen to You" and a good "down" blues, "Marblehead." One to recommend to piano fanciers who are willing to explore. Great rhythm support, too.

SOLO PIANO73 Dave McKenna (1-12")

Reviews and Ratings of New Classical Releases

BRAHMS: HUNGARIAN DANCES (COMPLETE) (1-12") - Vienua State Opera Orchestra; Mario Rossi, Cond.

Vanguard VRS 47378 A disk that should provide long-term delight to disk collectors of many, many tastes, whether their basic interest is pop, jazz, or classical. The orchestral transcriptions here are led brilliantly by Rossi, and the engineers have abetted his efforts with spacious and bright sound. This could be a big seller in any store that hands it adequate display and demonstration. The only other catalog competitor with a complete edition cannot be considered a serious contender.

ANDRES SEGOVIA: MASTERS OF THE GUITAR (1-12") - Decca DL

fanciers, not alone for the performer, but for the performed. One side of the disk is devoted to works of Fernando Sor, a luminary in the history of classical guitar; the other to another Spanish giant, Francisco Tarrega. Readings, of course, are models of style and technique. Should be another winner for Segovia. Also released is "The Art of Andres Segovia" (DL 9795), a catch-all package of works by Ponce, Castelnuovoa-Tedesco, Bach, and others.

AN OPERATIC RECITAL BY MARIO DEL MONACO, VOL. 2 (1-12")-London LL 124474

A complete LP by the powerful-voiced del Monaco may be a bit too much for some listeners, but the basic appeal of a top-ranking tenor in staple operatic literature cannot be denied. Excerpted from complete London sets are selections from "Turandot," "Aida," "Tosca," "La Traviata," "Pagliacci" and "Cavalleria Rusticana." A veritable feast of its kind.

BRUCKNER: SYMPHONY NO. 8; SYMPHONY NO. 3 (2-12")-Concertgebouw Orchestra of Amsterdam; Eduard van Beinum, Cond. Epic SC-601174 Bruckner's Eignth Symphony is a

climactic work; in size and weight of materials, it exceeds all his earlier symphonies. Van Beinum proves a skilled field marshal in keeping clear the grand spatial design and in balancing the big orchestral blocks against each other. Schubert's youthful symphony is in direct contrast to the Bruckner. The Third is a light, delectable work whose lyricism and charm phrophesy the later Schubert. These masterfully played symphonies will be plauded by enthusiasts of the Central

MOZART ANNIVERSARY ALBUM

(6-12")-Camden CFL 10573 Some of the great Mozart interpretations are included in this deluxe bargain set (\$10.98), the main appeal of which is to connoisseurs. The recordings date back to the mid 1930's, tho several are from the early 1940's. Actually, altho not billed, it is Koussevitsky conducting the Boston Symphony in Symphonies No. 26. 29 and 34, and the London Philharmonic in the G Minor. Bruno Walter, with billing, conducts the Vienna Philharmonic in Nos. 38 and 41, and in the "Eine Kleine Nachtmusik." Sans billing, he leads the B.B.C. ork in No. 39. Stokowski and the Philadelphia ork do a sticky Sinfonia Concertante in E Flat for winds and ork, (as the Warwick Symphony ork) and the same ork with chorus, soloists and conductor Harl McDonald do the great Requiem Mass. One of the real gems, in which artists get billed properly, is the Sinfonia Concertante for violin and viola, with Spalding and Primrose respectively and the New Friends of Music ork under Fritz Stiedry. The latter was issued previously with the Handel Viola Concerto as backing on a single LP. In fact, all works, excepting the Requiem, are available as single issues on the label. Recording quality varies from poor to

BEETHOVEN: PIANO CONCERTO NO. 4 IN G; RONDO IN C, OP. 51, NO. 1 (1-12")-Wilhelm Kempff, Piano; Berlin Philharmonic; Paul van Kempen, Cond. Decca DL 974273

Revitalized by an expert transfer from the master tape this performance of the Beethoven keyboard masterpiece figures to attract a good many buyers. It's the second disk of re-issues from a complete edition of the Beethoven concertos by Kempff that originally came out with somewhat less than acceptable fidelity. None will quibble with this etching, which will find high status among the best recordings of the concerto. The Rondo is a pleasing bonus.

ROSE BAMPTON IN OPERA (1-12")-Camden CAL 29371

Older recordings by Miss Bampton of outstanding and memorable arias have been incorporated on this one LP. For old material, there is a remarkably good quality which makes this a standout bargain buy. The works include "O Patria Mia" from "Aida," "Vissi d'Arte" from "Tosca," "Non Mi Dir, Bell Idol Mio"

delightfully listenable idiom that has a personality all its own.

HERB GELLER PLAYS72 (1-12")

EmArcy MG 36045

Geller is presented here in two sessions recorded a year apart (August, 1954, and August; 1955) with two different rhythm sections. In the earlier group, the alto saxophonist was backed by his wife, Lorraine, at the piano, and by Lawrence Marable and Curtis Counce; in the later one, by Mrs. Goller, Loroy Vinnegar and Eldridge Freeman, Well schooled in the idiom of Charlie Parker, Geller is secure in the fast, tricky passages. Most of the items are Geller originals, and their average quality is high. The music-making here is stimulating.

with enough variety and depth to hold

modern jazz fans' attention.

from "Don Giovanni" in the group of 10 offerings.

SCHUBERT: FANTASY IN F MINOR. OP. 103; BRAHMS: HUNGARIAN DANCES (1-12")-Piano Duo Schuabel

Epie LC 318370 The melodious Schubert Fantasy is given an idiomatic reading by the husband-wife team (he's the son of the late Artur Schnable). In the Brahms there is less conviction in a performance that is occasionally too deliberate for maximum effect. Yet, it's a good pack for those seeking the repertoire. The eight Brahms dances are the only listed in the catalog in their original four-hand form.

MENDELSSOHN: ANDANTE, SCHER-ZO, CAPTRICCIO AND FUGUE FOR STRINGS, OP. 81; DVORAK: NOT-TURNO FOR STRINGS, OP. 40; WOLF: ITALIAN SERENADE (1-12") -Arthur Winograd String Orchestra M-G-M E 3295

Considerable novelty interest attaches to this release. The Mendelssohn pieces have not been previously recorded, the Dvorak has been cut only once. Winograd has an appropriately light touch for Mendelssohn and does a superb job with the delightful Scherzo. An entertaining, wellplayed program of lesser known romantic pieces that deserves wider circulation than it will probably get.

SONGS OF THE BASQUES (1-12")-Maitea Choir, San Sebastian; Maria Teresa Hernandez Usobiaga, Director. Decca DL 980865

As choral music, this album's contents give interesting examples of a style that's not too well known. There is beauty, however, in these typical offerings of the Basque country in Spain. Some of the material is religious and some of a purely folk character. The performance is impressive, tho the recording itself has an overabundance of echo.

PUB DOMAIN?

Three Pubs Take Credit For Sacred

NEW YORK, Feb. 25.-The new country and western song, "If Jesus Came to Your House," is based on a public domain poem, but each of the current three wax versions credits the tune to a different publishing house.

Porter Wagoner's Victor disk lists Earl Barton Music. Tex Ritter's Capitol platter credits Vidor, and the Red Sovine version, on Decca, 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 to your house, would you turn off the radio and hope he hadn't heard? And wish you hadn't uttered that last loud 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 Jesus came into any house where our station was tuned in, he would probably enjoy Himself hugely... Most everybody else does."

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 group has long been in a dormant status, but meetings have now been slated for the first Tuesday of each month at the Robert Treat Hotel here.

Unified action will be sought on the problems of the growing encroachment 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. Potential for the organization is viewed as 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, Bergenfield and Rip Siegel of Dumont Music in Paterson and Hackensack.

Reviews and Ratings of New Popular Albums

SORTA-DIXIE! 77 Billy May Ork (1-12") Capitol T 677

Billy takes a flock of Dixieland tunes, spoofs them, satirizes them, and yet dresses them with unique arrangements. The sounds are happy, freshand ingenious. "South Rampart Street Parade," "Down Home Rag," "Sheik of Araby" etc., are included, and so are brief bits of Rimsky-Korsakoff and other odd tonal embellishments. The musicians with May in this venture are outstanding. There is a set of knowledgable liner notes and complete instrumentation for all the sides.

MUSIC IN THE NIGHT76 Strings of the Pittsburgh Symphony Ork: Richard Jones, Cond. (1-12") Capitol T 690

Richard Jones and a group of fine symphonic performers take a dozen great standard pieces, dress them in lush arrangements to produce a fine package of mood music of outstanding quality. "The Moon Was Yellow." "Stella By Moonlight," "That Old Black Magic" are included. Quality performance, great songs and good recording add up to good sales.

REMINISCING WITH RICHARD HAYMAN76

Mercury MG 20113

Another well-produced package of mood music. Dick Hayman's harmonica, coupled with the lush effect of the strings, makes up a pleasant musical melange. "Flamingo," "Celeste." "Off Shore," "Summertime," "Blue Tango" and others are included. Healthy sales prospects.

SMART ALEC75 Alec Templeton, Piano; Morey Feld, Drums; Edward (Doc) Goldberg, Bass; Ben Mortell, Guitar (1-12")

ABC-Paramount ABC 100 Not only is Templeton a great clown with his famous operatic take-offs and other renowned self-accompanied parodies, but he's just as good concentrating strictly on the keys as here. This is a collection of Templeton originals, all of which, in a spoofing way, are quite close to other people's originals. "Disk Jockey Toccata," '2'a Guitar," "Mendelssohn's Spring Song," "Portrait of Benny" are some of the choicer titles offered. Wonderful, humorous ideas here, ably expressed. Should enjoy a good counter life.

JOSH AT MIDNIGHT74 Josh White (1-12")

Elektra EKL 102

This fine album follows shortly after the release of a 10-inch Josh White package by Period Records. It is good to hear Josh recorded under modern engineering conditions, for many of the old sides, issued by various labels, are outdated now by engineering standards. The Elektra package has outstanding sound and the repertory will fascinate Josh's fans-for it includes many of the spirituals and folk pieces he was singing many years ago when he recorded for Columbia under the name of Joshua White and His Carolinians. The Elektra package con-



tains few of the village-type nitery ditties. Included are "Raise a Ruckus," "Jericho," "Don't Lie, Buddy," etc., and a very salty version of "Jelly, Jelly." Sam Gary aids on vocals and Al Hall on bass.

ALONE TOGETHER74 Joe Lilley Whispering Choir; The Skylarks (1-12") Decca DL 8223

Here is a package of mood music, with the mood of love set by the vocal groups-the Whispering Choir and the Skylarks. It's a carefully produced album, Joe Lilley having engaged a group of top instrumentalists to back the chanters. The tunes are some of the loveliest of standards -"April in Paris," "You Were Meant for Me," "My Heart Stood Still" etc.

COMMAND PERFORMANCE73 Harmonicats (1-12") Mercury MG 20122

Harmonica packages seem to be coming out in considerable number -a fact which dealers should consider in making up inventory. This particular package presents the widely known act in a broad repertoire, ranging from pops and standards to such difficult items as "Sabre Dance." Sound and performance are up to this group's par, which is very good.

TRUMPET MOODS73 Randy Brooks and his Ork (1-12") Decca DL 8201

These instrumentals featuring Randy Brooks' trumpet make up a package with beautiful tonal effects. The arrangements by John Benson Brooks are sophisticated and effective when performed with the technical skill of this band. The notes by Hal Webman are very knowledgable. The tunes in-clude "Tenderly," "Lamplight," "More Than You Know," "Harlem Nocturne," "How High the Moon,"

ABC-Paramount ABC 103 The Trio makes its U.S. wax debut with this package. Their specialty is yodeling-native style, as in their Swiss homeland; but also yodeling as applied to swing and Dixieland rhythms. All in all, it makes an interesting package of considerable novelty.

CALYPSO FROM

THE VIRGIN ISLANDS72 The Mighty Zebra; La Motta Brothers

Victor LPM 1169 Charles Harris (alias the Mighty Zebra) received his early training in Calypso in the center for the art, Trinidad. Later he moved to St. Thomas in the Virgin Islands, where he became an attraction working with the La Motta Brothers. In this album the crew has waxed some of the popular items in their group rep, including "Men Smart, Women Smarter," and a number of local favorites in the Island territory. Calypso fanciers will want this.

CHA CHA CHA71 Sensacion Ork (1-12") Puchito MLP 504

This package presents authentic Cuban performances of the Cha Cha Cha, with vocals by Abelardo Baroroso. The liner notes give the basic steps of the dance. The sides were cut in Cuba, have good sound, and will appeal to the Latin buyers looking for the genuine product.

THE SEASONS OF LOVE70 Malcolm Lockyer Ork (1-12") Wing MGW 12001

British pianist and conductor Lockyer has turned out his first package for the label. The idea ties in romantic tunes with the various seasons, i.e., "Early Autumn," "Snowfall," "Easter Parade," "June in January" etc. Ork consists of 40 pieces, with emphasis. on strings and on Lockyer's bright pianistics. Four-color cover shows ladies illustrating various season mo-

ABC-Paramount ABC 102 Young Scott's pop vocal hit of "Chain

ABC-Paramount ABC 104

McKenna has done considerable time with the likes of the Charlie Ventura and Woody Herman bands. Nonetheless, the average jazz collector is likely to discover this remarkable oung planist here for the first time. McKenna is not ashamed to have learned a lesson or two from Teddy Wilson, or even old-time piano roll technique. He combines many of the virtues of the past with the present and comes up with a stimulating,



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FREDERECS

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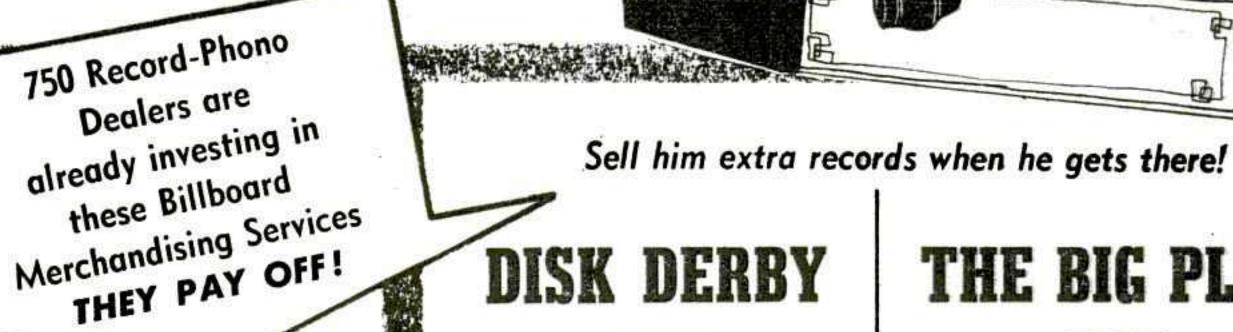
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AVAILABLE WEEKLY . . . OR EVERY OTHER WEEK

THE BIG PLAY

For extra album sales . . . you dealers asked for this; also for your window and point of sale . . . watch it increase your sale of popular and classical albums



2 BIG SPLASH COLOR POSTERS

Each 171/2" x 221/2", one containing the 10 top popular albums for the month, the other the 8 top classical albums for the month. Perfect for window and counter display. Based on Billboard's coast-to-coast surveys.



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One each month to users of either or both of the other services.

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		W.,		04					

TODAY'S TOP TUNES

Please print and mail Today's Top Tunes as follows:

1 week trial 🗌 Twice a menth 🔲 50 copies. \$1 🔲 250 copies \$3.50 ☐ 100 copies . \$2 ☐ 500 copies . \$5.50 Weekly

Store name, address and phone printed as shown:

(please print)

DISK DERBY PROMOTION KIT

 Please send me 10 weeks DISK DERBY promotion kits plus 1 week free (introductory offer)

S 5 payment enclosed Bill me

● Send mc-weeks @ 50¢ per week

☐ Weekly Every other ☐ I enclose \$---- ☐ Bill me week

Send me kit

NAME OF COMPANY_

USE THIS HANDY ORDER BLANK TODAY TO START YOUR **MERCHANDISING SER VICES**

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COLUMBIA PHONOGRAPHS

offers two great profit-makers to double your sales of the world's finest phonographs!



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PLUS - these great co-op ads -

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Allied Appliance Co.
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Houston, Tex.
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Miller-Jackson Co.

Seaway Buffalo, Inc. Buffalo, N. Y. Southern Bearings & Parts Co. Charlotte, N. C. Standard Supply Co. Salt Lake City, Utah The Sutcliffe Co. Louisville, Ky. B. K. Sweeney Co. Denver, Colo. Times-Columbia New York, N. Y. Times-Columbia Newark, N. J. Top-Line Distributors Pittsburgh, Penna. Woodson & Bozeman Memphis, Tenn. Baltimore, Md.

COLUMBIA PHONOGRAPHS

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending Fe

This Week	,	ast	Weeks on Chart	This Week	Last Week	Week o Char
1.	Rock and Roll Waltz By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD—K. Starr, Vic 20-6359 RECORD AVAILABLE: L. Welk, Coral 81128. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	1	9	0.000	Poor People of Paris By La Gaualante de Pauvre-Jean-Marguerite Mannot-Published by Alama Music BEST SELLING RECORD: L. Baxter, Cap 3336, RECORDS AVAILABLE: L. Welk, Coral 61592 ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth,	3
2.	Lisbon Antigua By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz A Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard	NU .	10	7.	Theme From the Three Penny Opera (Moritat) By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORD: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70741. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy. Vic 20-6419; T. Murphy, Col 40586; L. Paul, Cap 3329; T. Puente, Vic 20-6417; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.	5
3.	Great Pretender By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753 RECORD AVAILABLE: J. Riggs, Media 1020.	2	12	8.	By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.	14
4.	Memories Are Made of This By Gilkyson-Dehr-Miller—Published by Montglare (BM1) BEST SELLING RECORD: D. Martin. Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436.	3	13	9.	See You Later, Alligator By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791, RECORDS AVAILABLE: O. Bush, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	
5.	No. Not Much By Stillman & R. Alten—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629. ELECTRICAL TRANSCRIPTION: Airlane Trio, Lang-Worth.	d. 5	6	10.	By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORDS: Dream Weavers, Dec 29683; J. Stafford, Col 40595, RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; L. Welk, Coral 61524, ELECTRICAL TRANSCRIPTIONS: Bill Walker Ork, Standard; Lenny Herman, Lang- Worth.	17
		S	ecor	nd Te	n	_
11.	By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORD: A. Hibbler, Decca 29660. RECORDS AVAILABLE: K. Armen. M-G-M 12078; McGuire Sisters, Coral 61501; G. Shea, Victor 20-6292.	13	24			G
12.	ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome On Lang-Worth; Sunshine Boys, Lang-Worth. I'll Be Home By Washington & Lewis—Published by Arc (BM1) BEST SELLING RECORD: P. Boone, Dot 15443.		4	17.	Teen-Age Prayer By Riechner & Lowe—Published by La Salle (ASCAP) BEST SELLING RECORD: G. Storm, Dot 15436. RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; G. Mann, Sound 126; K. White, Mercury 70750. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.	11
13.	Sixteen Tons By Merle Travis—Published by American Music (BM1) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; M. Ka Cap 3342; B. B. King, RPM 451; Marvin & The Chirps, Tip Top 202; S. Shore, X 0188	tz.	17	18.	Chain Gang By Quasha, Yakus—Published by Pincus (ASCAP) BEST SELLING RECORD: B. Scott, ABC-Paramount 9658. RECORDS AVAILABLE: L. Dressler, Mercury 70774; J. Oliver, M-G-M 12164; L. Welk, Coral 61595.	
14.	Dungaree Doll By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI) BEST SELLING RECORD: E. Fisher, Vic 20-6337. RECORD AVAILABLE: Rock Brothers, King 4851.	12	9	19.	Angels in the Sky By Dick Glasser—Published by Ridgeway (BMI) BEST SELLING RECORD: Crew Cuts, Mercury 70741, RECORD AVAILABLE: Monarchs, Wing 90040, ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard,	12
15.	Why Do Fools Fall in Love? By Lyman-Goldner—Published by Patrica Music (BM1) BEST SELLING RECORD: Teen-Agers, Gee 1002. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Sound 2983 G. Storm, Dot 15448.	20	2	19.	Are You Satisfied? By Wooley & Escamelia—Published by Cordial Music (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70757. RECORDS AVAILABLE: T. Arden. Vic 20-6346; C. Francis, M G-M 12122; C. Johnson, Col 40612; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114, M-G-M 12122; C. Johnson, Col 40612; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114.	•
-		- 1	Third	d Te	7	_
21.	Eleventh Hour Melody By King Palmer-Carl Segman—Published by Paxton (ASCAP) RECORD AVAILABLE: A. Hibbler, Dec 29789.	24	2	26.	Lipstick, Candy and Rubber Soled Shoes By Bob Haymes—Published by Jimskip Music (BMI) RECORD AVAILABLE: J. La Rosa, Vic 20-6416.	J
22.	Go On With the Wedding By Arthur Korb, Charley Purvis, Milt Yakus—Published by Pincus (ASCAP) RECORDS AVAILABLE: K. Kallen-G. Shaw, Dec 29776; Modernaires, Coral 6155 P. Page, Mercury 20766. ELECTRICAL TRANSCRIPTION: Airlane Trio, Lang-Worth.	17 55:	7	27.	Tender Trap By Sammy Cahn and J. Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086; F. Sinatra, Cap 3290.	11
22.	Lullaby of Birdland By George Shearing—Published by Patrica Music (BMI) RECORD AVAILABLE: Blue Stars, Mercury 70742.	21	2	27.	ELECTRICAL TRANSCRIPTIONS: Bill Walker Ork, Standard; Lenny Herman, Lang-Worth. Ninety-Nine Years]
24.	Mr. Wonderful By Back-Holofcener-Weiss—Published by Valando Music (ASCAP) RECORDS AVAILABLE: P. Lee, Dec 29834; Mello-Larks, Epic 9146; B. A. Steel	 le.	1	29.	By Wayne & J. B. Brooks—Published by Oxford Music (ASCAP) RECORD AVAILABLE: G. Mitchell, Col 40631. Only You 29	2:
25.	ABC-Paramount 9669; S. Vaughan, Mercury 70777. Seven Days	22	5		By Buck Ram—Published by Wildwood (BMI) RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90015; B. Frank, Bell 1109; Hilltoppers, Dot 15423; Platters, Mercury 70633. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.	
	By Carrol-Taylor-Published by Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61562; Crew Cuts, Mercury 70782;	C.		30	Ask Me	. 1

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McPhatter, Atlantic 1081; S. Lawson, Dot 15445.

ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.

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

By Niesen-Gaze-Skylar-Published by A'B C Music (ASCAP)

RECORD AVAILABLE: N: (King) Cole, Cap 3328.

Introducing

Carole Bennett

HE LOVES ME, HE LOVES ME NOT

BEYOND THE SHADOW OF A DOUBT

Record No. 3365





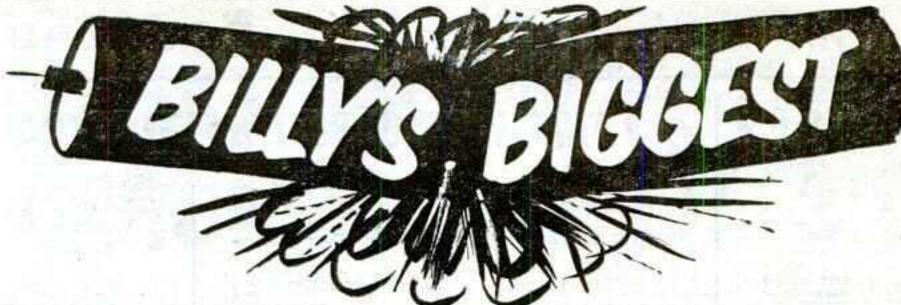
Currently Riding the Charts with "IT'S ALMOST TOMORROW"



now their newest release

DECCA 29818 9-29818







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."

> Roy Leonard WKOX, Framingham

"BIG HIT FOR A WONDERFUL GUY."

> Bob Merman WTAO, Cambridge

"LOOKS LIKE BILLY WILLIAMS HAS FOUND A HIT "HOME" IN CRAZY LITTLE PALACE."

> Frank Avruch WNEB, Worcester

"CRAZY LITTLE PALACE IS BOUND TO ESTABLISH BILLY WILLIAMS AS THE TRULY TOP ARTIST HE 15."

> Ed Penney WTAO, Cambridge

"VERY EXCITING RECORD SHOULD APPEAL TO TEEN-AGERS."

> George Fennell WHIL, Medford

"WHAT CAN I TELL YA-THIS REC-ORD IS TOO MUCH."

> Stan Richards WCOP, Boston

"THE GREATEST ROCK AND ROLL WAILER OF THEM ALL FINALLY TAGS ONE - WHATEVER HAP-PENED TO MAX LIEBMAN????"

> Norm Prescott WBZ, Boston

" S. R. O. AT BILLY WIL-LIAMS CRAZY LITTLE PALACE . . LOOKS GREAT."

> **Ned Powers** WHDH, Boston

"I THINK CRAZY LIT-TLE PALACE SENDS BILLY WILLIAMS HOME WITH A HIT."

Bob Clayton WHDH, Boston "STARTED OFF BIG-HIT SONG OF WEEK - GIVING INDICATION OF GOING ALL THE WAY."

Tal Hood WFGM, Fitchburg

Quartet

"A GREAT GUY FINALLY HITS."

Joe Smith WYDA, Boston

"GREAT RECORD-GREAT GUY-BIG HIT ALL THE WAY."

Charlie Jeffered WHIM, Providence

"MY BOY HAS REALLY GONE WILD ON THIS ONE."

> Dave Maynard WORL, Boston

"FABULOUS RENDITION-DEFINITELY ONE OF THE TOP 5 IN 3 WEEKS."

Alan Dary WORL, Boston

Billy Williams "THIS LOOKS LIKE THE RECORD FOR ONE OF THE GREATEST SINGING GROUPS AROUND -SHOULD GO ALL THE WAY!!!"

Greg Finn WORL, Boston

"A SMASH HIT AT ALL RECORD SHOPS AND HIGH SCHOOL POLLS."

> Jay McMaster WMEX, Boston

"A MOST DESERVING GUY WITH A DESERV-ING HIT."

> Larry Welch WCOP, Boston

"FOR MY MONEY, BILLY WILLIAMS CAN SWING IN HIS PAL-ACE ASSURED OF A CRAZY HIT!!"

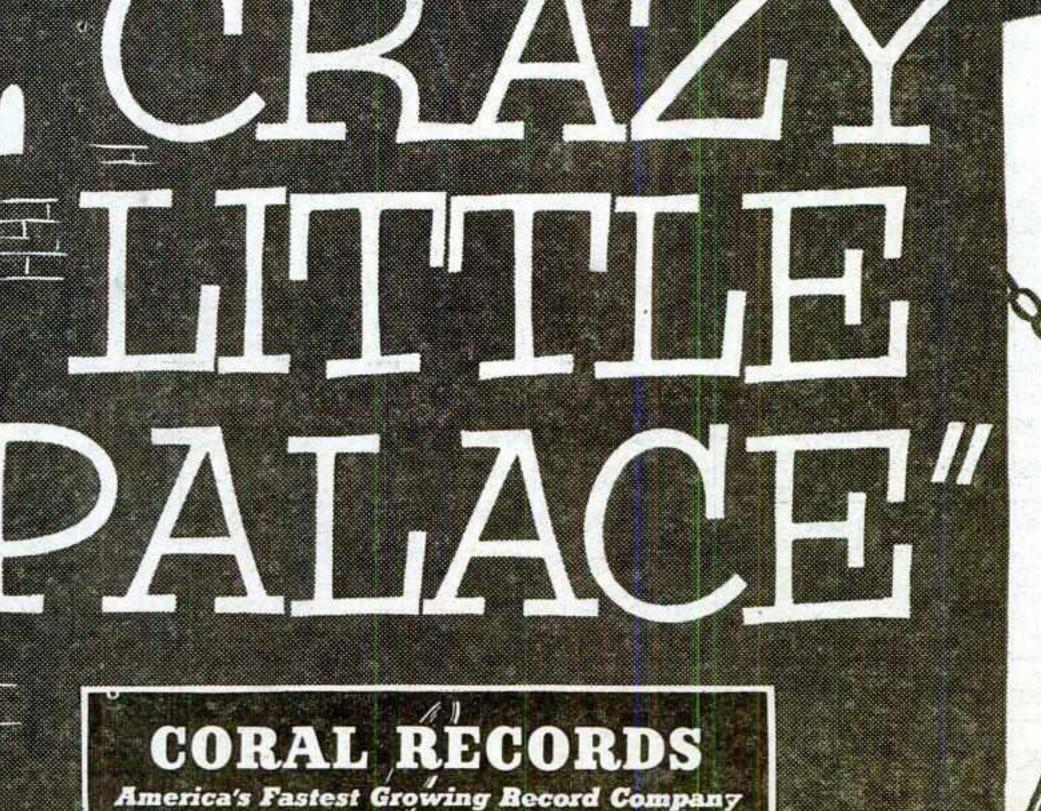
c/w

CRY BABY

CORAL 61576

9-61516

Bill Marlowe WCOP, Boston



(A reduction of DECCA RECORDS on)

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending February 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market When significant action is reported on both sides of a record, points are combined to determine

position on the chart. In such a case, both sides are listed in bold type, the Week Chart leading side on top. Week 1. LISBON ANTIGUA (ASCAP)-

N. Riddle..... 1 10 Robin Hood (ASCAP) Cap. 3287 2. ROCK AND ROLL WALTZ (BMI)-

I've Changed My Mind a Thousand Times (ASCAP) Vic. 20-6359

3. GREAT PRETENDER (ASCAP)-Platters 3 I'm Just a Dancing Partner (ASCAP) Mercury 70753

4. NO. NOT MUCH (ASCAP)-Four Lads..... I'll Never Know (BMI) Col 40629

L. Baxter.... Theme From Helen of Troy (ASCAP) Cap 3336 6. MEMORIES ARE MADE OF THIS

POOR PEOPLE OF PARIS (ASCAP)—

(BMI)-D. Martin..... 4 14 Change of Heart (BMI) Cap 3295 7. SEE YOU LATER, ALLIGATOR (BMI)-B. Haley..... 6

Paper Boy (ASCAP) Dec 29791 8. I'LL BE HOME (BMI)-P. Boone... 9 TUTTI FRUTTI (BMI)-Dot 15443

9. BAND OF GOLD (BMI)-D. Cherry. . 8 Rumble Boogie (BMI) Col 40597 10. THEME FROM "THE THREE

(ASCAP)-D. Hyman..... 14 Baubles, Bangles and Beads (ASCAP) MGM 12149 11. WHY DO FOOLS FALL IN LOVE? (BMI)-Teen-Agers 13

PENNY OPERA" (MORITAT)

Please Be Mine (BMI) Gee 1002

12. IT'S ALMOST TOMORROW (ASCAP)-R. Hayman-J. August... 16 You Got Me Wondering (ASCAP) Dec 29683

13. DUNGAREE DOLL (BMI)-Everybody's Got a Home But Me (ASCAP) Vic 20-6337

14. SIXTEEN TONS (BMI)-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..... 16 I'll Be With You in Apple Blossom Time (ASCAP) Mercury 12159

16. ANGELS IN THE SKY (BMI)-Crew Cuts...... 15 12 Mostly Martha (BMI) Mercury 70741

17. CHAIN GANG (ASCAP)-B. Scott... 18

Shadrach (ASCAP) ABC-Paramount 9658 18. CRY BABY (BMI)—Bonnie Sisters.... 22

I Saw Mommy Cha Cha Cha With You Know Who (ASCAP) Rainbow 328 18. TEAR FELL (BMI)-T. Brewer.... -BO WEEVIL (BMI)-Coral 61590

20. LULLABY OF BIRDLAND (BMI)-Blue Stars..... 21 That's My Girl (ASCAP) Mercury 70742

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Bill-board for a full year (52 issues) at the rate of \$12 (a considerable sav-D Payment enclosed ing over single copy rates). Foreign Bill me rate \$24.

Occupation or Title Company

_Zone__ State_

The Billboard, 2160 Patterson St. Cincinnati 22, O.

JUKE BOX BABY (Winneton, BMI)

HOT DIGGITY (Roncom, ASCAP)-Perry Como-RCA 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

This is shaping up as Whitfield's most successful 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

THIS WEEK'S BEST BUYS

extra profits:

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

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 that this been paralleled on the customer level. Flip is "You Ought to Have a Wife" (E. H. Morris, ASCAP). A previous Billboard "Spotlight" pick.

BEYOND THE SEA (Harms, ASCAP-Roger Williams-Kapp 138

Starting quietly, this instrumental has gradually gained strength, so that now operators and dealers must recognize the side as a potent sleeper. In the past week it took significant steps forward in Los Angeles, Chicago, Cleveland, Milwaukee, Detroit. St. Louis, Baltimore, New York and Boston. Flip is "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 in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, Weeks points are combined to determine position on the chart. In such a case, both sides are Last Week Chart Week listed in bold type, the leading side on top.

1. ROCK AND ROLL WALTZ (BMI)-K. Starr..... I've Changed My Mind a Thousand Times (ASCAP)-Vic 20-6359

2. GREAT PRETENDER (ASCAP)— I'm Just a Dancing Partner (ASCAP)-Mercury 70753

3. MEMORIES ARE MADE OF THIS 3 11 (BMI)-D. Martin..... Change of Heart (BMI)-Cap 3295 4. LISBON ANTIGUA (ASCAP)-

N. Riddle..... Robin Hood (ASCAP)-Cap 3287 5. BAND OF GOLD (BMI)-D. Cherry... 6 Rumble Boogie (BMI)-Col 40597

6. SEE YOU LATER, ALLIGATOR (BMI)-B. Haley...... 7 Paper Boy (ASCAP)-Dec 29791 7. NO. NOT MUCH (ASCAP)-

Four Lads...... 10 I'll Never Know (BMI)-Col 40629 8. SIXTEEN TONS (BMI)-Tennessee Ernie...... 5 You Don't Have to Be a Baby to Cry

(ASCAP)—Cap 3262 9. I'LL BE HOME (BMI)-P. Boone.... 8 Tutti Frutti (BMI)-Dot 15443

10. TEEN-AGE PRAYER (ASCAP)-G. Storm..... 12 MEMORIES ARE MADE OF THIS (BMI)-Dot 15436

11. DUNGAREE DOLL (BMI)-E. Fisher. 9 Everybody's Got a Home But Me (ASCAP)-Vic 20-6337 12. POOR PEOPLE OF PARIS (ASCAP)—

L. Baxter..... 18 Theme From riclen of Troy (ASCAP)-Cap 3336 13. ARE YOU SATISFIED? (BMI)— R. Draper..... 14

Wabash Cannonball (BMI)-Mercury 70757 14. CHAIN GANG (ASCAP)-B. Scott..... 13 Shadrach (ASCAP)-ABC-Paramount 9658

14. IT'S ALMOST TOMORROW (ASCAP)-J. Stafford...... 15 If You Want to Love (ASCAP)-Col 40595 16. IT'S ALMOST TOMORROW

(ASCAP)—Dream Weavers..... 11 You Got Me Wondering (ASCAP)- Dec 29683 17. THEME FROM THE "THREE PENNY

OPERA" (MORITAT) (ASCAP)-R. Hayman-J. August..... -I'll Be With You in Apple Blossom Time (ASCAP)-Mercury 70781 18. GO ON WITH THE WEDDING

(ASCAP)-P. Page..... 15 Voice Inside (ASCAP)-Mercury 70766 19. THEME FROM THE "THREE PENNY

OPERA" (MORITAT) (ASCAP) D. Hyman..... 17 Baubles, Bangles, and Beads (ASCAP)-M-G-M 12149

20. WHY DO FOOLS FALL IN LOVE? (BMI)-Teen-Agers Please Be Mine (BM1)-Gee 1002

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. Weeks Results are based on The Billboard's weekly survey among the nation's disk lockeys. Week Chart Week The reverse side of each record is also listed. 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)-Vic 20-6359

3. GREAT PRETENDER-Platters.... I'm Just 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.....

I'll Never Know (BMI)-Col 40629 6. MEMORIES ARE MADE OF THIS (BMI)-D. Martin..... Change of Heart (BMI)-Cap 3295

7. I'LL BE HOME (BMI)-P. Boone.... Tutti Frutti (BMI)-Dot 15443

8. SEE YOU LATER, ALLIGATOR (BMI)-B. Haley..... Paper Boy (ASCAP)-Dec 29791

8. THEME FROM THE "THREE PENNY OPERA" (MORITAT) (ASCAP) D. Hyman...... 10 Baubles, Bangles, and Boads (ASCAP)-M-G-M 12149

10. BAND OF GOLD (BMI)-D. Cherry... 9 Rumble Boogie (BMI)-Col 40597

11. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)-R. Hayman-J. August...... 14 I'll Be With You in Apple Blossom Time (ASCAP)-Mercury 12159

12. DUNGAREE DOLL (BMI)-E. Fisher. 11 Everybody's Got a Home But Me (ASCAP)-Vic 20-6337

13. MR. WONDERFUL (ASCAP)-S. Vaughan.... -You Ought to Have a Wife (ASCAP)-Mercury 70700

14. TEEN-AGE PRAYER (ASCAP)-G. Storm..... 12 Memories Are Made of This (BMI)-Dot 15436

15. LIPSTICK, CANDY AND RUBBER SOLED SHOES (BMI)-J. La Rosa.. -Winter in New England (ASCAP)-Vic 20-6416

16. TUTTI FRUTTI (BMI)-P. Boone.... -I'll Be Home (BMI)-Dot 15443

16. SIXTEEN TONS (BMI)-You Don't Have to Be a Baby to Cry

(ASCAP)-Cap 3262 18. SEVEN DAYS (BMI)-Crew Cuts.... -That's Your Mistake (BMI)-Mercury 70782

19. BAND OF GOLD (BMI)-K. Carson... 16 12 Cast Your Broad Upon the Waters-Cap 3283

20. MEMORIES ARE MADE OF THIS G. Storm..... 19 Teen-Age Prayer (ASCAP)-Dot 15436

WATCH THE SALES



AND THE COINS

ROLL

ON THIS
GREAT
NEW HIT
BY



PATTI PAGE

'MY FIRST
FORMAL GOWN''



MERCURY RECORD NO. 70820

AND THE PERSON NAMED IN COLUMN







"Held For Questioning"

AND





MAIN TITLE FROM

OTTO PREMINGER'S

"THE MAN WITH THE GOLDEN ARM"

a sensational recording by

BUDDYRROW

his GOLDEN trombone and his orchestra

WING 90063

ROCKIN' AND ROLLIN' FOR BIG, BIG SALES

THE EMPIRES

"By The Riverside"

"TELL ME PRETTY BABY"

BOBBY SHARP

"Baby Girl Of Mine"

AND

"FLOWERS, MR. FLORIST PLEASE"

WING 90056

JIMMY PALMER

"It's All Right With Me"

AND

"AIR MAIL SPECIAL"

WING 90054

JAY

"Even Though"

"Talk About Me"

WING 90055



A SUBSIDIARY OF MERCURY RECORD CORPORATION

MUSIC-RADIO





MCM 12190 78 rpm

K 12080 45 rpm

K 12190 45 rpm

JAMES BROWN ATTRACTIVE PACKAGE (Lt. Rip Masters of Rin Tin Tin ABC TV Show) THE WHITE BUFFALO MCM 12080 78 rpm

BETTY MADIGAN

TO YOU, MY LOVE FAITHFUL TRUE

MGM 12156 78 rpm • K 12156 45 rpm

(Nuttin for GORDON Christmas)

ROCK AROUND MOTHER GOOSE

THE

phonograp

SONG (OUR MELODY)

Featuring Art Mooney

MGM 12166 78 rpm • K 12166 45 rpm

JOHNNY OLIVER

MGM 12164 .

HANDS

CHAIN

K 12164

RED SKELTON

BABE

ON TV SHOW

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THE FOGGY, FOGGY DEW Orchestra conducted by

DAVID ROSE

With The Interludes

MGM 12200 78 rpm K 12200 45 rpm

TAYLOR

MGM 12186 78 rpm K 12186 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending February 22

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

Atlanta

1. Poor People of Paris L. Baxter, Cap. 2. Lisbon Antigua, N. Riddle, Cap.

3. No, Not Much, Four Lads, Col.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Memories Are Made of This

D. Martin, Cap. 6. Dungaree Doll, E. Fisher, Vic.

Baltimore

1. Cry Baby, Bonnie Sisters, Rbw. 2. Poor People of Paris, L. Baxter, Cap. 3. No, Not Much, Four Lads, Col.

4. Great Pretender, Platters, Mer. 5. Why Do Fools Fall in Love?

Teen Agers, Gee 6. Lisbon Antigua, N. Riddle, Cap. 7. Theme From "The Three Penny Opera"

(Moritat) D. Hyman, M-G-M 8. Large, Large House, M. Pendicin, Vic.

9. I'll Be Home, P. Boone, Dot 10. Lovely Lies, Manhattan Brothers, Lon.

Boston

1. No, Not Much, Four Lads, Col. 2. Rock and Roll Waltz, K. Starr, Vic. 3. Great Pretender, Platters, Mer.

4. Poor People of Paris, L. Baxter, Cap. 5. Lisbon Antigua, N. Riddle, Cap. 6. Why Do Fools Fall in Love?

Teen Agers, Gee 7. Theme From "The Three Penny Opera" (Moritat) D. Hyman, M-G-M 8. Lovely Lies, Manhattan Brothers, Lon.

9. I'll Be Home, P. Boone, Dot 16. See You Later, Alligator

B. Haley, Dec.

Buffalo I. Rock and Roll Waltz, K. Starr, Vic. 2. Great Pretender, Platters, Mer. 3. No. Not Much, Four Lads, Col.

4. Lisbon Antigua, N. Riddle, Cap. 5. See You Later, Alligator B. Haley, Dec.

Chicago

L. Rock and Roll Waltz, K. Starr, Vic. 2. Lisbon Antigua, N. Riddle, Cap.

3. No, Not Much, Four Lads, Col. 4. Poor People of Paris, L. Baxter, Cap. 5. Theme From "The Three Penny Opera"

(Moritat), R. Hayman-J. August, Mcr. See You Later, Alligator

B. Haley, Dec. 7. There From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M Great Pretender, Platters, Mer.

9. Tutti Frutti, P. Boone, Dot 10. Little Child, E. Albert-S. Lee, Kap.

Cincinnati

1. Lisbon Antigua, N. Riddle, Cap. 2. Rock and Roll Waltz, K. Starr, Vic. 3. Poor People of Paris, L. Baxter, Cap. 4. Great Pretender, Platters, Mer.

5. No, Not Much, Four Lads, Col. 6. See You Later, Alligator B. Haley, Dec.

7. Tutti Frutti, P. Boone, Dot 8. It's Almost Tomorrow

Dream Weavers, Dec. 9. Memories Are Made of This D. Martin, Cap.

10. Dungaree Doll, E. Fisher, Vic.

Cleveland

1. Lisbon Antigua, N. Riddle, Cap. 2. Why Do Fools Fall in Love? Teen Agers, Gee

3. No, Not Much, Four Lads, Col. 4. Poor People of Paris, L. Baxter, Cap. 5. Rock and Roll Waltz, K. Starr, Vic.

6. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M 7. Tear Fell, T. Brewer, Cor.

8. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.

Dallas-Fort Worth

1. Lisbon Antigua, N. Riddle, Cap. 2. Rock and Roll Waltz, K. Starr, Vic.

3. Great Pretender, Platters. Mer.

4. Memories Are Made of This D. Martin, Cap. 5. No, Not Much, Four Lads, Col.

6. Blue Suede Shoes, C. Perkins, Sun 7. Poor People of Paris, L. Baxter, Cap. 8. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer. 9. Band of Gold, D. Cherry, Col.

16. Sixteen Tons, T. Ernie, Cap.

Denver

1. Lisbon Antigua, N. Riddle, Cap. 2. Great Pretender, Platters, Mer. 3. Rock and Roll Waltz, K. Starr, Vic. 4. Band of Gold, D. Cherry, Col. 5. No, Not Much, Four Lads, Col.

6. Memories Are Made of This D. Martin, Cap. 7. Teen-Age Prayer, G. Storm, Dot

Detroit

 Lisbon Antigua, N. Riddle, Cap.
 Poor People of Paris, L. Baxter, Cap. 3. No. Not Much, Four Lads, Col. 4. Theme From "The Three Penny Opera"

(Moritat), D. Hyman, M-G-M 5. Why Do Fools Fall in Love? Teen Agers, Gee

6. Tear Fell, T. Brewer, Cor. 7. Rock and Roll Waltz, K. Starr, Vic. 8. See You Later, Alligator B. Haley, Dec. 9. I'll Be Home, P. Boone, Dot

10. Memories Are Made of This D. Martin, Cap.

Kansas City

1. Poor People of Paris, L. Baxter, Cap. 2. Lisbon Antigua, N. Riddle, Cap. 3. Rock and Roll Waltz, K. Starr, Vic. 4. No, Not Much, Four Lads, Col. 5. I'll Be Home, P. Boone, Dot 6. Tutti Frutti, P. Boone, Dot

7. See You Later, Alligator B. Haley, Dec. 8. Great Pretender, Platters, Mer.

Los Angeles

1. Lisbon Antigua, N. Riddle, Cap. 2. Great Pretender, Platters, Mer. Poor People of Paris, L. Baxter, Cap.

4. Memories Are Made of This D. Martin, Cap.

5. Rock and Roll Waltz, K. Starr, Vic. 6. See You Later, Alligator B. Haley, Dec. 7. Band of Gold, D. Cherry, Col.

8. It's Almost Tomorrow

Dream Weavers, Dec. 9. Dungaree Doll, E. Fisher, Vic.

Milwaukee

Poor People of Paris, L. Baxter, Cap.
 No, Not Much, Four Lads, Col.
 Rock and Roll Waltz, K. Starr, Vic.

4. Lisbon Antigua, N. Riddle, Cap. 5. See You Later, Alligator

B. Haley, Dec. 6. Ask Me, N. (King) Cole, Cap. 7. Dungaree Doll, E. Fisher, Vic.

Mpls.-St. Paul

1. No, Not Much, Four Lads, Col. 2. Lisbon Antigua, N. Riddle, Cap. 3. Rock and Roll Waltz, K. Starr, Vic. 4. See You Later, Alligator

B. Haley, Dec. 5. Great Pretender, Platters, Mer.

6. When You Dance, Turbans, Her. 7. Memories Are Made of This

D. Martin, Cap. 8. Band of Gold, D. Cherry, Col. 9. Theme From "The Three Penny Opera"

(Moritat), D. Hyman. M-G-M 10. I'll Be Home, P. Boone, Dot

New Orleans 1. Great Pretender, Platters, Mer. 2. Memories Are Made of This D. Martin, Cap.

3. Rock and Roll Waltz, K. Starr, Vic. 4. See You Later, Alligator B. Haley, Dec. 5. Sixteen Tons, T. Ernie, Cap.

6. No, Not Much, Four Lads, Col. 7. Lisbon Antigun, N. Riddle, Cap. 8. I'd Walk a Country Mile Ink Spots, Kng.

9. It's Almost Tomorrow

Dream Weavers, Dec. 10. Rock Around Mother Goose B. Gordon, M-G-M

New York I. Lisbon Antigua, N. Riddle, Cap.

2. Memories Are Made of This D. Martin, Cap. 3. Great Pretender, Platters, Mer. 4. Rock and Roll Waltz, K. Starr, Vic.

5. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M

6. It's Almost Tomorrow Dream Weavers, Dec. 7. No, Not Much, Four Lads, Col.

8. Poor People of Paris, L. Baxter, Cap. 9. Sixteen Tons, T. Ernie, Cap. 10. See You Later, Alligator

B. Haley, Dec. Philadelphia

1. Lisbon Antigua, N. Riddle, Cap. 2. No, Not Much, Four Lads, Col.

3. Great Pretender, Platters, Mer. 4. Rock and Roll Waltz, K. Starr, Vic. . 5. Memories Are Made of This

D. Martin, Cap.

6. Poor People of Paris, L. Baxter, Cap. 7. Dungaree Doll, E. Fisher, Vic. 8. Theme From "The Three Penny Opera"

(Moritat), D. Hyman, M-G-M

Pittsburgh

1. Why Do Fools Fall in Love? Teen Agers, Gee 2. Blue Suede Shoes, C. Perkins, Sun 3. I'll Be Home, P. Boone, Dot

4. No. Not Much, Four Lads, Col. 5. Poor People of Paris, L. Baxter, Cap. 6. Lisbon Antigua, N. Riddle, Cap. 7. Great Pretender, Platters, Mer.

8. Rock and Roll Waltz, K. Starr, Vic. 9. See You Later, Alligator B. Haley, Dec.

10. Band of Gold, D. Cherry, Col

St. Louis Lisbon Antigua, N. Riddle, Cap.
 Poor People of Paris, L. Baxter. Cap. 3. No, Not Much, Four Lads, Col.

4. Rock and Roll Waltz, K. Starr, Vic. 5. When You Lose the One You Love D. Whitfield, Lon.

6. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mor. 7. I'll Be Home, P. Boone, Dot 8. Theme From "The Three Penny Opera"

(Moritat), D. Hyman, M-G-M 9. See You Later, Alligator

B. Haley, Dec. 10. Band of Gold, D. Cherry, Col.

San Francisco 1. Lisbou Antigua, N. Riddle, Cap. 2. Rock and Roll Waltz, K. Starr, Vic.

3. Great Pretender, Platters, Mcr. 4. Memories Are Made of This D. Martin, Cap,

5. Theme From "The Three Penny Opera" (Mack the Knife) L. Armstrong, Col. 6. Band of Gold, D. Cherry, Col. 7. No. Not Much, Four Lads, Col.

8. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M

Seattle

1. Lishon Antigua, N. Riddle, Cap. 2. Rock and Roll Waltz, K. Starr, Vic. 3. See You Later, Alligator B. Haley, Dec.

4. No, Not Much, Four Lads, Col. 5. Great Pretender, Platters, Mer. 6. Tutti Frutti, P. Boone, Dot

8. Heartbreak Hotel, E. Presley, Vic. Toronto

7. Poor People of Paris, L. Baxter, Cap.

1. Great Pretender, Platters, Mer. 2. Memories Are Made of This D. Martin, Cap.

3. Rock and Roll Waltz, K. Starr, Vic. 4. Lisbon Antigua, N. Riddle, Cap. 5. It's Almost Tomorrow

Dream Weavers, Dec. 6. See You Later, Alligator B. Haley, Dec.

7. Tutti Frutti, P. Boone, Dot

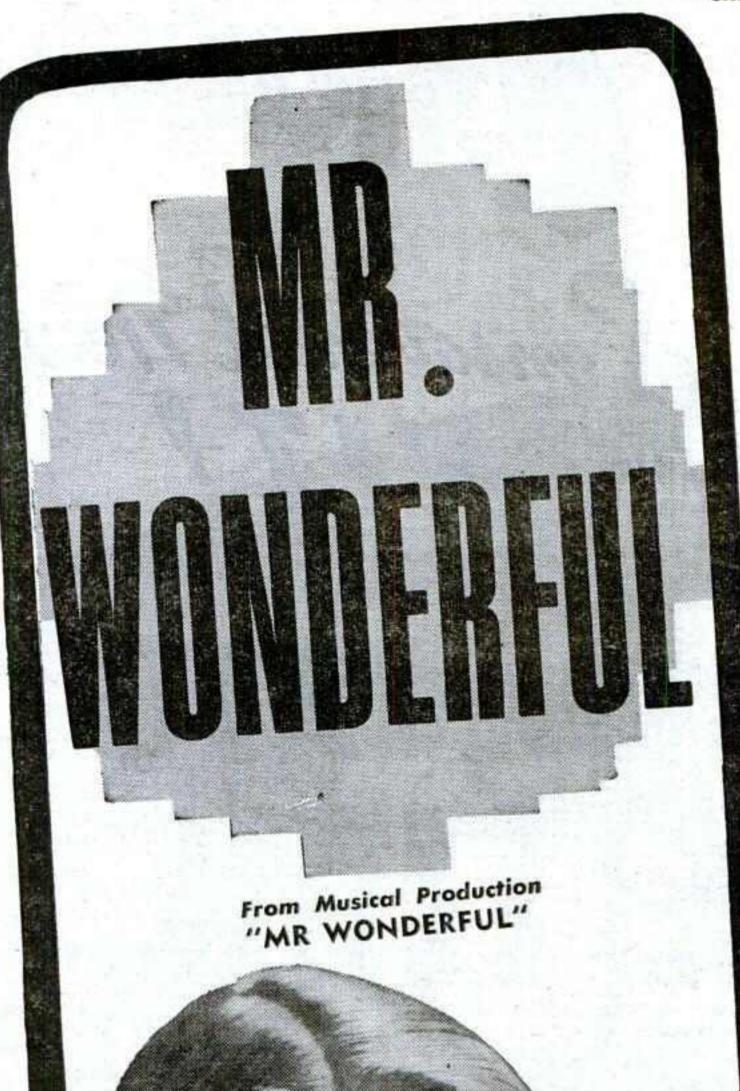
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THERE
WERE NO
TOMORROW

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RAYMOND SCOTT

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Cash Box Feb: 18, 1956

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Sensational New

with Russ Garcia and his orchestra #55009

The Billboard, Feb. 18, 1956

• Review Spotlight on . . .

JULIE LONDON....Liberty 55009......BABY, BABY ALL THE TIME RATIO Here's a solid follow-up to the gal's "Cry Me a River" click. Julie London sings the tender evergreen with soft intimage and solid Here's a sond follow-up to the gal's "Cry Me a River click. Julie London sings the tender evergreen with soft intimacy and sock sex appeal. Flip is the haunting "Shadow Woman" (Frank, ASCAP).

The No. 1 Best Selling Album in the Country! The Cash Box TOP 15 BEST SELLING POP ALBUMS "JULIE IS HER NAME" Julie London Liberty LP 3006

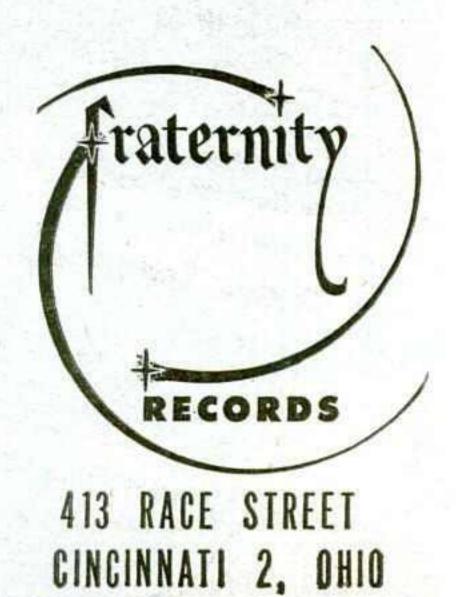
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The Billboard Music Popularity Charts

POPULAR

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
The Gal With the Yaller Shoes
2. Juke Box Baby
Hot Diggity
3. Blue Suede Shoes Carl Perkins (BMI) Sun 234
4. That's All Tennessee Ernie
5. When You Lose the One
You Love David Whitfield (ASCAP) London 1617
6. Flowers Mean Forgiveness Frank Sinatra (ASCAP) Capitol 3350
7. 11th Hour Melody
8. Mr. Wonderful Sarah Vaughan (ASCAP) Mercury 70777
9. Ask Me
Nothing Ever Changes My
Love for You Nat (King) Cole (ASCAP); (ASCAP) Capitol 3328
10. Beyond the Sea Roger Williams

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

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

A Teen-Age Prayer (R)-LaSalle-ASCAP Woman in Love (R)-Frank-ASCAP All at Once You Love Her (R)-Williamson -ASCAP

Ask Me (R)-ABC-ASCAP Band of Gold (R)-Ludlow-BMI Beyond the Sea (R)-Chappell-ASCAP Cry Me a River (R)-Frank-ASCAP Dungaree Doll (R)-E. B. Marks-BMI Everybody's Got a Home But Me (R) (M)-Chappell—ASCAP

Great Pretender (R)-Southern-ASCAP Helen of Troy Theme (R) (F)-Harms-ASCAP If I Can Dream (R)-Feist-ASCAP

Innamorata (R)—Paramount—ASCAP Lisbon Antigua (R)-Southern-ASCAP Love and Marriage (R)-Barton-ASCAP Lullaby of Birdland (R)-Patricia-BMI Memories Are Made of This (R)-Montclare

Memories of You (R)-Shapiro-Bernstein-ASCAP

Mr. Wonderful (R) (M)-Laurel-ASCAP Nobody Knows But the Lord (R)-Harms-Our Melody (Phonograph Song) (R)-Jung-

nickel-ASCAP Poor People of Paris (R) - Connelly-

Rock and Roll Waltz (R)-Sheldon-BMI Shadow Woman (R)-Saunders-ASCAP Sing You Sinners (R)-Famous-ASCAP (Moritat) (R)-Harms-ASCAP

Sweet Lips (R)-Leeds-ASCAP Tender Trap (R) (F)-Barton-ASCAP Theme From "The Three Penny Opera" Valley Valparaiso (R)-Broadcast-BMI Why is Your Dog Pollowing Me? (R)-Porgie-BMI

Television

Woman in Love (R)-Frank-ASCAP

Are You Satisfied? (R)-Cordial-BM1 Arriverderci Roma (R)-Hill & Range-BMI (Baby, Baby) Be Good to Me (R)-Bregman, Vocco & Conn-ASCAP Band of Gold (R)-Ludlow-BMI Chain Gang (R)-Pincus-ASCAP Dungaree Doll (R)-E. B. Marks-BMI First Thing I Do Every Morning (R)-Bull-Eye—ASCAP Gal With the Yaller Shoes (R)-Miller-ASCAP Great Pretender (R)-Southern-ASCAP Hi to You (R)-Disney-ASCAP Hot Diggity (R)-Roncom-ASCAP I Was the One (R)-Jungnickel-ASCAP

ASCAP Juke Box Baby (R)-Winneton-BMI Lisbon Antigua (R)—Southern—ASCAP Love and Marriage (R)-Barton-ASCAP Meet Me in Las Vegas (R) (F)-Feist-ASCAP

If You Can Dream (R)-Feist-ASCAP

It's Almost Tomorrow (R) - Northern-

Memories Are Made of This (R)-Montclare

Mr. Wonderful (R) (M)-Laurel-ASCAP No Not Much (R)-Beaver-ASCAP Rock and Roll Waltz (R)-Sheldon-BMI See You Later, Alligator (R)-ARC-BMI Sixteen Tons (R)-American-BMI Take Me Back to Toyland (R)-Harvard-

Tender Trap (R) (F)-Barton-ASCAP Tutti Frutti (R)-Venice-BMI Who Are We? (R)—Thunderbird—ASCAP Yaller, Yaller Gold (R)-Wonderland-BMI

Best Selling Sheet Music

(ASCAP) Kapp 138

Tunes are ranked in order of their current national selling importance at the

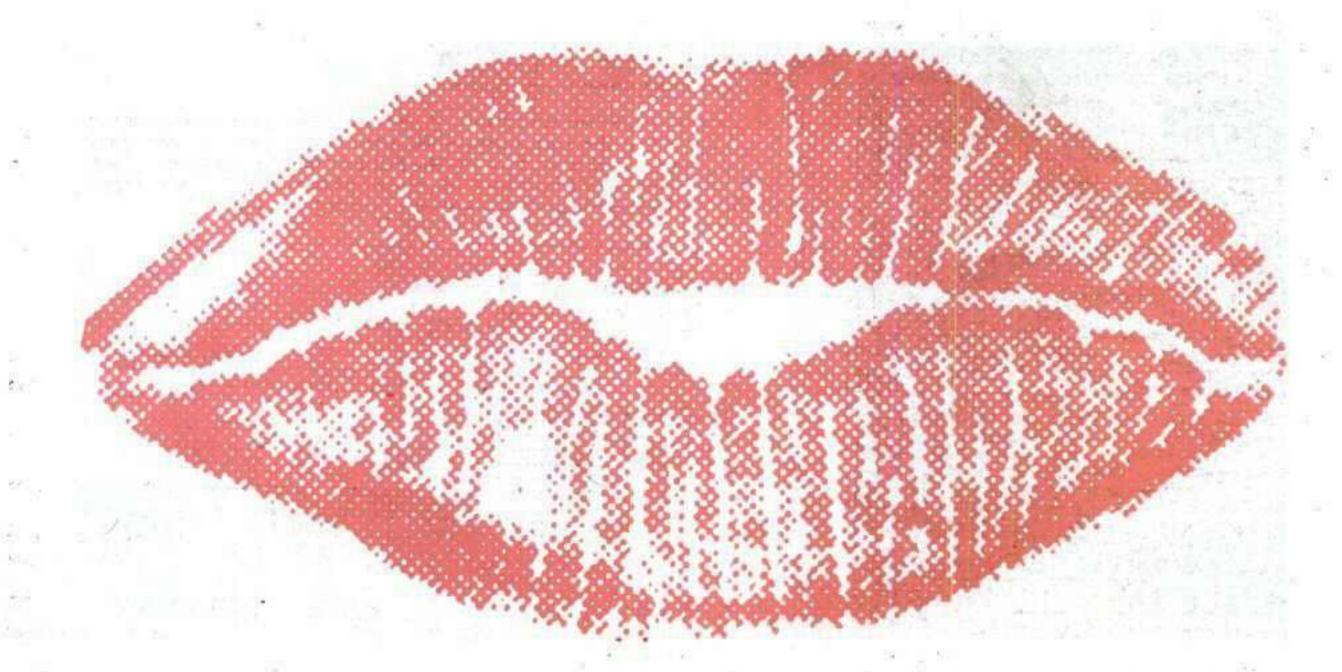
she	eet music jobber level.		Weeks
This Weel	-777	ast eek	Chart
	Rock and Roll Waltz.		
2.	He	2	23
3.	Memories Are Made This	of 4	. 11
4.	Lisbon Antigua	:	3 7
5.	Great Pretender	!	7
6.	It's Almost Tomorrov Northern	v. (3 12
7.	No, Not Much	!	9 3
8.	Poor People of Paris	13	3 2
9.	Band of Gold	•• "	7 10
10.	Theme From "The Three Penny Opera" (Moritat)		4 2

11. Dungaree Doll 8 E. B. Marks 12. Sixteen Tons 16

13. Autumn Leaves11 25

14. Eleventh Hour Melody . 15 2 Paxton 15. See You Later,

Alligator



"LIPS" WILL BE BIG!

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JAYE P. MORGAN

belts out two great upbeat tunes

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MUSIC-RADIO

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of New York City, including but not limited to
"THE INVESTIGATOR"

and/or any other records distributed by DAUNTLESS INTERNATIONAL

Section 436 of the Penal Law of the State of New York, including York, herewith quoted as follows:

"A person who, with intent to defraud or to enable another to defraud any person, manufactures or knowingly sells or causes to be manufactured or sold, any article, marked, stamped or branded or incased or inclosed in any box, bottle or wrapper, having thereupon any engraving or printed label, stamp, imprint, mark or trade-mark which article is not the manufacture, workmanship or production of the person named, indicated or denoted by such marking, stamping or branding, or by or upon such engraving, printed label, stamp, imprint, mark or trade-mark, is quilty of a misdemeanor:"

or under the Laws of the State of New Jersey, including Title 2A:111-1, Chapter III, herewith quoted as follows:

"Any person who, knowingly or designedly, with intent to cheat or defraud any other person, obtains any money, property, security, gain, benefit, advantage or other thing of value by means of false promises, statements, representations, tokens, writings or pretenses, is guilty of a misdemeanor."

America, including Section 1341, Chapter 63, Title 18, United States Code Annotated, which is herewith quoted, in part, as follows:

"Whoever, having devised or intending to devise any scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or promises, or to sell, dispose of, . . . distribute, supply, or furnish or procure for unlawful use any counterfeit or spurious . . . article, or anything represented to be or intimated or held out to be such counterfeit or spurious article, for the purpose of executing such scheme or artifice or attempting so to do, places in any post office or authorized 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 not more than five years, or both."

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!-

Marterry #5249

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THE DAPS

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Such a Record!
"SUCH A DAY"
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The Billboard Music Popularity Charts
POPULAR RECORDS

THE TOP 100

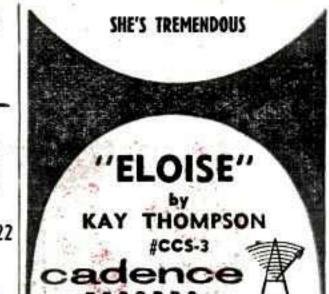
For survey week ending february 22

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.

Pos. Song	Artist	Label We	
1. ROCK AND ROLL WALTZ	K. Starr	Victor	1
2. LISBON ANTIGUA			3
4. MEMORIES ARE MADE OF THIS	D. Martin	Capitol	4
5. NO, NOT MUCH	Four Lads	Columbia	10
7. SEE YOU LATER, ALLIGATOR	B. Haley	Decca	6
8. BAND OF GOLD	P. Boone	Dot	11
10. THEME FROM THE THREE PENNY . OPERA (MORITAT)		SCHOOL COUNTY	13
11. SIXTEEN TONS	T. Ernie	Capitol	8
12. DUNGAREE DOLL. 13. THEME FROM THE THREE PENNY	E. Fisher	Victor	9
- OPERA (MORITAT)	the state of the s	349	19
14. TEEN-AGE PRAYER	J. August G. Storm	Dot	14
15. WHY DO FOOLS FALL IN LOVE? 16. CHAIN GANG	Teen Agers	Gee	26
16. IT'S ALMOST TOMORROW	300000 - USANA DI CO	mount	15
18. ARE YOU SATISFIED?	R. Draper	Mercury	21
19. ANGELS IN THE SKY			
21. LIPSTICK, CANDY AND RUBBER SOLED SHOES	- Marian	Constitution Sec	
21. THEME FROM THE THREE PENNY	PARKET CALL CARREST PRESENT		00000
OPERA (MACK THE KNIFE)			
24. LULLABY OF BIRDLAND 25. ASK ME	Blue Stars	Mercury	20
27. TENDER TRAP	F. Sinatra	Capitol	25
28. HE 28. IT'S ALMOST TOMORROW			31 27
30. ELEVENTH HOUR MELODY	A. Hibbler	Decca	33
31 NINETY-NINE YEARS	T. King	Victor	23 65
33. TUITI FRUTTI	Little Richard .	Specialty .	43
35. CRY BABY	Bonnie Sisters .	Rainbow	40
35. CRY ME A RIVER		193	
OPERA (MORITAT) 37. WHY DO FOOLS FALL IN LOVE?	B. Vaughn	Dot	39
39. THEME FROM THE THREE PENNY			1000
40. LISBON ANTIGUA	M. Miller	Columbia .	41
41. BEYOND THE SEA			
43. MEMORIES ARE MADE OF THIS	G. Storm	Dot	29
44. MOSTLY MARTHA	Crew Cuts	Mercury	56
46. ONLY YOU	Platters	Mercury	45
48. WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	-
49. FLOWERS MEAN FORGIVENESS	Four Lads	Columbia .	34
51. LOVE AND MARRIAGE	F. Sinatra	Capitol	31 82
52. MEMORIES OF YOU	R. Clooney-		an:
54. BO WEEVIL	T. Brewer	Columbia	87
55. THEME FROM THE THREE PENNY OPERA (MORITAT)	L. Paul &		
56. ELEVENTH HOUR MELODY	M. Ford	Capitol	51
56. LITTLE CHILD	E. Albert	. Kapp	59
56. MR. WONDERFUL 59. FOREVER DARLING	S. Vaughan	Mercury	56 89
59. VALLEY VALPARAISO	P. Faith	. Columbia .	79
62. APRIL IN PARIS	C. Basie	Clef	28
62. IF YOU CAN DREAM	D Whitfield	London	89
65. IT'S ALMOST TOMORROW 66. ALL AT ONCE YOU LOVE HER	The Constant	A. Commercial	
87. YOU'LL GET YOURS	F. Sinatra	Capitol	-
68. HEARTBREAK HOTEL 69. LOVELY LIES	Manhatian		
70. MEMORIES OF YOU	Brothers	London	62
71. ONLY YOU	Hilltonners	Dot	42
72. EVERYBODY'S GOT A HOME BUT ME 73. SEVEN DAYS	P. Fisher	Coral	86 43
73. I'VE CHANGED MY MIND A THOUSAND TIMES	K Starr	Victor	
75. MEMORIES ARE MADE OF THIS	M. Carson	Columbia	77
75. SEVEN DAYS	McGuire Sister	« Coral	70
77. TROUBLE WITH HARRY 79. NOTHING EVER CHANGES MY LOVE	Alfi & Harry	Liberty	95
FOR YOU	Nat (King) Col	eCapitol	72
81. MY BELIEVING HEART	J. James	M-G-M	73
82. MR. WONDERFUL 83. BLUE SUEDE SHOES	C. Perkins	Sun	_
84. PM GONNA LOVE YOU 85. GO ON WITH THE WEDDING	Amer Beatlage	Victor	-
86. TO YOU MY LOVE	G. Shaw	Decca	67
87. WHO ARE WET	. G. Grant	Fra	84
88. POOR PEOPLE OF PARIS	R Morean	Columbia .	_
70. DON'T GO TO STRANGERS	V. Monroe	Victor	60
91. I HEAR YOU KNOCKIN' 91. BO WEEVIL	F. Dontino	. Imperial	_
94. WHEN YOU DANCE	Teen Queens .	Gee	60
94. I'LL WAIT 96. TROUBLE WITH HARRY	B. Johnson	Bally	_
96. WOMAN IN LOVE	F. Laine	Columbia .	47
96. SUCH A, DAY	V. Lynn	London	50
100. ROCK AROUND MOTHER GOOSE	B. Gordon	M-G-M	74

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.





IORRY RAINE
on Advance Records
TELL MY LOVE GOODBYE
(Tim Gayle Songs—ASCAP)
"Beautiful song, very tenderly
EXCELLENTLY performed ..."
Billboard. ADVANCE #3011

(Gilio Publications—BMI)

"Happy Latin-beat calypso with
BEST BET Lorry shining through"

—Roger Beck
L. A. Mirrow-News

ADVANCE #3012

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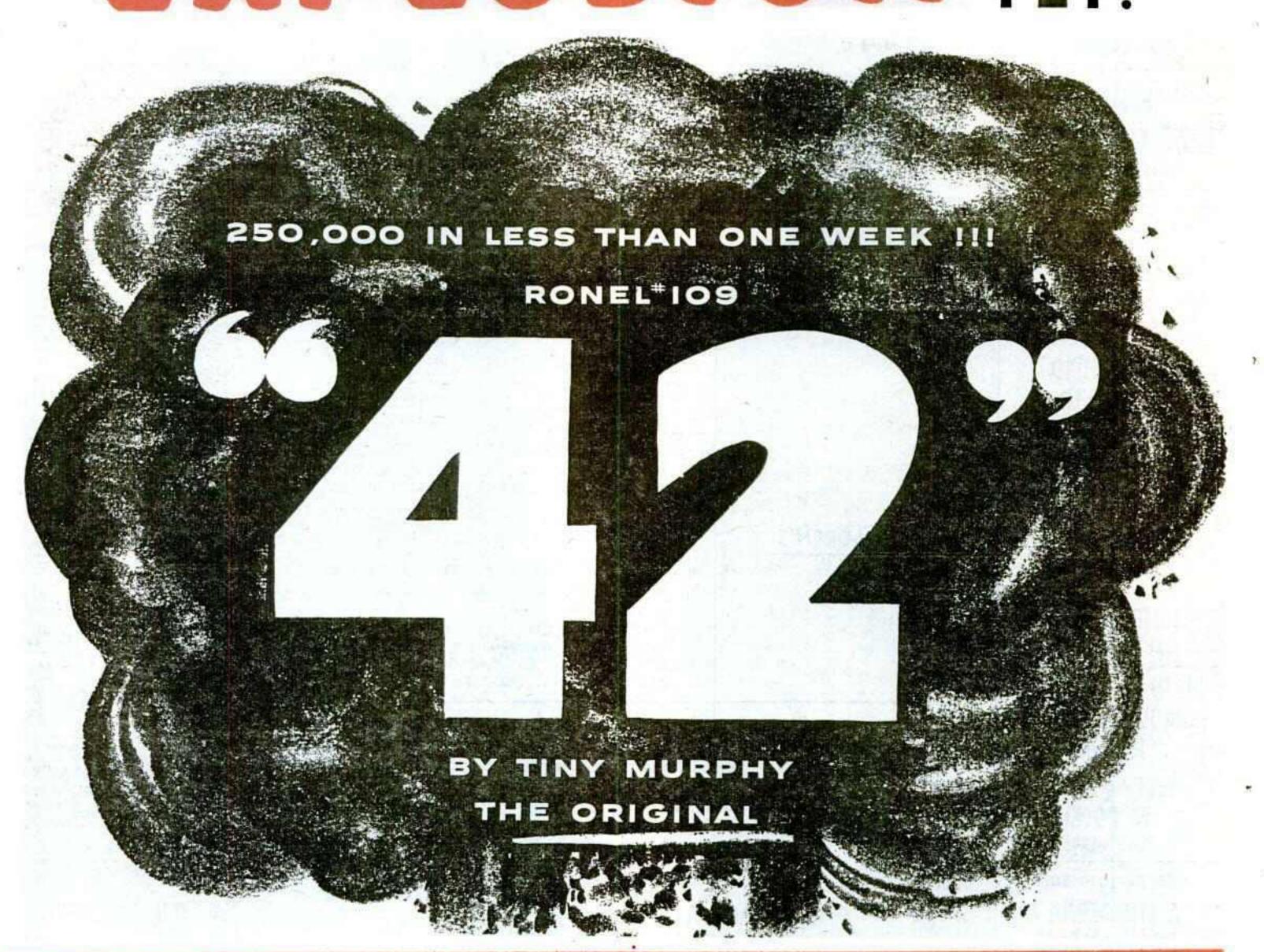
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I LOVE YOU TRULY

King 4883 LULA REED

I'LL DROWN IN MY TEARS

LET'S CALL King 4899



The Billboard Music Popularity Charts

Review Spotlight on

RECORDS

PATTI PAGE.... Mercury 70820.......TOO YOUNG TO GO STEADY (Robbins, ASCAP)

MY FIRST FORMAL GOWN.....(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.

PORT-AU-PRINCE

Riddle is riding high on the charts right now with "Lisbon Antiqua" and this new platter could prove equally successful. "Midnight 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.

(Dena, ASCAP)

> There are several instrumental versions out on "Main Title," (the theme from "The Man With the Golden 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.&w. ditty "Butternut"

CHILDREN'S

DANNY KAYE....Decca K 166......THE COURT JESTER, Pts. 1 & 2

Kave, 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

RATINGS-COMMERCIAL POTENTIAL

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

(Central, BMI).

and western, and rhythm and blues fields. RICHARD MALTBY ORK

Themes from "The Man With the Golden Arm" 80 VIK 0196 - The effective contrasts of percussion and brass in this smart arrangement 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 warm, affecting projection. (B. F. Wood, ASCAP)

BILLY MAY

Main Title79 CAPITOL 3372-A sock, tasteful instrumental 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 swinglest 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

AL (JAZZBO) COLLINS .

Max 74

backing. (Meridian, BMI)

audiences. (Meridian, BMI)

weird, whimsical moments. The vo-

cal, with implications of the space

age, is backed by a sophisticated

jazz group. For sophisticated jazz

Well All Right79 DECCA 29820-A cute novelty arrangement of the oldie, featuring talking guitar. Jan Stewart and chorus do the vocal. A bright side, likely to get good play. (Leeds, ASCAP)

Do You Love Me? 73 More of the talking guitar. This side

JIMMY RANDOLPH

1 Want You to Know74 CORAL 61589-Al Collins talks a bit MERCURY 70810-Slow but solid, of sophisticated dialog. Weird, modthe beat paces Randolph's manly ern and hip, with smart instrumental baritone chant of the ballad, Listenable effort should win spins, (Regent, BMI) Al (Jazzbo) Collins in another of his

Wagon Wheels 71

Dramatic reading in big voice is impressive. Backing is extremely busy and adds to the effect, (Shapiro-Bernstein, ASCAP)

80-100, Tops

80- 89, Excellent 70- 78, Good

60- 69, Satisfactory

50- 59, Limited

0- 49. Poor

also has a vocal by Scat Man Crothers. (Central, BMI)

LU ANN SIMMS

CÓLUMBIA 40659-A unusually smart 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

KING 4900 - Multi-voiced tracking sounds like a Patti Page job as Miss Bonnie 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

EPIC 9155-A rich-voiced moving interpretation 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, BMI)

JANE MORGAN AND THE JONES BOYS

Let's Go Steady74 KAPP 140-The gal embarks on an r.&b. kick with this rocking plaint, closely keyed to the teen-age market, Side moves with excitement. (Regent, ASCAP)

Take Care ... 76

Miss Morgan gives a full-voiced treatment to a ballad of goodbye. The Jones Boys contribute harmony backing. (Ashland, BMD

POPULAR RECORDS KITTY NATION Half Your Heart76 WING 90059-A tearful ballad, quite c.&w. in theme, but entirely pop in delivery and arrangement. Kitty Nation does it with appropriate emo-tion. (Valley Brook, ASCAP) Goodie Bye Bye Baby....73 A cute novelty, sung in individual style by the chantress. (Valley Brook, THE GOOFERS

CORAL 61593—A slow, groovy ballad sung to semi-r.&b. backing. The boys do a fine job and get a solid, orcking beat for a foundation. (Vim; ASCAP) Oh How I Miss You Tonight 71 This material was meant to be styled in a more old-fashioned way, but in

this bright, r.&b. touched arrangement it is more potent for today's market. Two attractive sides. (Bourne, ASCAP)

THE ROVER BOYS 16 Teens73 ABC-PARAMOUNT 9678-The Boys wrap up a bouncy rhythm ditty in a personable vocal treatment and a catchy beat. Lyrics are loaded with teen-styled lingo. (Myers, ASCAP) My Queen 71

Sincere, fervent warbling on a moving r.&b.-styled ballad with a strong beat. (LaSalle, ASCAP)

VICKI YOUNG Spanish Main CAPITOL 3358-The only comparison the singer can make to the cad she has fallen for is to a pirate of the old days. A bright, rhythmic side that has much listening interest, (Chatsworth, ASCAP)

Your Own Sweet Way 73 The warm, bluesy styling the singer gives this tune makes it carry considerable impact. A fine performance that ought to widen Miss Young's circle of followers. (Paxton, ASCAP)

JAYNE AND AUDREY MEADOWS VICTOR 6447 - Interesting disk. Theme is typically country, but the performance and backing are pop. (E. B. Marks, BMI) Dungaree Dan and Chino Sue....73

A lilting ditty, cleffed by Steve Allen, with lively tempo and arrangement, (Rosemeadow, ASCAP) FRANCES WAYNE

EPIC 9153-The message is that Wednesday's child is born to be blue and Miss Wayne gets the feeling over with warmth. Neal Hefti ork renders a lush backing. (Pinelawn, BMI)

On the Street Where You Live 72 Miss Wayne sings of tender, nostalgic thoughts in slow and appealingly torchy style. (Chappell, ASCAP)

JERRY WALLACE

unusual lyric twist. Wallace does a neat job to good backing. (Gil. BMI) On a Night

When Flowers Were Dancing 72 Pretty adaptation has a charming melody line. (Rene, ASCAP)

LORRY RAINE Why Haven't I Told My Heart? 73 ADVANCE 3012 - Sweet, warm thrushing on a pretty ballad with a fine backing job by Russ Garcia's

ork. (Gayle, ASCAP) Enjoy What You're Doing....71 Okay piping on a catchy South American-styled rhythm tune, but flip is better showcase for canary. (Gilio,

DICK KALLMAN Love Me as Though There Were No Tomorrow73 DECCA 29843-Kallman debuts on the label with the tender ballad from the forthcoming pic "Strip for Action." A light baritone, with a very pleasing voice quality, he proves himself a capable stylist from whom much can be expected (Robbins,

The End of a Love Affair 69 A fast, spirited opus into which Kallman pours a lot of emotion. His smooth phrasing and ringing top notes fashion a polished, exciting performance. (Duchess, BMI)

JOHNNY LONG ORK Glorious, Glorious72 CORAL 61559-Good-humored group vocal job on the old college novelty with a snappy march tempo. Good juke material. (Northern, ASCAP) Sweetest March....72 Same comment. (Tobey, ASCAP)

JEAN SWAN What Happens When the Sun Goes Down72 MERCURY 70814-A lilting melody and lyric sung with charm by Jean Swan. (Studio, BMI)

I'm Not Alone 71 This side is an inspirational number. Miss Swan is supported by a chorus. Good sound, (Judy, ASCAP)

DAKOTA STATON

erstwhile r.&b. specialist, proves that she can style a torchy pop tune as well, or better, than the next. Her reading, set to pretty string backing, will rouse and hold attention. (Jefferson, ASCAP)

How High the Moon....70 The singer spoofs the typical modera jazz scat styling of this standard to hilarious effect. Good deejay disk. (Chappell, ASCAP)

GEORGE WRIGHT

HIFI 502-An adventure in sound effects possible on a large theater organ. Opus is by Les Baxter and it

(Continued on page 51)

The most Exciting version...

RICHARD MALTBY

AND HIS ORCHESTRA

THEMES FROM

IGOLDEN ARM

> A Film by Otto Preminger A United Artists Release

c/w "Heart Of Paris"

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Sweeping the country! "TOO YOUNG FOR THE BLUES"

Verve Records #2002

ELLA FITZGERALD

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VOX JOX

Lincoln's Birthday and the station's 11th anniversary this month in a unique way. The jocks decided to dispense with shaving f.om February 11 thru April 11. They'll stage a beard-growing contest at the end of the two-month period, with bearded Skitch Henderson set to judge the event.... The winners of Manischewitz Wine 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.

S A M SE US ...

Honorable mention went to Dick Cook, KSFO, Sar Francisco; Bob Dalton, WTOP, Washington; Joe Walker, WMBM, Miami Beach; Al Hunter, KSDO, San Diego; Bill DuPre, WEBB, Raspe-burg, Md.; Larry McKinley, WMRY, New Orleans; Fred Wolf, WXYZ, Detroit; Sidney Smith, WRCA, New York; Art Brown, WWDC, Washington; Tom George, WJBK, Detroit; Al Berre, WNOE, New Orleans; Dave Maynard, Gregg Finn and Alan Dary, WORL, Boston. . . . The fem staffers at KWWI and KWWL-TV, Waterloo, Ia., will celebrate 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.

GIMMIX: The entire deejay his 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 from his listening audience, 60 per and in the surrounding area. Music cent of whom said they hadn't teachers from high schools in the known polka music "existed" until region have been invited to appear 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 ture and should be treated as relation to music. University stu-

YESTERYEAR'S TOPS-

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

MARCH 2, 1946

- 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
- 7. I'm Always Chasing Rainbows You Won't Be Satisfied (Until You Break My Heart)
- 9. Day by Day
- 10. Some Sunday Morning 11. Aren't You Glad You're You?
- Dig You Later (A Huba-Huba-Huba)
- 13, Atlanta, G. A.
- 14. Just a Little Fond Affection
- 15. 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 Kind
- 6. You're Just in Love 7. Mocking Bird Hill
- 8. A Penny a Kiss, a Penny a Hug
- 9. So Long
- 10. Would I Love You?

for a two-hour nightly jazz show pelier, Vt., and is spotlighted on a for a two-hour nightly jazz show pelier, Vt., and is spotlighted on a lightly show from 7 to mid- N. Y., writes: "We need releases on this theory, Davis is offering 25 night, with the first hour devoted pop, jazz and r.&b. particularly. TRENDS: Gene Romance, who new jazz albums as the prizes of to music from Broadway and Hol- Too much of our mail has to go recently joined WLOG, Logan, his latest contest. The albums will lywood, the second to pop platters unanswered because of our poor

dents who are majoring in music as well as local jazz musicians and visiting jazz artists will appear from time to time on the show.

MORE ABOUT "THE GIRLS:" A reader reminds us that a recent round-up of fem deejays neglected to mention Mary Dee, WHOD, Cleve-land, who has been spinning 'em for eight years and was one of the first girl-jockeys in the country. She's currently on the air four and a half hours a day.... Another longtime spinner is Louise Gray, who had a show over WKRZ, Dil City, Pa., five years ago, and is currently broadcasting over WBBW, Youngstown, O. . . . 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 the local postoffice's p.a. system during Christmas "by special request," and that "the local 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 such," says Bill Davis, disk jockey Curtis has joined WSKI, Mont-W. Va., is spotlighting polkas on be presented to the heads of music and the remaining three hours to disk supply."

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 entertainment needs of the services. Manners, who produced 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?"

. . . Sh . . . sh . . . Hirsh! is what the wild waves are

lush mood music "with a big play given to LP's."... Bob Cain, a working newspaper man until a couple of months ago, has turned deejay and is spinning 'em over KOIL, Omaha. "After much deliberation, research and discourse upon same," tongue - in - cheeks Cain, "we decided to call the animal "The Bob Cain Show'." . . Early morning deejay Lloyd Knight named program director of KMYR, Denver.

Gene Graves, ex-staffer at KYW, Philadelphia, has taken over the morning program at WTTM, Trenton, N. J., replacing Wes Hopkins, who moved over to KYW, Cleveland. Another new appointment at WTTM is that of Tom Durand to the post of program director. Durand will retain his afternoon deejay show.

What have these five artists got in common?

To be announced



LIBERACE



VIC DAMONE



PERCY FAITH

next week!



SAMMY KAYE and the Kaydets



KEN GRIFFIN



Evenin's With Eve50

PRINCESS 1076-Material, perform-

ance and recording lack professional

PARADISE 2009-Both sides here

sound like a publisher's demo, and

not a particularly good one at that.

quality. (Souvenir, ASCAP)

My Dreams Came True

As above. (Souvenir, ASCAP)

Higher in Hawaii

They're Payin' 'Em

HONOLULU, Feb. 25.-

Liberace gave two concerts at the

Honolulu Civic Auditorium on

February 17 and 18. Opening

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 esti-

mated at \$25,000. George Liber-

ace conducted the 52 members of

the Honolulu Symphony Orchestra.

Engagement was under the aus-

pices of the Waikiki Lau Yee Chai

The Wigwam Wiggle 50 As above. (Souvenir, ASCAP)

(Souvenir, ASCAP)

Wanderlust ... 50

TOMMY'S CATS

PAUL PAGE

The Billboard Music Popularity Charts

RECORDS POPULAR

Reviews of New Pop Records

Continued from page 48

is an intriguing treat for the ear. Effective programming for deejays:

Dancing Tambourine....76

This is an excerpt from an album by the organist, a package that has sold extremely well to buyers of background music and hi-fi sound. Good listening. (ASCAP)

THE GEORGE WRIGHT TRIO

Medley72 VICTOR 6449-Wright is the youngster who copped the \$100,000 jackpot on the NBC-TV "Surprise" quiz program. Many will be interested in hearing him do "Me and My Shadow," the singing of which helped win him the prize. He accompanies himself on guitar. (Bourne, Feist, ASCAP)

Sweet Sue Just You 68

Another oldie read energetically, but with little finish by Wright and his teen-age pals. While the youngster's fame is fresh, deejays and the general public may go for this disk. (Shapiro-Bernstein, ASCAP)

WILLIE (THE ROCK) KNOX ORK

GRAND AWARD 1-Some "Crazy Otto" styled 88-ing here complete with knocked out piano sound and rolling drums. May be good for juke whirls.

Row, Row, Row. 70 More of the same treatment on another oldie, well suited to harmoniz-

DOTTIE MALONE

ing with taproom jukes.

WING 90060-A plaintive warble on an old theme. It's nicely done and Miss Malone shows her pipes to good advantage. (Valley Brook, ASCAP)

the thrush handles it with cute style. (Valley Brook, ASCAP)

BOB ROUBIAN

Candy Coated Kisses70 CAPITOL 3373-Roubian wraps up an attractive rhythm ditty with teenappeal lyrics.

Blue Suede Shoes 69

A bright, happy cover of the Carl Perkins' click. However, it's unlikely to stir up much action.

DON SHIRLEY

Do You Care69 PLUS 102-Shirley offers pleasant piano solo job on the standard. Stuff would have more sales appeal in an I.P. (Cheerio, BMI)

I Don't Want to Set the World on Fire ... 69 Same comment. (Cheerio, BMI)

LOU STEIN HOUSE HOP THREE

Our Melody (The Phonograph Song) .. 69 EPIC 9156-Here's the first all-instrumental version of the tune. Stein's old-style piano is backed by the Hofbrau Six, which includes tuba and harmonica in prominent spots, Without a lyric, the tune loses appeal. (Hill & Range, BMI)

There'll Be Some Changes Made 67 Pianist Stein with the help of drums and bass works out in a pleasing fashion on the popular oldie. (E. B. Marks, BMI)

ARTHUR LEE SIMPKINS

MIRANDA 4-66 - Simpkins has a bright, free swinging style on this classic with some attractive work by the Jud Conlon four in the backing department. (Bourne, ASCAP)

up quartet again is in good form. (Miranda, ASCAP)

THE DI MARA SISTERS

UNITED 197-Pretty harmonies on a romantic ballad by the sister group who sing in attractive foreign accents. (Pamlee, BMI)

Whose Heart Are You Breaking Tonight (Perche Tu M'illudi Cosi)....65 Gals sing in two tongues on this ballad, but in either language the material is on the weak side. (B&B,

THE FOUR BITS

Don't Call Me (I'll Call You)68 ART 160-Energetic group shout of a hip rock and roll opus. Some jocks will dig it; has some yocks. (Artree,

Trouble on the Cable To-night 63 No TV tonite, the cat wants some loving. Group offers fair rock and roll shouting that could get some novelty spins. (Artree, BMI)

DICK HOYT

Never Doubt My Love............68 ABBOTT 3020-The one-time Tiny Markle vocalist warbles warmly on a pleasant song, (Dandelion, BMI) Turn Around My Darling 60

Hoyt has to fight his material here. (Dandelion, BMI)

TOMMY ANDREWS

Were You Speaking to Me67 UNIQUE 328-Slow, nostalgic ballad is sung sweetly by the crooner. Will require heavy plugging. (Delaware, ASCAP)

No 67 Snappy ditty is sung with fine personality by Andrews. Lightweight stuff for today's race, however. (Britton, BMI)

falls easily on the ears (Essex, ASCAP)

The Barn Dance (Impudence)....66 A slower, more stately instrumental that ought to gladden American clansmen. (Paston, ASCAP)

JACK LOYD

Real Crazy (What Pa Said)64 EASTMAN 779-The embarrassment of a father trying to tell his son "the facts of life" is amusingly portrayed here. (Rogers & Van Boren, BMI)

Red Mittens ... 62 This tune has the flavor of a country weeper, and is not unattractive. Loyd's styling is straightforward and unaffected. (Rogers & Van Buren,

JUDY KILEEN

Shameless Kissin'60 ABBOTT 30 8-Slight pop material sung in fairly undistinguished fashion. (Dandelion, BMI)

M I'd Only Known 58 Ballad material here is not geared to the present highly competitive market, nor is the chirping. (Dandelion,

LEONARD BAYLINSON

Put Your Lipstick Nellie55 ATKAN 5198-9-Pleasant organ playing of a tuneful item. Little commercial potential, tho.

Peggy Ann....55

More of the same.

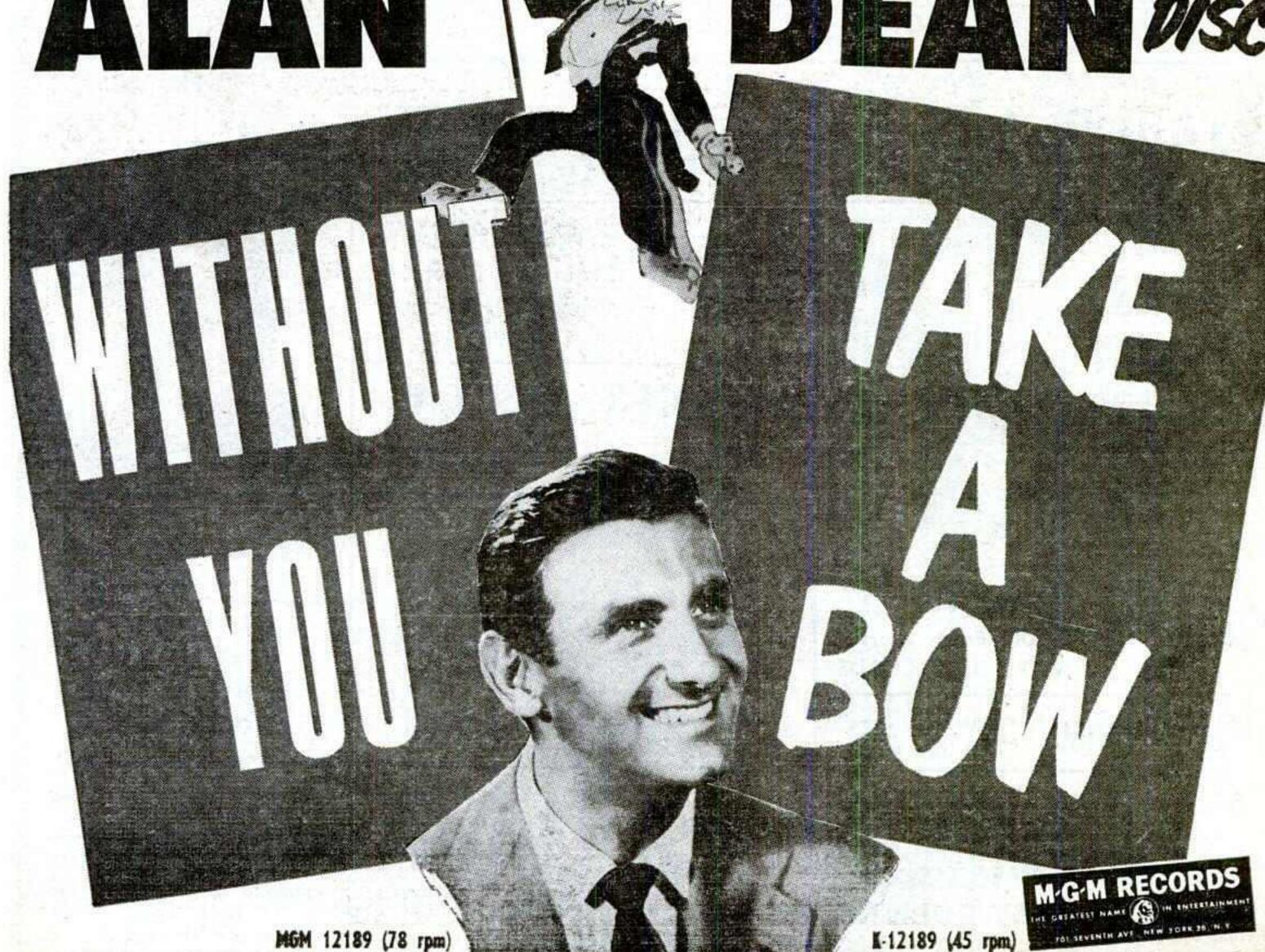
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> BEAT ME DADDY, **EIGHT TO THE BAR**

AC-CENT-TCHU-ATE THE POSITIVE

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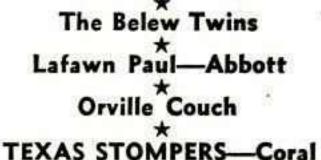
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CHARLINE ARTHUR'S



New Hit On RCA Victor

> "Just Look-Don't Touch-He's Mine"



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Big Bill Lister

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

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YEAR!

Presented Every Saturday Night at

DALLAS, TEXAS

The Billboard Annual

& WESTERN

1956 Edition

Up-to-the-minute news and trends in buying, selling, packaging and programming of country and western talent, tunes and records.

THE FUTURE LOOKS BRIGHT

Growth of C&W Field An Industry Phenomenon

By 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.

Before country and western artists first relayed their pickin' and singin' offerings over the airlanes in the early days of radio, few big-city people knew that such a thing as c.&w. 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 for well over a century. The westerns were the plaintive melodies spun for years by the cowpokes on the lone prairie. Good music and solid, from a traditional and perfectionistic standpoint, but not of the quality to appeal to the masses of radio listeners.

Modernizing Does It

Country and western music created hardly a ripple in radio until a few years later, when c.&w. artists caught the idea of stirring the masses of radio listeners and succeeded along that line by modernizing their product and beat wi nout sacrificing the true country and western technique, or the field's biggest asset-clean, wholesome lyrics.

Pioneers of that period were 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 immeasureably in more recent

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 second position in the overall 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 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 of the nation's pop music charts.

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 ap-proach and modernistic styling has greatly boosted his stock with country music fans, especially the teen-age crowd, in the last two years. It's just another example of how country music is being 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 metropolitan centers. The disciples here were largely made up of those 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 appreciated it on that score alone. To the younger element, city bred or country reared, such music had 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.&w. 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 TV shows as "Grand Ole Opry," Midwestern Hayride" and "Ozark Jubilee." These ratings are made not from an isolated small minority, but from the TV 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.

C&W Big Factor in 1955 Record Sales

Country Music Far From Dormant, Racked Up \$50-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.&w. market is dormant.

There appears to be no question that c.&w. 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 facelifting 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 retail sales last year. In an industry where the slightest gain in sales is generally noted with overwhelming expression, it is interesting to note that the country business has remained substantial 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 fans occuring in the virtual elimination of boundries relegating the buyer to music supposedly within his field. The country market as such is a vanishing market

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, were essentially c.&w. material, and yet they gained universal appeal.

With less of a division between country and pop music, record dealers have found new merchandising techniques to boost their 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.&w. 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.

The dealer, too, has found that he need not restrict his stock to pop music. Dealers stocking e.c.w. in addition to pop and (Continued on page 68)

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. deejays, 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 gener-

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.

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Categories Now Overlap in Both Single and Package Waxings

MUSIC-RADIO

By PAUL ACKERMAN

Hard and fast cleavages between the country and western,
pop, and rhythm and blues fields
are rapidly breaking down. This
is no sudden development, for all
of us remember how tunes by the
great late Hank Williams would
go pop years ago. Today, however, the evidence on all sides has
piled up to indicate that there is
much overlapping of categories.
Whereas it was unusual years ago
for a song in one field to make
it in another, it is quite common
today.

An examination of the record market in both the singles and package field will illustrate the

truth of this.

In the singles field, examples are, to coin a phrase, legion. Some months ago, for instance, RCA Victor's Eddy Arnold 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 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 today. They realize that good music is just that, and has a universal appeal which cannot be bounded by the limitations of man-made categories.

More recently, in the singles field. Decca Records followed a similar line of thinking and issued a Rex Allen disk, "I'm a Young Cowboy," backed by "The Last Roundup." For this job Allen was backed by Victor Young's ork—again a fusing of the country and pop musical modes.

R.&B. Overlap

Perhaps the most interesting example of the breakdown of categories, however, is the current overlapping of the country, rhythm and blues field. Today the diskeries are pushing out an increasing number of disks which are cut by country artists, but which have a definite r.&b. quality about them. The outstanding example of this type of performer today is Elvis Presley, recently with Sun Records and now on the Victor label.

Presley skyrocketed to fame on Sun, via a souped-up vocal style remarkable for its r.&b. quality, and accompanied by a throbbing beat of guitar and bass. Meanwhile many other country artists, such as Marty Robbins on Columbia, Charlie Gore on King, Johany Cash on Sun, have been doing an amazing amount of country blues disks—blues which have an r.&b. quality.

And 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

these artists soon.

Cohen, by the way, throws some interesting light on the whole c.&w.-r.&b. trend. He notes that the fields were always akin; that country singers, as evidenced 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.&b. side is merely 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 interesting manner in which r.&b.'s influence in country seems to be running parallel to r.&b.'s interest in pop. The latter came first, of course, and it will be interesting to see whether the r.&b. incursion into country will assume the same proportions.

Meanwhile Presley, a key figure in it all, has been getting a tremendous buildup via performances on national TV programs. He has also been breating 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 beyond its old confines. Time was when the country market was considered strictly a 78 r.p.m. market. The buyers did not have modern player equipment. Today, however, this is not the case. The switch to the new speeds has been made, and there has been a resultant growth of package business.

One of the earliest indications of this was the release last year of some eight c.&w, dance albums by Decca titled the "Country & Western Dance-O-Rama" series. These were 10-inch LP's. Shortly thereafter Decca issued a 12-inch LP by the cutstanding c.&w. chanter Webb Pierce. Business has been so good on these that the diskery plans more.

Victor, too, has been pushing out c.&w. packages. Recent examples were the new Eddy Arnold and Che' Atkins packages. It is also expected that Presley albums will be issued. M-G-M, 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 the release of c.&w. albums are being stepped up because they rake in not only strictly c.&w. loot, but also rack up sales in metropolitan areas. This is all part of the overall category-breakdown scene. The metropolitan areas are becoming more country-conscious 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 the RadiOzark group, etc., are having an effect.

In short, it may be said that today hillbillies and hillbilly music are where you find them. It 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 has left its mark in pop and c.&w.

has left its mark in pop and c.&w.
It's getting harder to tell 'em

THERE'S GOLD IN THEM THAR C.&W. HILLS

A leading contender for the title of "Country and Western Tycoon of the Year" is certainly ex-deejay Connie B Gay, who is currently coining an annual gross of about \$2,000,000 a year from a variety of operations, including a miniature c.&w. radio-TV network, a syndicated radio series, a syndicated TV film series, booking and packaging talent for arenas, clubs, ballrooms and cruises and packaged overseas shows for the Armed Forces.

Cay, who also emseed a c.&w. record show over WARL, Washington, until last November, is currently lining up his "country music network," which ultimately will include seven radio stations and one major TV outlet. To date he has acquired ownership of WTCS, Fairmont, W. Va., and WTCR, Ashland, Ky. (both outlets play only c.&w. music) and has filed for a daytime station in Warrentown, Va. In line with this Gay has hopes of buying into a radio-TV operation in New York City.

In addition to producing live radio and TV versions of "Town and Country" over WMAL and WMAL-TV, Washington, Gay supervises the syndicated TV film versions of the show across the country (see separate story in this issue).

shapes and sizes, too. Many are of the humorous variety. Andy Griffith's "What It Was Was Football" was perhaps the foremost example of this trend, and one which sparked others as well. Bob Corley, another monologist, recently cut two humor sides for Victor, "Jury Duty" and "Bermuda Bound,"

But recorded examples are relatively rare. The monologist, humorous or sacred, is usually most successful at the local level and succeeds in building a sectional following via radio, TV and in person appearances.

Humor & Comedy

Humor and comedy is more established in the country field as a musical form. Leading exponents like Homer and Jethro, Rod Brasfield, Minnie Pearl, Lonzo and Oscar, Simon Crum and the Carlisles all have their own strong followings. But like their counterparts who talk rather than sing the funny lines, they are strongest at the package show level than on disks.

Instrumentals continue to collect their share of attention and profits. The never a strong factor at the single record level, instrumental material has received considerable successful exposure via long-playing packages. Carson Robison was a pioneer in the field, but others, including Arthur Smith, Hank Snow, Chet Atkins and John Gordy are represented with albums which have enjoyed healthy sales action.

Others who feature country band music with and without vocals in personal shots as well as on disks, include Pee Wee King, Hank Thompson, Spade Cooley, Tex Williams, Cliffie Stone and Ray Price. These groups are also constantly in demand as ballroom attractions, as well as in country package shows.

Unlike some of the other country specialty forms, which have at least some geographical limitations to their popularity, the bands and instrumental country music have a wide appeal which covers not only the name artists, but local groups from the most southernly territories thru the length and breadth of this country and Canada as well.

NO FORESIGHT

Diskeries Score Anti-Pop Bias Of Some DJ's

Altho country and western records have been steadily gaining
in popularity up North, some
disk manufacturers report that
c.&w. sales have been falling off
in the South. More than one record exec attributes this drop-off
to the "anti-progress" attitude of
some c.&w. deejays, who refuse
to play anything even faintly
tinged with a pop or rhythm and
blues flavor, even when recorded
by a c.&w. artist.

Network TV, which still has relatively few c.&w. musical shows (see separate story), has made Southern youngsters more pop-minded, asserts one disk firm exec, and the kids are no longer buying the old-fashioned type of c.&w. record. Consequently, "dyed-in-the-wool hillbilly fans are dying off," contends the exec, "and they were never very good record buyers anyway."

The c.&w. recording industry is ready to go along with this new trend, says the exec, pointing out that c.&w. musicians to-day are of a much higher caliber than they were years ago. He also notes that such ace c.&w. artists as Eddy Arnold, Red Foley, Elvis Presley and others have cut pop and r.&b. styled records of late, which have clicked sales-wise.

Nevertheless, reports the exec, many c.&w. jocks refuse to play them and let listeners make up their own minds whether they like the new styles or not. "What I'm getting at," he explains, "is that it looks as tho the only way c.&w. can survive sales-wise is to give the young buying public what it wants, and the anti-pop jockeys are retarding this aim."

A typical anti-pop attitude was recently expressed by a Southern deejay, when asked for an opinion on the Eddy Arnold-Hugo Winterhalter waxing of "Cattle Call." "Well," drawled the spinner, "It's real up town . . . about as far up town as we want to go."

A WINNAH!

Presley Hot As \$1 Pistol On Victor

The hottest artist on the RCA Victor label this week has been none other than the amazin', young country warbler, Elvis Presley, who has been on the label for only about two months.

Presley has six singles in the company's list of top 25 best sellers, five of which had been issued previously on the Sun label where they enjoyed excellent mileage before being taken over by Victor. The coupling of "Heartbreak Hotel" and "I Was the One," cut by Victor, is the label's No. 2 seller, right behind Perry Como's "Juke Box Baby." Action appears to be about equal on the two sides.

Next for Presley, No. 9 seller on the label, is another two-sider originally on Sun, of "Mystery Train" and "I Forgot to Remember." No. 14 is "Good Rockin' Tonight." No. 15 is "Baby, Let's Play House." No. 21 is "That's All Right," which was Presley's very first release on Sun. Victor's No. 23 is "Milk Cow Blues Boogie."

Copyrighted material

SPECIAL CATEGORIES

Sacred Diskings Big Part of C&W

By REN GREVATT

Special categories, including monologs, comedy items, instrumentals and sacred offerings, continue to be significant facest of the country and western music business.

Tho outweighed in the disk field in terms of quantity by more conventional country fare, these special styles all have their own strong followings. Each is also standard with the "in person" now abound in practically all sections of the country, both on TV as well as in theaters, arenas and auditoriums.

The increasingly important status of the packaged country stage show, sparked in large measure by the success of the Grand Ole Opry troupe, attests to the staying power of the styles.

Of these, the sacred is perhaps the biggest individual category. Sacred material is the fountain from which springs much standard country fare. In deeply religious Southern areas a steady flow of sacred songs gets a consistent good reception and, in fact, the sacred feeling is found interwoven in many of the standard love ballads as well.

Of the specialty groups, sacred is the strongest by far on the record side. Top personalities like Ferlin Huskey, Red Foley, Porter Wagoner, Webb Pierce, Kitty Wells, Martha Carson and Gene Autry not only include much sacred material in their personal catalog but frequently release

new sacred songs. The late Hank Williams was particularly well known for the sacred flavor of his tunes.

A natural outgrowth of the sacred field is the monolog. Tho never a big disk factor, the monolog 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 ballad. Often monologs are still 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 out of the U.S. Army this June. For the past couple of years, Hayes has been emsee and producer of the Army's two c.&w. radio shows," "Country Jamboree" and "Countryside Style U.S.A."

"Country Jamboree," a c.&w. deejay show, is currently aired over a 350-station Mutual network. The transcribed "Country Style U.S.A." (featuring "Grand Ole Opry" cast) is carried over 2,000 local radio stations.

1956 Annual COUNTRY & WESTERN Special

Some of our Songs*have hit like we was swingin' a

"9 POUND HAMMER"

at

"16 TONS"

but we couldn't stay away from "SWEET TEMPTATION"

that's

"SO ROUND, SO FIRM, SO FULLY PACKED"

and now there's

"NO VACANCY"

and I'm holding

"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 guess I'll

"SMOKE, SMOKE, SMOKE"

that cigarette

and say

"THAT'S ALL"

Regards,

Merle Travis

* over 12 million records soldthanks to everyone.



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In 1939 AMERICAN published the first MERLE TRAVIS song. The "Sixteen Years" following have been highlighted by our association with one of America's great Gentlemen and Songwriters.

Sylvester Cross, Pres.

Best Selling Country & Wesern Records — 1946-1955

-1946-

- 1. New Spanish Two Step Bob Willis-Columbia
- 2. Guitar Polka Al Dexter- Columbia
- 3. Divorce Me C.O.D. Merle Travis-Capitol
- 4. Roly-Poly Bob Willis-Columbia
- 5. Sioux City Sue Zeke Manners-RCA Victor
- 6. Wine, Women and Song

Al Dexter-Columbia

- 7. Someday (You'll Want Me to Want You) Elton Britt- RCA Victor
- 8. Cincinnati Lor Merle Travis-Capitol
- 9. Sioux City Sue Hoosier Hot Shots-Decca
- 10. That's How Much I Love You Eddy Arnold-RCA Victor
- 11. Sioux City Sue Dick Thomas-National
- 12. Honey, Do You Think It's Wrong? Al Dexter-Columbia
- 13. I Wish I Had Never Met Sunshine Gene Autry-Columbia
- 14. Detour Spade Cooley-Columbia
- 15. No Vacancy Merle Travis-Capitol
- 16. Drivin' Nails in My Coffin Floyd Tillman-Columbia
- 16. Have I Told You Lately That 17. A Heart Full of Love I Love You? Gene Autry-Columbia
- 16. Rainbow at Midnight Ernest Tubb-Decca
- 17. You Can't Break My Heart Spade Cooley-Columbia
- 17. Filipino Baby Ernest Tubb--Decca

-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. I'll Hold You in My Heart Eddy Arnold—RCA Victor
- 6. Timtayshun Red Ingle-Jo Stafford-Capitol
- 7. New Jolie Blonde Red Foley-Decca
- 8. Rainbow at Midnight Ernest Tubb-Decca
- 9. New Pretty Blonde Moon Mullican-King
- 10. Divorce Me C.O.D. Merle Travis-Capitol
- 11. Sugar Moon Bob Wills-Columbia
- 12. To My Sorrow Eddy Arnold-RCA Victor
- 13. Filipino Baby Ernest Tubb-Decca
- 14. That's What I Like About the 16. A Heart Full of Love Tex Williams-Capitol
- 15. Jole Blon Roy Acuff-Columbia
- 16. Down at the Roadside Inn Al Dexter-Columbia
- 16. Feudin' and Fightin' Dorothy Shay-Columbia
- 16. Never Trust a Woman Red Foley-Decca

-1948-

- 1. Bouquet of Roses Eddy Arnold-RCA Victor
- 2. Anytime Eddy Arnold-RCA Victor
- 3. Just a Little Lovin' Eddy Arnold-RCA Victor
- 4. Texarkana Balv Eddy Arnold-RCA Victor
- 5. One Has My Name Jimmy Wakely-Capitol
- 6. Humpty Dumpty Heart
- 7. Life Gets Tee-jus Don't It? Carson Robison-M-G-M

Hank Thompson-Capitol

8. Sweeter Than the Flowers

Moon Mullican-King

- 9. Deck of Cards T. Texas Tyler-Four Star
- My Daddy Is Only a Picture Eddy Arnold-RCA Victor
- 11. Tennessee Waltz Pee Wee King-RCA Victor
- 12. Suspicion Tex Williams-Capitol
- 13. Tennessee Saturday Night Red Foley-Decca
- 14. Tennessee Waltz Cowboy Copas-King
- 15. I Love You So Much It Hurts Jimmy Wakely-Capitol
- 16. Seaman Blues Ernest Tubb-Decca
- 17. I'll Hold You in My Heart Eddy Arnold-RCA Victor
- Eddy Arnold-RCA Victor
- 19. Forever Is Ending Today Ernest Tubb-Decca
- 20. Blue Shadows on the Trail Roy Rogers-Sons of the Pioneer-
- 20. Cool Water Sons of the Pioneers-RCA Victor

-1949-

- 1. Lovesick Blues Hank Williams-M-G-M
- 2. Don't Rob Another Man's Eddy Arnold-RCA Victor
- 3. I'm Throwing Rice Eddy Arnold-RCA Victor
- 4. Slipping Around Margaret Whiting-Jimmy Wakely-Capitol
- 5. Wedding Bells Hank Williams-M-G-M
- 6. Candy Kisses George Morgan-Columbia
- 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 Jimmy Wakely-Capitol
- 16. Tennessee Saturday Night Red Foley-Decca
- 11. The Echo of Your Footsteps
- Eddy Arnold-RCA Victor
- 12. One Has My Name Jimmy Wakely-Capitol
- 13. One Kiss Too Many Eddy Arnold-RCA Victor
- 14. Slipping Around Ernest Tubb-Decca
- 15. Tennessee Border

Red Foley-Decca

- Eddy Arnold-RCA Victor 17. Blues Stay Away From Me
- Delmore Brothers-King
- 18. I'm Bitin' My Fingernails Ernest Tubb-Andrews Sisters-Decca
- 19. Please Don't Let Me Love You George Morgan-Columbia
- 20. Let's Say Goodbye Like We Said Hello Ernest Tubb-Decca

-1950-

- 1. I'm Movin' On Hank Snow-RCA Victor
- 2. Chattanoogie Shoe-Shine Boy Red Foley-Decca
- 3. I'll Sail My Ship Alone
- Moon Mullican-King 4. Why Don't You Love Me? Hank Williams-M-G-M
- 5. Long Cone Lonesome Blues Hank Williams-M-G-M
- 6. Goodnight, Irene
- Red Foley-Ernest Tubb-Decca 7. Cuddle Buggin' Baby Eddy Arnold-RCA Victor
- 8. (Remember Me) I'm the One Stuart Hamblen-Columbia
- 9. Birmingham Bounce Red Foley-Decca
- 10. Lovebug Itch Eddy Arnold-RCA Victor
- 11. Mississippi Red Foley-Decca
- 12. Throw Your Love My Way Ernest Tubb-Decca
- 13. I Love You Because Ernest Tubb-Decca
- 14. Cincinnati Dancing Pig Red Foley-Decca
- 15. I'll Never Be Free Tennessee Ernie-Kay Starr-Capitol
- 16. Let's Go to Church Margaret Whiting-Jimmy Wakely-Capitol
- 17. Enclosed One Broken Heart Eddy Arnold-RCA Victor
- 18. Angel With the Dirty Face Eddy Arnold-RCA Victor
- 19. Why Should I Cry Over You?
- 20. Slipping Around Margaret Whiting-Jimmy Wakely-

-1951-

- 1. Cold, Cold Heart Hank Williams-M-G-M
- 2. I Want to Be With You Lefty Frizzell-Columbia
- 3. Always Late
- Lefty Frizzell-Columbia 4. Rhumba Boogie
- Hank Snow-RCA Victor
- 5. I Wanna Play House With You Eddy Arnold-RCA Victor
- 6. There's Been a Change in Me Eddy Arnold-RCA Victor
- 7. Shotgun Boogie Tennessee Ernie-Capitol
- 8. Hey, Good Lookin' Hank Williams-M-G-M
- 9. Mom and Dad': Waltz Lefty Frizzell-Columbia
- 10. Golden Rocket Hank Snow-RCA Victor
- 11. I'm Movin' On
- Hank Snow-RCA Victor
- 12. Kentucky Waltz Eddy Arnold-RCA Victor
- 13. Slow Poke Pee Wee King-RCA Victor
- 14. Let's Live a Little Carl Smith-Columbia
- 15. I Love You a Thousand Ways Lefty Frizzell-Columbia
- 16. Poison Love Johnnie and Jack-RCA Victor
- 17. Down the Trail of Aching Hearts
- Hank Snow-RCA Victor 18. Bluebird Island Hank Snow-RCA Victor
- 19. Peace in the Valley Red Foley-Decca

Carl Smith-Columbia

20. Mister Moon

-1952-

- 1. Wild Side of Life Hank Thompson-Capitol
- 2. Let Old Mother Nature Have Her Way Carl Smith-Columbia
- 3. Jambalaya Hank Williams-M-G-M
- 4. It Wasn't God Who Made Honky Tonk Angels Kitty Wells-Deca
- 5. Slow Poke Pee Wee King-RCA Victor
- 6. Indian Love Call Slim Whitman-Imperial
- 7. Wonderin' Webb Pierce-Decca
- 8. Don't Just Stand There Carl Smith-Columbia
- 9. Almost George Morgan-Columbia
- 10. Give Me More, More, More of Your Kisses
- Lefty Frizzell-Columbia 11. Half as Much
- Hank Williams-M-G-M 12. Easy on the Eyes Eddy Arnold-RCA Victor
- 13. Gold Rush Is Over Hank Snow-RCA Victor
- 14. Are You Teasing Me?
- Carl Smith-Columbia 15. Full Time Job Eddy Arnold-RCA Victor
- 16. Missing in Action Ernest Tubb-Decca
- 17. Waiting in the Lobby of Your Heart Hank Thompson-Capitol
- 18. Too Old to Cut the Mustard
- 19. Don't Stay Away Lefty Frizzell-Columbia
- 20. That Heart Belongs to Me Webb Pierce-Decca

Red Foley-Ernest Tubb-Decca

-1953-

- 1. Kaw-Liga
- Hank Williams-M-G-M 2. Your Cheatin' Heart
- Hank Williams-M-G-M 3. No Help Wanted
- Carlisles-Mercury 4. Dear John Letter
- Jean Shepard-Capitol 5. Hey, Joe
- Carl Smith-Columbia 6. Mexican Joe
- Jim Reeves-Abbott 7. I Forgot More Than You'll Ever Know
- Davis Sisters-RCA Victor

8. It's Been So Long

- Webb Pierce-Decca 9. Take These Chains From My Heart
- Hank Williams-M-G-M
- Hank Snow-RCA Victor 11. Eddy's Song
- Eddy Arnold-RCA Victor

10. Fool Such as I

- 12. Last Waltz Webb Pierce-Decca
- 13. Rub-a-Dub Dub Hank Thompson-Capitol 14. I'll Never Get Out of

This World Alive

- Hank Williams-M-G-M 15. Bumming Around T. Texas Tyler—Decca
- 16. That Hound Dog in the Window Homer & Jethro-RCA Victor
- 17. Crying in the Chapel Rex Allen-Decca
- 18. Jambalaya Hank Williams-M-G-M

Jack Cardwell-Kine

19. Death of Hank Williams

20. Caribbean Mitchell Torok-Abbott

-1954-

- 1. I Don't Hurt Anymore Hank Snow-RCA Victor
- 2. One by One Kitty Wells and Red Foley-Decoa
- 3. Slowly Webb Pierce-Decca
- 4. Even Thó Webb Pierce-Decca
- 5. I Really Don't Want to Know

Eddy Arnold-RCA Victor

- 6. More and More Webb Pierce-Decca
- 7. You Better Not Do That Tommy Collins-Capitol
- 8. There Stands the Glass

Webb Pierce-Decca

- 9. Rose Marie Slim Whitman-Imperial
- 10. I'll Be There Ray Price-Columbia
- 11. Bimbo Jim Reeves-Abbott 12. This Is the Thanks I Get

Eddy Arnold-RCA Victor

- 13. This Ole House Stuart Hamblen-RCA Victor
- 14. Sparkling Brown Eyes Webb Pierce-Decca

Slim Whitman-Imperial

- 15. Looking Back to See
 Goldie Hill and Justin Tubb—Decom 16. Secret Love
- 17. Back Up, Buddy Carl Smith-Columbia

18. Wake Up, Irene

Hank Thompson-Capitol 19. Release Me

Ray Price-Columbia

20. Goodnight, Sweetheart,

- Goodnight Johnnie and Jack-RCA Victor
- -1955-
- 1. In the Jailhouse Now Webb Pierce-Decca 2. Making Believe
- 3. I Don't Care Webb Pierce-Decca

Kitty Wells-Decca

4. Loose Talk Carl Smith-Columbia 5. Satisfied Mind

Porter Wagoner-RCA Victor

6. Cattle Call Eddy Arnold & Hugo Winterhalter-RCA Victor

7. Live Fast, Love Hard and

- Die Young Faron Young-Capitol 8. If You Ain't Lovin'
- Faron Young-Capitol 9. Yellow Roses Hank Snow-RCA Victor
- 10. I've Been Thinking Eddy Arnold-RCA Victor 11. More and More
- 12. Love, Love, Love Webb Pierce-Decca

13. Satisfied Mind

14. Ballad of Davy Crockett Tennessee Ernie-Capitol

Carl Smith-Columbia

Red & Betty Foley-RCA Decca

Webb Pierce-Decca

- 15. Just Call Me Lonesome Eddy Arnold-RCA Victor 16. There She Goes
- 17. Are You Mine? Ginny Wright & Tom Tall-Fabor 18. Satisfied Mind
- Jean Shepard-Capitol 19. Let Me Go, Lover Hank Snow-RCA Victor
- 20. All Right Faron Young-Capitol

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1956 Annual COUNTRY & WESTERN Special

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 been moving ahead steadily in recent years, opening up new locations of every variety in every part of the United States and Canada. But in the last few months, 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 Stardale recording, "Echos From the Past" b.w. "Trusting Heart," by writing to her at R. 2, Box 92, Garland, Tex. . . . Bashful (Red) Britton has 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. Anyone wishing to talk to Wainwright and his audience may call him at Hemlock 85517, Mobile. . . 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 Sunday. . . . Jake Gahm, WLMJ, Jackson, O., is emseeing a live show, "Hayride Jamboree," each 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 10th anniversary at WHKK, Akron. . . . John E. Kramer Jr., WDBS, Hanover, N. H., writes: "Please thank for me the more than 150 artists who sent pictures to us for our display board."

John Robbins is spinning seven hours of country material daily over WINX, Rockville, Md. Robbins also serves as promotion director. . . . Eddie Briggs, formerly with the Far East Network in Japan, is slated to receive his Navy discharge soon, when he plans to resume his "Eddie Briggs Show." Before entering the Navy he was with KCHJ, Delano, Calif. His home address is 4510 North Arthur Avenue, Fresno, Calif.

The most spectacular, and perhaps most significant factor, however, is the popularity of the big-cast c.&w. packages appearing 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 East of the Mississippi, these shows have created a great popular demand for the talent viewed thereon. Also, they have made it possible for talent buyers to know in advance what they are buying. "It's very easy to sell these

Fair and Park Bookings Up
Probably the biggest area of 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 never before, and as usual, they emanate from the big radio and TV 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 running ahead of the same period for any year since its inception in 1938.

Nearly 3,000 for 'Opry'

According to WSM's Jim Denny, "Opry" units played a total of 2,994 dates last year. Most of them were one-nighters, tho 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, Carl Smiths, Kitty Wells, etc., are the big record names, there is a big number of acts who have proven good b.-o., but who record rarely, if at all. These include such as Roy Acuff, Minnie Pearl, the Duke of Paducah, and others who are, however, viewed on TV or heard on radio.

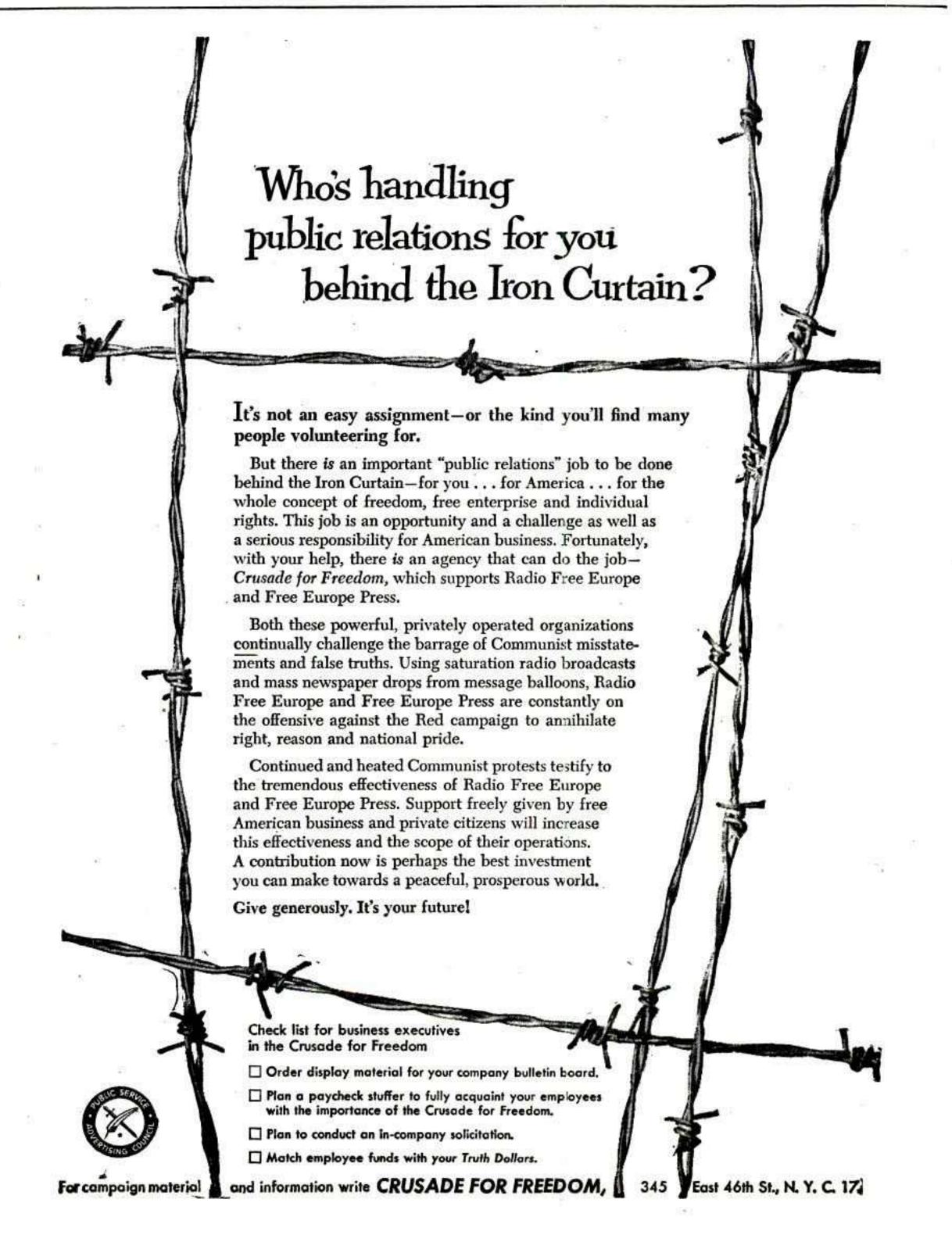
He also has observed that audiences everywhere are showing an increasing percentage of young folks.

In Springfield, Mo., where Red Foley's "Ozark Jamboree" originates on KTTV, the station fields 15 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, Haddonfield, 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."



'MAN OF THE YEAR'

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.&r. men and other leaders in the c.&w. 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 1955, while Sholes copped second place.

Runner-ups to Denny and Sholes this year included Capitol's c.&w. artist and repertoire chief, Ken Nelson, and promoter



STEVE SHOLES

Charlie Lamb. Others polling votes were Hubert Long, Decca's a.&r. exec Paul Cohen, promoter-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.&w. stars. WSM's "Grand Ole Opry" is the longest (four and a half hours) and oldest (29 years) sponsored radio program in the world. As chief booker 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 into Victor's c.&w. section in 1954. He has been responsible for the recording success of many all-time c.&w. wax names (Eddy Arnold, Hank Snow, etc.) and is currently grooming Elvis Presley



JIM DENNY

as his candidate for an all-time c.&w. great of tomorrow.

Sholes, who also placed sec-Year poll last year, first went to work for Victor 27 years ago, when he was hired as a part-

timer while still attending school. In the late '30s he joined the firm's a.&r. department and, with ond in the C.&W. Man of the the exception of a two-year Army stretch during the war, has been with Victor's a.&r. operation ever

Greed Is Sending **C&W 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 colleagues, all of whom attribute the decline of solid c.&w. song hits to the selfish activities of parties on all levels of the busi-

"Everybody," they maintain, "is a publisher . . . artists, recording 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 the song be damned." They indicate clearly that most songs in firms owned by artists and such get little or no exploitation except when the artists themselves perform them, and that practically no effort is made to get cover disks by other artists.

The importance of getting such 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-field exploitation. The c.&cw. sheet music market, up until about five years ago, was a steady, stable thing, but it has been declining rapidly and today amounts to very little.

This applies also to the folio business, which once was a flourishing thing. Today, most of the folios sold are those including the tunes featured by one artist and perhaps published by him, and sold by the artist himself 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 discouragement of good writers. "And if a good new writer does turn 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 income now is performances. In order to get records, they find that they have to make the almost 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

C&W RECORD LABELS

ABBOTT Box 38 Malibu, Calif. ALLSTAR 2106 Orean Street Houston ARAGON 615 Hastings Street West Vancouver, B. C. ARCADE 122 North 12th Street Philadelphia ARCADIA 6432 Cass Avenue Detroit ARTISTS 15 West 10th Street

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DECCA 50 West 57th Street New York DEM 712 Clinton Court Findlay, O.

DIXIE 236 North College Street Charlotte, N. C. DOT

Gallatin, Tenn. ECHO 713 Yankee Road Middletown, O.

EKKO 4949 Hollywood Bouvelard Hollywood EMERALD

Fort Wayne, Ind. EXCEL 1354 Wright Street Los Angeles EXCELLENT Box 45

Hooven, O.

501 Gettle Building

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CATEWAY 3930 Spring Grove Avenue Cincinnati GILT EDGE 305 South Fair Oaks

Pasadena, Calif. CREGORY 1695 Broadway New York

CRENOBLE Box 821, Hilltop Station Columbus, O. HEADLINE

173 Washington Street

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Springfield, Tenn. HILITE 173 Washington Street Barre, Vt.

JET 5621 Washington Avenue Houston loco

406 South Division Street Northfield, Minn. JOY 401 East Randall

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1540 Brewster Avenue Cincinnati LIBERTY BELL 726 E. Weldon Phoenix, Ariz. LIN

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 Memphis M-G-M 701 Seventh Avenue New York

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747 East Walnut Pasadena, Calif. NUCRAFT 711 Rochow Street Houston

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PEARL 802 Arlington Road Covington, Ky.

PEP 9652 Winchell Street Rivera, Calif. PERFECT Box 366, N. W. Branch

Miami PRINCE 4451 Alumni Avenue Los Angeles

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(Continued on page 62)

1956 Annual COUNTRY & WESTERN

(Continued on page 62)

ATTENDED FOR STREET STREET

YOUR COUNTRY & GOSPEL BEST SELLERS ARE ON RCA VICTOR RECORDS

EDDY ARNOLD

Do You Know Where God Lives Bayou Baby 20/47-6407

CHARLINE ARTHUR

I Love Him Better Than You Do Just Look, Don't Touch, He's Mine 20/47-6428

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

JIM 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

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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

TERRY 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

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This Is a Wife? Love and Marriage 20/47-6374

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Boing! Westphalia Waltz 20/47-6456

JOHNNIE AND JACK

I Want to Be Loved Feet of Clay (with Ruby Wells) 20/47-6395

JOHNSON FAMILY 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

JIM 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 RODGERS

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

REDD STEWART

Don't Ever Fall in Love Turn Around 20/47-6270

BUDDY THOMPSON Echo Heart

Different from the Rest 20/47-6312

PORTER 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 Millionvilstakes 20747-6384

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

RCA VICTOR

THE SHEET



NEW HAMPSHIRE

HILLBILLY & COWPOKE

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

ment of local live TV programming, according to a just completed survey of the field by The Billboard (see chart on this page).

many syndicated TV film c.&w. rette companies. music series (see separate story) aired by hundreds of video outlets thruout the country.

the food product line, or operate accounts.

Country and western musical furniture and appliance stores or shows make up an important seg- auto agencies. Other local sponsor types are banks, grocery stores, clothing stores, dairies, 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 ciga-

A study of the chart on this page listing local live c.&w. TV 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. talent set up on a single-sponsor basis. available today to record com-Local sponsors are primarily in pany and TV network talent

Country Music's "Mr. Originality" —in Showmanship!

DOC



An old favorite in the U. S. for years . . .

and NOW!

Recording exclusively for Wheeling Records—Post Office Box 902 Wheeling, West Virginia Quality Records—380 Birchmount Road

Toronto, Ontario, Canada

Latest release-ridin' high on the charts-

"THE CAT CAME BACK"

Two Little Orphans

#1025-W --- #1400-Q

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

JACK VALENTINE WCAU-TV PHILADELPHIA Action Star of 1st Live Outdoor Western . . . CBS's Coast-to-Coast . . . "ACTION IN THE AFTERNOON" 250 1/2 HOUR SHOWS My Newest on M-G-M THEME FROM **GUNSMOKE** and RECKON I'M HOMESICK M-G-M 12063 and K-12063 PERSONAL MANAGER | BOOKING DIRECTION JOLLY JOYCE NORMAN JOYCE BRILL BLDG. 1001 Chestnut St. 1619 Broadway Phila., Pa.

LOCAL-LIVE COUNTRY

State & City	Station	Show Title	Time, Slot	A Frequency	Performers	Producer
ALABAMA		1/			Seed sexual selections	
		Alabama Grandst	Walled March 19		Worth	
805		/ Alabama USA			Morgan	
CALIFORNIA	WBRC-IV	/ Happy Hal Burns	Show., 10:30-11 p.	n. Thurs	Gang, Guesta	M. D. Smith
	KERO-TV	Homefolks	4-5 p.m. M	lonFrl	Jimmy & Louise T	homason ndBob Messo
Bakersfield .	KERO-TV	Trading Post	5:45-6:40 p.r	n. MonFrl	.Cousin Herb Hense	
		Country Music H			.Morris Taylor	M. Taylor
Hollywood .	KTLA	Western Varieties		HEWHAT BOXESON	Leon Carter	Not provided olina Cot- s, Jimmy
		Hometown Jambo				ic BeeCliffic Stone
Los Angeles.	ктту	Town Hall Party	10 p.m1 a	.m. Sat	.Tex Ritter, Joe Mag Tuttle, Merle To	
COLORADO Colorado Sociose	K NDO TS	V Wastern Balance	9-10 Man	0.15 Fel	Donald Bowler	E. R. Jones
DELAWARE		Delawate Valley		7.15 Ph	. Donne Bowdea	E. R. 7000
FLORIDA	wrra .	Dance	p.m. The	æ	.Jimmie Carter, Stu Hai Woodard .	Wayne,
	WDBO-TY	V Art Davis Snow	4:45-5 p.m. 6:30-7 p.m.	Sat. Wed	Art Davis	Not provided
St. Petersbur	gWSUN-T	VHickory Hill Hot			.Charlotte Joh, Al	
GEORGIA						
		Atlanta Jubilee . VTV Ranch	OHISOAMMISTACEMATE TO A		Kenny Lee & Ba	ndJack Sawyer nith BrosJim Brannon
IDAHO Twin Falls	KLIX-TV	Holly's Gang	7:30 p.m.	Thur		oubleDave Fox
ILLINOIS Bioomington	WBLN .	Hillbilly Jamboro	e8:30 p.m. T	hur		on, Clarra m Riders,
Champaign	WCIA	Sheriff Sid Corn	d 1:30-2 n.m	Sun	Bray Bros	
MACHINE TO STATE OF THE STATE O		VPee Wee King Si	PERCHANTANA PERCHANTANA		Donna Kay	Sid Perry
HERE CONTRACTOR CONTRACTOR		Downstate Jambo	a standardonalis i woll in inte	0.2000.00100.00000000000000000000000000	.Al Piggy, Donna T Rhythm Wrang!	McKinley hompson, ers,
Quincy	WGEM-1	V Sagebrush Sandy Friends	& His5:00 p.m.	MonFri	10 to 10	Not providedJim Porter, Ted Austin
INDIANA Bloomington	wttv .	,Haylolt Frolic	9:30 p.m. T	hor		Darlene
Fort Wayne	wkjc-tv	V The Trail Riders	t-1:30 p.m.	Sat	Charley Walters, I	
Indianapolis	WFBM-T	VIndiana Hoedow	a11-12 m. S	M	Charlie Gore & I	Goodenough
Muncie	WLBC-T	VTue 49'ers	5:45-7 p.m		Johnny Britt & C	isC. Dappert
IOWA					Cousins	Bob Gilliam
Des Moines.	wно-тv		5-5:45 p.m.	MonFri	Shetterly, Sister	s TrioCliff Carl
KENTUCKI	WMT-TV	Leo and His P	ioneers., 6:30 p.m., \	Wed	Leo Greco & Five	-Piece Ork. Wayne Loud
2018 30	2014/11/04/50	Hoosier Jamboro	SAN SERVICE	<u>u</u>	His Dixie 6, Jun	nic DecJoe Penny
MAINE		Ø)	=	uf.	Dave Rich, For Gals, Bob Berry	gy MtJoe Penny
A Comment of the Comm	wтwо .	The Dick Curles			Dick Curless, Ha	rold & Dick Curies
Poland Spri	ngs. WMTW	Rhythm Ranch	6:15-6:30	p.m. Wed.;		Not provided
MARYLAND Baltimore .	WMAR-	TV The Collegians	2-3 p.m. S	at	T. Oliver Hughes	T. Oliver Hughes
SUB-DESIGNATION CONTRACTOR	A THE RESERVE TO SHARE THE PARTY OF THE PART	Rod Barley Sho	#9-10 a.m.	MonFri	Rod Barkley	Rod Barkley
		VOkch Country S				
		V Green Valley Ja			Valley Boys	Jim Balley
MINNESOTA	•	Jamboree	6:30 p.m.	Thur		n Nash, Bill Lyon
Duluth	KDAL-T	V Uncle Harry V Main Street	12:20-12.45	p.m. Mon	David Stone, Billy	
Minneapolis	KSIP-TV	V Sunset Valley B Dauce	ALMOST DE CONTRACTOR DE CONTRA		Chuck CarsonDavid Stone, Bill	Dave Stone
MISSOURI Kansas City	yKLMO ^T	VCowtowa Camp	Meeting . 12-1 p.m.	Sua	Milt Dickey, Scott	ty Nelsoa,
**					Boo Jones	Harold Beard
Omaha	KHOL-	Ranch Touse La	прокев., 11-11:30 р	.m. Sat	Rusty & Ranch H Sheriff & Cactu	ands, The Staff

Newark WATV Western Round-Up 3:30 p.m. daily Rangea Lyle Reed G. H. Green Nowark WATV Western Jamboros 8:30-9 p.m. Mon Variety, Shorty Warren G. H. Green

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AND WESTERN TV SHOWS

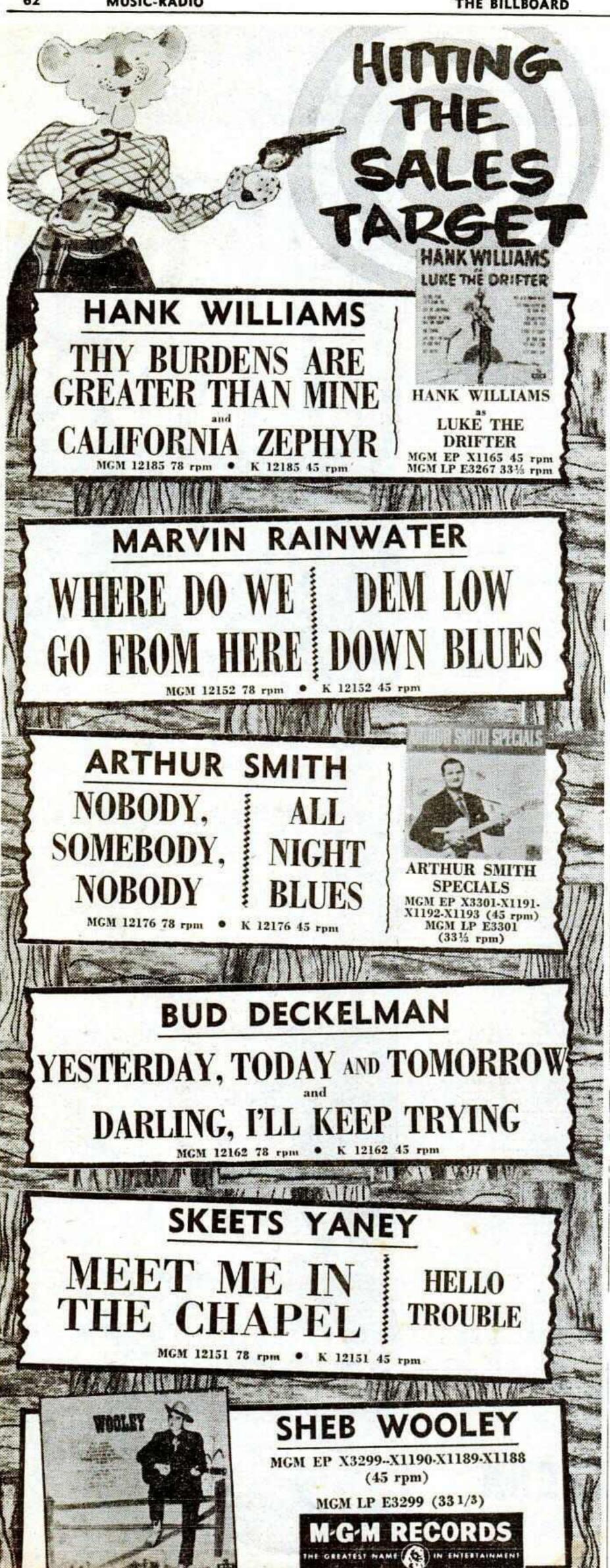
State & City Station	Show Title	Time, Slot & Frequency	Performers	Producer
NORTH CAROLINA Charlotte WRTV	Wee TV	7:30 8 p.m. Tues	Arthur Smith & The	
		icties 7:30-8 p.m. Thur	Arthur Smith & The	Dan Given
		5:30 p.m. Sat	George Perry, Wood	ly Marsh-
RaleighWNAO-TV	Homer Briarhopper		1011241101010101010101010101010101010101	George Perry
Winston-Salem .WSJS	His Dixie Dudes	1:30-2 p.m. MonFri	Homer Briarhopper of bers of his group	& mem- Mike Silver
Winston-Salem . WSJS	Melody Boys	6-7 p.m. Sat	Dwight Barker & F. Melody Boys	lis Bobby Knott
OHIO ClevelandWEWS	Toyor lim's Wester	en:		Texas Jim
Sections (Section 2) And the experience of the section of the sect	Matinee	4-6 p.m. Sat	Texas Jim Breslin.	Breslin
LimaWIMA-TV	Moonshiners	6:15-6:30 p.m. MonFri.	Slim Moon, Peggy Hank Harvey, Bill	Rae, Hugh Rinehar Miller., Director
OKLAHOMA AdaKTEN	K-10 Jamboree	8:15-9:30 p.m. Mon	Ranch Hands;	Bob Warrord,
Oklahoma City. WKY-TV	The Hank Thomps	on5-5:30 p.m. Sat		His
DREGON	III	ATA BERANDA TANAH SISTAN BARASIR ITAN SINAHARAN BERLANDI BAT BARASIR BALAH BALAH BALAH BA	Brazos Valley Boy	ysNot provided
PortlandKPTV	Country Campus .	2:15-2:30 Sat		George Wasch
PortlandKPTV	27 Corral	4-4:30 p.m. MonFri	Children's Show-C	hildNot provided
PENNSYLVANIA			Cook Proc & Roy	
OTTENSION CONTROL AND STREET AND		nival9-9:30 p.m. Tues	Ridge Bros	Chuck Zink
JohnstownWJAC-TV	Blatchford Show .	y8-8:30 p.m. Thurs 11:15-11:45 p.m. Sun	Slim Johnson & His Playboys, and Gin	Prairie a (Vir-
ACCEPTATION OF SAID DO TO VEHICLE TO DE	STORESTONES OF BUILDINGS STORES	ow2:30-3 p.m. MonFri	Hal & Nancy Berg, Shorty Mason Gar	ng Hal Berg
YorkWNOW-TV	V 101 Ranch Gang	9-10 p.m. Tues	Anoy Reynolds & Jir	m West. Richard E. Burg
FEXAS AmarilloKGNC-TV	Panhandle Barn D	ance12:30-1 p.m.—day not		R
AmarilloKGNC-TV	Saturday Shindig .	given1:30-2 p.m. Sat	Al Rogers Jess Williams	Al RogersJess Williams
AmarilloKFDA-TV	TV Dave	is 3:55-4:25 p.m. Sat '54:45-5 p.m. Tues, and	Virgil Hume	Staff
		12:45-1 p.m. Sat 4:55-5:25 p.m. Sat	Red Mansel Sonny James, Charle	Staff
	HEROTOGISH PSINSWAY OF BUILDING	12:15-1 p.m. Sun	Arthur, Hank Loc	klin Ed McLemore
HoustonKPRC-TV	Curly Fox-Texas		Arthur, Hank Loc	klinEd McLemore
	Ruby Shows	8 p.m. Fri	Ruby	
HoustonKPRC-TV	Home Folks Jubile	e10:30-10:45 p.m. Fri		TexasHarold Brock, Director
or or the space and the same		6 p.m. Sat	Environment Mari	Thompson
Assessment and a second		9:30 p.m. Sat		Dave
		9-9:30 p.m. Tues		
KnoxvilleWTVK-TV	Jamboree	6-6:30 p.m. Sat	Sonny Shelton	Sonny Shelton
	Cas Walker Time	7:30-8 p.m. Fri	Cas Walker & 3 Con Groups	untry Jerry Morris
NashvilleWSIX-TV	Home Folks on RF	D 8., 12-1 p.m. MonFri	Newton, Leader; Byrd, Harold Bra	Jerry idley,
		6:45 p.m. Mon,-Fri	Speer Family—a Go Group	Bill Williams
Nashville WSM-TV	Opry Matinee	4 p.m. daily	Various Artists from	Grand John Flower & Ed Steiner
UTAH		12	n - ch - ou - n	INCOME NAME OF THE PARTY OF THE
Salt Like CityKTUT	This is the Place	10 p.m. Sun	H. Kirkpatrick, Da	
A CONTROL MANAGEMENT AND LONG LONG	R.F.D. No. 5	3:30-4 p.m. Sat	Steve Brower	Dan Kecler
		7 p.m. MonThurs. and		75
NorfolkWTAR-TV	Hometown Hoedow	6 p.m. Sat	Garland Abbott &	His
RichmondWTVR	TV Hoedown	7-9 a.m. daily and 6:30- 6:45 a.m. MonWed	Playboys	Jeff Dane, Director
		Fri	Biny Colongnori	John V. Shane
CATALOGRAPHICA AND ALVANDO	Country Jublice	1-2 p.m. Sat		TrailTom Hughes
WASHINGTON SeattleKING-TV .	Saturday Night Jam	boree, 10:30-11:30 p.m. Sat	Texas Jim Lewis	Bernie Carey
WEST VIRGINIA Huntington WSAZ-TV	Saturday Night Iam	boree, 7-7:30 p.m. Sat	Gene McKnicht A	the
montely	- 1 - Service of 14 days 5 km	- Same Paris Contraction	Country Rhythm I Odey Crabtree, No	Boys; orma
			Hopple, Phyllis 1	Noel, with Sterret Neale
CANADA			Dean Sturm as M	10 It.
KitchenerCKCO-TV	M.P. Ranch House	7:30 p.m. Thors	Big Al (Al Jones,	MC Harold Man-
HamiltonCHCH-TV	Main Street Jambo	ree7 p.m.—day not given	Bill Long, Jack Kin	an) tay, Director gston, Ray Arsenaul
			- DEJ DO SKEWAIT	Arbenaul

1956 Annual

COUNTRY & WESTERN

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Greater Than Ever With-I ESE HAMDS' and 'First To Have A Second Chance' 21489 Columbia LEFTY FRIZZELL AMERICANA CORP. 4527 Sunset Blvd., Hollywood 27, Cal. Phone: NO 5-6071 Few open Eastern dates—June-July Thanks DJ'sfor your continued support



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C&W RECORD LABELS

Continued from page 56

CA VICTOR 115 East 24th Street New York

RED BIRD Lincoln Way, East Fort Wayne, Ind.

EPUBLIC 714 Allison Nashville

RICH-R'-TONE 407 West Main Street Morristown, Tenn.

UNC Bank of Galesburg Building Galesburg, Ill.

RITA c/o B & B Productions Perth Amboy, N. J.

ROCKY MOUNTAIN 330 East Boulder Street Colorado Springs, Colo.

RORK Box 2281, DeSoto Station Memphis

ROSE Box 49 Cisco, Tex.

ROUNDUP Fairmont Hotel San Francisco

ROYAL 6533 Hollywood Boulevard Hollywood

COYALTY Abilene, Tex. RURAL RHYTHM

Box 521 Arcadia, Calif.

SAGE & SAND 565312 Hollywood Bouvelard Hollywood

SARG 311 Davis Street Luling, Tex.

SENTRY 3151 Burlington

Butte, Mont. HERATON 246 Huntington Avenue SHO-ME 2510 Holmes

Kansas City, Mo. SIERRALEN

5302 Clara Street Bell, Calif.

SIMS 7502 Denny Avenue

Sun Valley, Calif. SOUTHWEST

Box 135 Riverside, Calif.

SNOWCAP 5526 Zelgah Encino, Calif. STARDAY

Box 1689 Beaumont, Tex.

SUN 706 Union Avenue Memphis

TIFFANY 332 South Michigan Avenue Chicago

TIME Box 1231 Dalhart, Tex.

TNT 1422 West Poplar 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 com-

A glance at the few c.&w. tunes that have sold sheet music this year, and which have happened as songs, rather than as a single artists' record entry, demonstrates the value of pop coverage and exploitation. Those that come readily to mind are "Sixteen Tons," "Satisfied Minds" and "Hawkeye." A strictly country entry like "In the Jailhouse Now;" could not really break thru the lethargy that has engulfed the sheet field, altho it was the top disk seller and performance song for many months.

Pubs Wax Own Labels

Not all publishers have given up the ghost, despite the discouraging situation. More and more of the old and new c.&w. firms are launching their own record labels and also going into sic, Four Star with its Four Star artists management. Acuff-Rose, which always made masters and Music, Abbott-Fabor with Dandeleased them to various companies, lion, Sun Records with Hi-Lo and

paratively new Trinity Music occasionally turns out dates which end up on regular labels. Others are contemplating launching labels of their own for tunes they are unable to place with accepted labels and artists.

Conversely, most of the indie companies who make c.&w. disks also publish much of the material they record. Altho they control the material and manipulate it to their own interest, this sort of publishing is not as restrictive as that of the artists themselves. The companies, it is noted, indulge in some exploitation, and most of them have affected tie-ins with pop houses whom they look to for pop cover disks and attendant deejay hoopla.

Among the diskery companies are Starday with its Starrite Music, Excello with Excellorec Mu-Music, Imperial with Commodore continues to do this but also has King Records with Lois Music.





The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

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C.&W. 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 about 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 Films), with a raft of big c.&w. names, including Roy Acuff, Webb Pierce, Faron Young, Ernest Tubb. Minnie Pearl, Goldie Hill, Lonzo and Oscar, Carl Smith and Immy Dickens; "Old American Barn Dance" (distributed by Kling Film Productions), with Bill Bailey, Tennessee Ernie, Homer and Jethro, Pee Wee King and the late Hank Williams; Gene Autry's CBS-TV film series (distributed by CBS-TV Film); "Town and Country" (distributed by RCA Victor Custom Division's film syndication department), with Jimmy Dean and the Texas Wildcats; "Abbie Neal and Her Raach Girls" (distributed by National Television), an all-girl band; "Foy Willing and His Riders of the Purple Sage" (distributed by RCA Victor); "Oklahoma Chuck Wagon Boys" (distributed by Sterling Television); "Juniper Junction, U.S.A." (distributed by American Newsreel).

Now in Production

New series in production include "The Young Sheriff," a radio and TV film series starring



ADVERTISERS

know exactly what

THE BILLBOARD

delivers because The Billboard is a
member of the Audit Bureau of

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 release last year but was delayed by Young's serious illness last fall.

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, WMAL; Pittsburgh, KDKA-TV, and Los Angeles, KNXT, plus virtually all major Southern 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 carried on more than 40 stations across the country, while a transcribed radio version of the Gav 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 & Wilson Agency) last summer. 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).



Newest Sensations . . .



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And The MELODY MOUNTAINEERS

Stars of WLVA and WLVA-TV Lynchburg, Virginia

"BLUE RIDGE WALTZ"
and "IN MY HEART I LOVE YOU"

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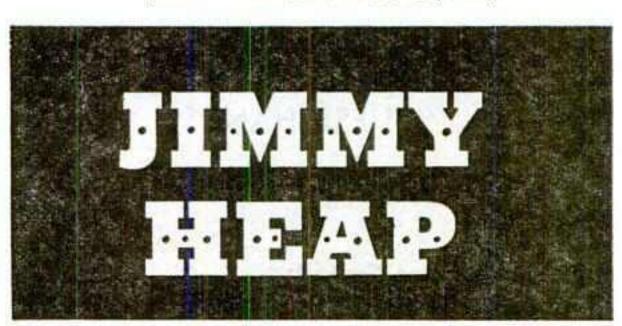
For Personal Appearances, Write or Wire CARLTON HANEY

Box 948, Richmond, Va., or Phone 23752, Lynchburg, Va.





(PUBLISHED BY CENTRAL SONGS, INC.)



and The Melody Masters with Perk Williams



IT TAKES A HEAP OF LOVIN'

Record No. 3333





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"THESE HANDS" **DOT 1276**

For Personal Appearances Contact:

X. B. COSSE 3415 TRIMBLE ROAD PHONE: A

NASHVILLE, TENN.

PHONE: AMhurst 9-9904

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and HIS WESTERN JAMBOREE COWBOYS



send their best wishes to the COUNTRY AND WESTERN folks and suggest that you listen to their recording of

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WE SMILE

DON'T PUSH ME JUST LET ME FALL

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For personal appearances, contact R. D. HENDON 1051/2 Main St. Houston, Tex. Phone Capital 5-6861

The Billboard Music Popularity Charts COUNTRY & **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 througt the country according to The Billboard's weekly survey of top disk fockey shows in all key markets. Week Week Chart WHY, BABY, WHY?—R. Sovine & W. Pierce...... 2. I DON'T BELIEVE YOU'VE MET MY BABY-Louvin Brothers..... 3. LOVE, LOVE, LOVE-W. Pierce..... Dec 29662-BM1 I FORGOT TO REMEMBER TO FORGET-E. Preslev..... Vic 20-6357-Sun 223-BMI 5. SIXTEEN TONS—Tennessee Ernie..... Cap 3262-BMI Dec 29740-BMI 7. HEARTBREAK HOTEL-E. Presley..... -Vic 20-6420-BMI 8. EAT, DRINK AND BE MERRY-P. Wagoner..... 7 THESE HANDS-H. Snow..... Vic 20-6379-BMI 12. RUN BOY-R. Price..... Col 21474-ASCAP 13. I WANT TO BE LOVED-Johnnie & Jack...... Vic 20-6395-BMI YES, I KNOW WHY-W. Pierce..... Dec 29805-BMI 15. YOU'RE FREE TO GO-C. Smith...... 12



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CROSS COUNTRY RECORDS

Distributors 2 Territories

WWVA — Wheeling W. Va.

Att: Juke

Still Open \$

Billboard Spotlight Feb. 18

Dark as a Dungeon (American, BM1)-Cross Country 522-Here is another great piece of material from the gifted pen of Merie Travis. It's another coal-miner's lament in the "To Tons drawer reading. Flip is "My Own Sweet Darling Wife" (BMI).

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• Review Spotlight on . . .

FARON YOUNG I've Cot Five Dollars-Capitol 3369-A two-sided elick seems in the making no this new Young disk. The top side is a smoothly, movingly rendered tome of aduration while the change of pace Hip contains a bonney item about a young man out on the town. about a young man out on the town. Both are top notch and figure to draw healthy loot.

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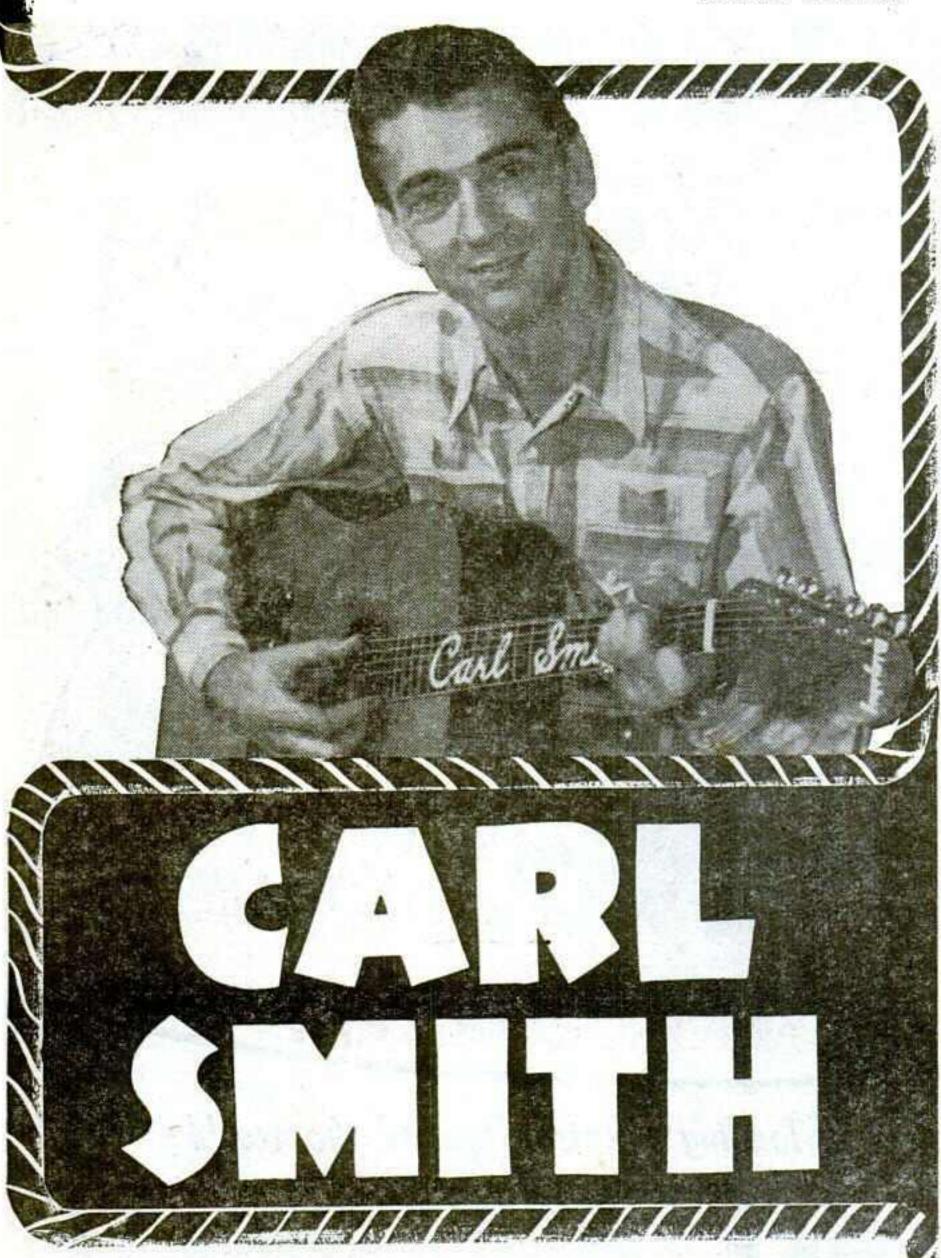
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For survey week ending February 22

On its way to the top!

IF YOU DO, DEAR and ITYE CHANGED

COLUMBIA #4-21493



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" Min to I

Under personal management of

HAL SMITH

4705 GALLATIN RD.

NASHVILLE, TENN.

CANAL 85540



The Billboard Music Popularity Charts COUNTRY & WESTERN DECORDS

Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Biliboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading Week Week Chart 1. I FORGOT TO REMEMBER TO FORGET (BMI)-MYSTERY TRAIN (BMI)-Vic 20-6357-Sun 223 WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce... Missing You (BMI)—Dec 29755 SIXTEEN TONS (BMI)—Tennessee Ernie.....
 You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262 4. LOVE, LOVE, LOVE (BMI)-W. Pierce..... If You Were Me (BMI)-Dec 29662 EAT, DRINK AND BE MERRY (BMI)—P. Wagoner Let's Squiggle (BMI)—Vic 20-6289 6. YOU'RE FREE TO GO (ASCAP)-C. Smith... I FEEL LIKE CRYIN' (BMI)-Col 21462 7. I DON'T BELIEVE YOU'VE MET MY BABY 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..... NO ONE BUT YOU (BMI)-Dec 29740 11. BLUE SUEDE SHOES (BMI)—C. Perkins...... 10 Honey, Don't (BMI)-Sun 234 12. JUST CALL ME LONESOME (BMI)—E. Arnold..... 14 That Do Make It Nice (BMI)-Vic 20-6198 14. WHAT AM I WORTH? (BMI)-G. Jones..... Still Hurtin' (BMI)-Starday 216 15. BEAUTIFUL LIES (BMI)—J. Shepard...... I Thought of You (BMI)-Cap 3222

THAT "SOMETHING DIFFERENT"

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



WILMA LEE and STONEY COOPER

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Zooming on the Charts

"ROW NUMBER TWO—SEAT NUMBER THREE"

Hickory #1043

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Featured Stars
WWVA Jamboree, Wheeling, W. Va.

PERSONAL APPEARANCES, DIRECTION
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BILLY WALKER



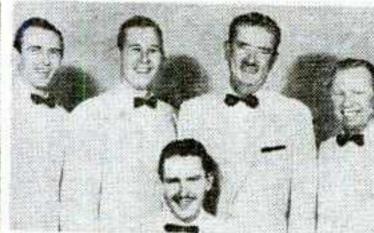
BONNIE SLOAN



FREDDIE HART



FRANKIE MILLER



THE STAMPS QUARTET



CHARLIE ADAMS



EARL PETERSON



ONIE WHEELER



JEANETTE HICKS



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... you'll find the Greatest names in the Country and Western field on HB RECORDS



GORDON TERRY



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ROY DRUSKY



DANNY AND HAROLD



THE



BILL & MARY REID AND



JIMMY



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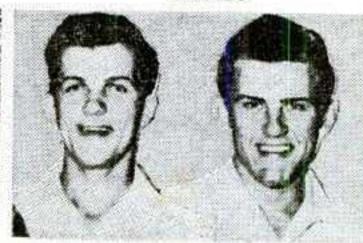
THE FIVE



MADDOX BROS. AND ROSE



THE CHUCK THE WAGON GANG HARVESTERS



THE WEBSTER BROTHERS



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A complete catalogue of Columbia Country & Western favorites—For further particulars contact your nearest Columbia Distributor.

Year After Year.

It's a Genuine pleasure to extend a sincere "thank you" to the great people thruout the music industry.

STAR OF THE OZARK JUBILEE

> COAST-TO-COAST ABC TELEVISION SATURDAY NIGHT

SPRINGFIELD, MISSOURI

The Billboard Music Popularity Charts

COUNTRY &

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 weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine positon on the chart. Week Chart 1. I FORGOT TO REMEMBER TO FORGET (BM1)-E. Presley..... Mystery Train (BM1)-Vic 20-6357-Sun 223 2. WHY, BABY, WHY? (BMI)-R. Sovine & W. Pierce... Missing You (BMI)-Dec 29755 3. SIXTEEN TONS (BMI)—Tennessee Ernie...... You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262 4. LOVE, LOVE, LOVE (BMI)-W. Pierce..... If You Were Me (BMI)-Dec 29662 EAT, DRINK AND BE MERRY (BMI)—P. Wagoner... Let's Squiggle (BMI)-Vic 20-6289 6. YOU'RE FREE TO GO (ASCAP)-C. Smith..... I FEEL LIKE CRYIN' (BMI)-Col 21462 7. WHAT AM I WORTH? (BMI)-G. Jones..... Still Hurtin' (BMI)-Starday 216 8. WHY, BABY, WHY? (BMI)—G. Jones..... Seasons of My Heart (BMI)-Starday 202 8. IUST CALL ME LONESOME (BMI)-E. Arnold.... That Do Make It Nice (BMI)-Vic 20-2198 RUN BOY (BMI)—R. Price...... You Never Will Be True (BMI)-Col 21474

• C & W Territorial Best Sellers

For survey week ending February 22

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Eat, Drink and Be Merry P. Wagoner, Vic.
- 2. I Forgot to Remember to Forget
- E. Presley, Vic.-Sun
- 3. Heartbreak Hotel, E. Presley, Vic. 4. Love, Love, Love, W. Pierce, Dec.
- 5. Sixteen Tons, T. Ernie, Cap. I Don't Believe You've Met My Baby
- Louvin Brothers, Cap. 7. Jean's Song, C. Atkins, Vic.
- 8. Why, Baby, Why?
- R. Sovine-W. Pierce, Dec. These Hands, H. Snow, Vic.

Charlotte

- 1. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
- 2. I Forgot to Remember to Forget E. Presley, Vic.-Sun
- 3. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
- 4. If You Were Mine, J. Reeves, Vic.
- 5. Heartbreak Hotel, E. Presley, Vic. 6. Baby, Let's Play House, E. Presley, Sun

Dallas-Fort Worth

- 1. Sixteen Tons, T. Ernie, Cap. 2. I Forgot to Remember to Forget
- E. Presley, Vic.-Sun 3. Why, Baby, Why?
- 4. Love, Love, Love, W. Pierce, Dec. 5. Eat, Drink and Be Merry
- P. Wagoner, Vic.
- 6. I'm Movin' In, H. Snow, Vic. 7. Just Call Me Lonesome, E. Arnold, Vic.

Houston

- I. Blue Suede Shoes, C. Perkins, Sun
- 2. Cause I Love You, W. Pierce, Dec. 3. Seasons of My Heart, J. Newman, Dot
- 4. You Are the One, L. Payne, Sdy. 5. What Am I Worth? G. Jones, Sdy.
- 6. Still Hurtin', G. Jones, Sdy. 7. Love, Love, Love, W. Pierce, Dec.
- 8. Sixteen Tons, T. Ernie, Cap.
- 9. Folsom Prison Blues, J. Cash, 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 record can sell an entire company's line, it's equally true that a hot personality can focus further attention on a particular field. 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 CBS-TV "Stage Show" have likewise been turned into disk sales at the dealer level.

It's expected that country music, and specifically country records 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

Memphis

- 1. Blue Suede Shoes, C. Perkins, Sun
- 2. So Doggone Lonesome, J. Cash, Sun
- 3. Sixteen Tons, T. Ernie, Cap. 4. I Was the One, E. Presley, Vic.
- 5. You're Free to Go, C. Smith, Col.
- 6. Cause I Love You, W. Pierce, Dec.
- 7. Cry, Baby, Cry, George & Earl, Mer.

Nashville

- 1. Why, Baby, Why?
- R. Sovine-W. Pierce, Dec. 2. Eat, Drink and Be Merry
- P. Wagoner, Vic.
- 3. I Don't Believe You're Met My Baby Louvin Brothers, Cap.
- 4. I Forgot to Remember to Forget
- E. Presley, Vic.-Sun 5. Tennessee Toddy, M. Robbins, Col.
- 6. You and Me, R. & B. Foley, Dec.
- 7. I Learned It All From You
- J. Shepard, Cap.
- 8. Love, Love, Love, W. Pierce, Dec.

New Orleans

- 1. Blue Suede Shoes, C. Perkins, Sun 2. I Don't Believe You've Met My Bab;
- Louvin Brothers, Cap. 3. Trouble in Mind, E. Arnold, Vic.
- 5. I Forgot to Remember to Forget E. Presley, Vic.-Sun

Richmond, Va.

- 1. Folsom Prison Blues, J. Cash, Sun 2. Heartbreak Hotel, E. Presley, Vic.
- 3. Sixteen Tons, T. Ernie, Cap. 4. Jean's Song, C. Atkins, Vic.
- 5. Trouble in Mind, E. Arnold, Vic. 6. I'm Movin' In, H. Snow, Vic.
- 7. You're Free to Go, C. Smith, Col.
 - St. Louis

1. I Forgot to Remember to Forget

- E. Presley, Sun
- What Am I Worth? G. Jones, Sdy. 3. Why, Baby, Why?
- R. Sovine-W. Pierce, Dec. 4. That's All, T. Etnie, Cap.

- 4. Love, Love, Lave, W. Pierce, Dec. 6. Blue Suede Stoes, C. Perkins, Sun



#129 by MILT DICKEY TELEVISION LOVE b/w BLEEDING HEART

#130 by THE WESTPORT KIDS YOU KAINT TAKE IT WITH YOU b/w YOUR KISSES TURNED SOUR

#131 by JIMMY DALLAS WHO DO! HONEY, YOU DO b/w I'VE GOT A RIGHT TO KNOW

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in Country & Western

mast Promisimo Jeam

Copyrighted material

The Billboard Music Popularity Charts

MESTERN

• This Week's Best Buys

THE BLACKBOARD OF MY HEART (Texonia, BMI)

Action has been on "Blackboard" primarily, with a vocal minority Chicago are among the areas that indicate excellent results so far. Durham, Atlanta, Nashville, Dallas, New Orleans, St. Louis and latest essay, he has as firm a grip as ever on his public. Richmond, s'nosqmodT no stroger seles gots-eno bas lister morì gaigbul I'M NOT MAD, JUST HURT (Brazos, BMI)-Hank Thompson-Capi-

preferring the flip. A previous Billboard "Spotlight" pick.

KECOKD2 ... no shilish Spotlight on ...

KILLK METTS

"Bible" hits home to those who have been lagard in Carol Sues, in a terrifically touching little song drama, including the jukes. "Heaven" co-features a little girl, both sides, but it has to hit the broad c. &w. market, in this powerful coupling. There's a sacred slant to this lass has rarely manifested itself more strongly than The overwhelming sincerity and forthright appeal of Dust On the Bible (Acuff-Rose, BMI)-Deces 29823-How Far Is Heaven? (Peer, BMI)

connect at the juke level, (Mar-Kay, nic due. (Lowery, ByH) bit of commercial wax that could gnignime A "eingin novoe ni edvido ballad of yearning. Spins and sales thin as he rocks with seven different new fans with this able chant of a Over and Over Terry Fell should win KING 4894-The guy spreads himself Seven Mights to Rock TERRY FELL MOON MEITICVA Reviews of New C & W Records

copies. (Trinity, BMI) many spins and could also move lyrics and a happy beat. Should win This one is a cute ditty with elever It I Didn't Have You. 75

the mark in sules, while jukes are with professional aim. It could hit lad is pointed at the teen-ager market VICTOR 6445-Ditty about a sharp VITA, RITA AND RUBY

the younger set of buyers, (Acuffweeper ballad that could also please More fine warbling by the gals of a Mot Any More. ... 74 carry this platter, (Clover, BMI) certain to pull extra coin if they

(Frederick, BMI) style, Will get good deejay play, Murphy belts out the lytic in talk-sing ROVEL 109-Lively country novelty. TINY MURPHY

HLIMS ANNOT ley, BMI) Good ballad, nicely sung, (Sun Val-I Just Can't Imagine. . . 73

job of projection, (Tubb, Autonia backing by the string band. A conmisplaced faith in the gal to tuneful DECCA 29844 Chanter bemoans his loo4 a m'I

PHIL GORDON (Old Charter, BMI) with lots of sincerity. Good wax, Smith handles the dolorous weeper City of Strangers. .. 72

markets by platter spinners, (Leeds, don. Can be used with effect in all formed with great know-how by Gor-DECCA 29787-The old blues is perbr. nwoT to stridated set of I'm Gonna Move

Er ... sosiff a bank and awed (Saall Radt)

a good juke bet. (Leeds, ASCAP) novelties in country styling could be and ork. Coupling of two standard an exciting tide by chanter, combo Humorous boogie novelty is handed

Most Versatile Dance Band in the Western Field

"AS YOU WERE STANDING" M/q "BROKEN HEARTED GIRL"

Wichita Falls, Tex. 1031 Covington Sam Gibbs

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GRAND OLE OPRY

VT-M2W-M2W

Capitol #3300

IN THE MIDDLE OF NOWHERE

m/q

(TREE PUBLISHING)

Featuring their current release

Charley & Ira

FORM BEODS:

Copitol #3177

PRESTON TEMPLE

Personal Manager:

JOTIQA)

December 24, 1955, issue.

",tdgiltoq2" broodlia A

RECORDING ARTISTS

Latest Release Exclusive Management-

Vocal: Billy Thompson

(Continued on page 71)

ite market, (Mar-Kay, BMI)

89 sixT sink Talk.

For York lans. (Lois, BMI)

LESLIE YORK

THE YORK BROS.

HELEN MACK

(SCCAP)

(HI Lo, B)11)

PER WEE KING BAND

SONS OF THE PIONEERS

brothers. May have trouble finding

Pop-style ditty is solded by one of the

on a pieasant enough county blues.

KING 4887-Okay brother harmony

of foll I bluo'M 1ad W

This side is a weeper. Pleasant chanding. (Flex, BAIF)

and harmonica. Nice sound, (Flex,

Mack's delivery is backed by strings

EXCEL 112-A country blues, Helen Baby, Where Were You?72

counity side for King, Danceability

Ragime style tune makes a so-so

but king tank assure some profit,

it's late and not up to the original,

Carl Perkins 1.26.-style country hit.

dies the vocal on this cover of the

MCLOR 6450-Waller Hayes han-

here for many more years, (Ameri-

its two big hits, Good juke value

vocal group in a recoupled reissue of

Cool Water 29814-The great country

to the "Hawalian War Chard." Has standard rock beat. Melody is similar

islands, with typical guitar, and the Interesting mixture of thythm of the

This is tock in toll Hawaiian style,

novelly appeal, (Joy, ASCAP)

IV ... s-flog s-450H rlulonoH

As above. (Williamson, ASCAP)

17. ... ebsowoldmuT gnildmuT

Tennessee Danein' Doll ... 70

main asset, (Jungnickel,

Don't Condemn Me, Darlin', ... 69

Dec. Issue C. & W. I. noiten adt to

415 BIG BAND

VOTED

Recording Artists

Band

Western Swing

Most Exciting

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P/W "I'M DIFFERENT"

"ANOTHER LOVE

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RED RIVER SONCS

VIDOR PUBLICATIONS

BRTOT STOM

IIMMY DEAN

"GLAD RAGS"

COI 21484 JOHNNY BOND

"LOADED FOR BEAR"

KED KINEK 20NC2

Mew From

Col 21479 (King of the Strings)

IOE MAPHIS

"FIRE ON THE STRINGS"

Victor 6364

ANITA CARTER

"FALSE HEARTED"

Cel 21494

JOHNNY BOND OF THE OTHER"

"51X OF ONE, HALF-A-DOZEN

Capitol 3363

"IF JESUS CAME TO YOUR HOUSE"

TEX RITTER

VIDOR PUBLICATIONS

LIKE YOU"

MUSIC-RADIO

Copyrighted material

DJBOGANG M&)

THE WEIGHT OF SHIP STOLLING STREET STREET

EVEDIA KOLIGE

YOU'RE STILL MINE THOIN YADRUTAS S'TI DNA I'VE GOT FIVE DOLLARS

Record No. 3369



SHEPARD TEAN

LEROM YOU I LEARNED IT ALL THIS HAS BEEN YOUR LIFE

HORKK LEBTIN

SLOW DOWN SINFUL SECRET

Record No. 3316

BROTHER

BROTHERS the LOUVIN

YOU'VE MET MY BABY I DON'T BELIEVE

OF NOWHERE IN THE MIDDLE

Record No. 3300



HEVD IIWWK

and The Melody Masters with Perk Williams



Record No. 3333 OF LOVIN' IT TAKES A HEAP BUTTERNUT



SONNY JAMES

SWEETHEART ARE YOU

WHAT KIND OF A

WAIT A LITTLE LONGER

COLLINS

LOMMA

Record No. 3357 MY STOLEN LOVE FOR RENT (One Empty Heart)



TEX RITTER

Record No. 3363 THE TOUCH OF THE MASTER'S HAND IF JESUS CAME TO YOUR HOUSE

JOE "RED" HATES (writer of Satisfied Mind)

debut on Capitol with 2 of his latest songs!

Copyrighted material

Continued from page 70

MERLE TRAVIS Turn My Picture Upside Down70 CAPITOL 3362-A pleasant reading by "16 Tons" tunesmith Travis on an appealing song, wherein a guy

advises his gal to turn his picture to the wall seein' as they're thru. (Hill & Range, BMI) Lazy River 68

A tasteful, gently understated instrumental treatment of the oldie with excellent solo guitar work. Should get juke play. (Peer, BMI)

EDDY STAR

MAR-VEL 230 - Forceful, sincere warbling of an effective pleader. Star should make fans far from home base with this fine effort, (4 Star Sales, BMI)

Better to Be Safe Than Sorry 60 Only fair material and less impressive warbling here. (4 Star Sales, BMI)

BOBBY SISCO

Honky Tonkin' Rhythm65 MAR-VEL 111-Sisco belts out this fast bluesy material forcefully. Guitar and bass not only provide a solid dance beat, but get in some mighty attractive solo work. Deejays will find this good programming. (4 Star Sales, BMI)

Wrong or Right 64 A lilting weeper read affectingly by Sisco: (4 Star Sales, BMI)

FABLE * DON'T WANT YOUR ADDRESS (ANYMORE) WHY DON'T YOU SMILE AT ME Sandy Stanton = 504 YOU GAVE ME THE MOST

ALL I HAVE TO OFFER Wayne Brock =514 IT'S TOO LATE TO

SHED A TEAR Wayne Brock =534

IT'S YOUR TURN NOW DON'T BELIEVE YOU EVER CARED

Bob Nations #522

CHARMFUL ARMFULL Whippoorwills =532 WHAT THEY SING ABOUT ON MARS

> DRIFTING APART Sandy Stanton #508 DISTRIBUTORS

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Lefty Frizzell, still a feature of "Town Hall Party," Los Angeles, has been set by Americana Corporation, Hollywood, for a week's stand in Anchorage, Alaska, beginning March 31. Late in April, Lefty takes off on his third trip to Honolulu, where he opens May I 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 shop bearing his name at 50 South 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. . . Jim Reeves, Minnie Pearl, Ferlin Huskey and Johnny Cash enjoyed a bonanza on their recent week's jaunt thru New Mexico, Arizona, Colorado and Texas. At Ociessa, 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 turned away.

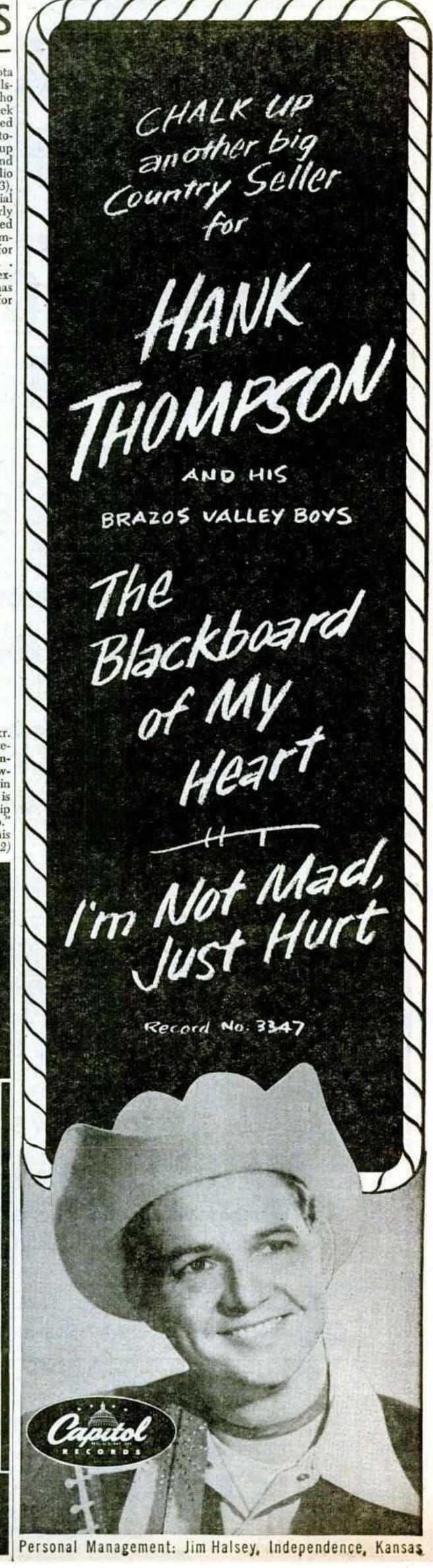
For its ABC-TV network seg next Saturday (3), WSM's "Grand Ole Opry" takes on the Little-Red-School-House theme, with pop singer Joni James in as guestar. Roy Acuff will sing his famed "Great Speckled Bird," Minnie Pearl will bring along her "sister" to learn her ABC's and Prof. Rod Brasfield will wield the hickory stick. Other "Opry" stars attending class will be June Carter, Jimmy Dickens, Chet Atkins, Marty Robbins, Kitty Wells, Johnny and Jack, the Smokey Mountain Boys, and the Kentucky Iunior Briarhoppers.

country deejay at KEYD, Minne-

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 to return there around mid-October. . . . 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. . . . Freddie 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. . . . Tom Tall (Abbott), after an extensive swing thru California, has invaded the Pacific Northwest for a series of dates.

Connie B. Gay, who recently severed all radio connections in Arlington, Va., to expand into the radio-station ownership field on his own, 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 10th year of operation in that sector. "Now that we have a 5,000-watt radio station (WMAL) as our Washington area outlet and the highest-rated local TV show in the D. C. area on WMAL-TV, covering parts of six States, we are in a better position than ever to really get the coverage necessary for top promotion," Gay typewrites. "We are on radio daily with Jimmy Dean and the Texas Wildcats 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 recently with Bill Wimberly's Country Rhythm Boys and Chuck Bowers at the RadiOzark studio in Springfield, Mo. Vocal side is "Old Mr. Cottontail," and the flip is an instrumental, "Jubilee Jump." Johnny T. From Tennessee, Platter hits the music counters this (Continued on page 72)

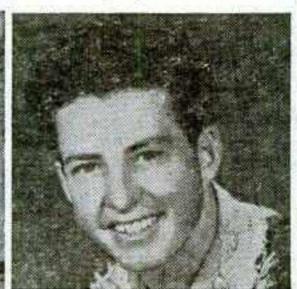


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CHARLIE GORE

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"DARK AS A DUNGEON"

SWANEE RIVER BOYS

KING RECORDING ARTISTS

The Rangers Clem Witherspoon **Curley Neyers** Ranch Boys Gayle Griffith

Sr. Briarhoppers Judy & Jen **Bill Carver** Morgan Sisters Lee Jones

Louis Innis, M. C.

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FOLK TALENT AND TUNES

Continued from page 71

weekend. . . . Linville Ball, who recently received his greetings from Uncle Sam, will guest on Ernest Tubb's "Midnight Jamboree" over WSM, Nashville, March 17. Beverly Bresson fills the same niche March 31. Both artists are handled by Paul Gilley Promotions, Maytown, Ky.

Jim Edward and Maxine Brown, brother-and-sister singing team now appearing weekly on "Ozark Jubilee," Springfield, Mo., have just negotiated their release from Fabor Records and signed with RCA Victor. Negotiations with both Fabor Robison and Victor's a.&r. chief, Steve Sholes, were handled for the Browns by E. E. (Si) Siman Jr., of "Ozark Jubilee." Jim Edward and Maxine have recently taken their 17-year-old sister Bonnie into the act. . . . Mac Wiseman kicked off a new tour at Montgomery, Ala., Sunday (26), and follows with Marshall, Ark., Tuesday (28), and Biloxi, Miss., Wednesday (29). On March 1, Mac stops off at Panama City, Fla., following with Alexandria, La., Thursday (2); Knoxville, Friday (3); Ashville, N. C., Saturday (4), and Jacksonville, Fla., Sunday and Monday (5-6). Wiseman's latest on the Dot label is "Eatin' High on 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. Skaraing Enterprises, Minneapolis. Miss Lynn flew out Monday (27) for Anchorage, Alaska, for a five-day stand. Next Tuesday (6), she joins Hawkins, Miss Shepard and Lonzo and Oscar for a tour thru Wisconsin ending Lynn joins a show being promoted by Harry Peebles, of Wichita, Kan., which opens March 18 in Kansas City, Mo., and winds up March 23 in Wichita.

The House Sisters will appear as guests with Slim Bryant and His Wildcats over KDKA-TV, Pittsburgh, Friday night, March 2, at 9:30. Bryant reports that he and the Wildcats are set on a string of 35 one - nighters beginning April 5. . . . The Steperettes, junior square-dance group managed by Marine Tomlin, appeared as guests on Lula Belle Si's television show over WISH-TV, Indianapolis, last Sunday (26). . . . Don Reno and Red Smiley and the Tennessee Cut-Ups, on personals in North Carolina and Virginia this week, have a new release on the King label, "I'm So Happy" b.w. "Family Altar." The group maintains a Richmond, Va., office under the management of Carlton Haney.

For his next appearance on 'Ozark Jubilee," March 3, Webb Pierce will have with him Roy Hall, singer, and the Jubilee Promenad-Merle Travis' album of guitar pick- Nashville, 2; Spartanburg, S. C., 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's newest release, "Freight-Train Blues" b.w. "Glad Rags," has the earmarks of a winner," Foster opines. "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 Detroit-Windsor 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, each Saturday night. In addition, Casey operated the Lazy Ranch Barn Dance on Saturdays and Sundays. Casey, the Ranch Boys and Evelyn alternate on Sundays between Flint, Mich., and Detroit. Among recent guests with the Clark group were Jim Edward, Maxine and Bonnie Brown; Ernest Tubb, (ndoa Jones, Cousin Jody, Dusty Owens, Mac Wiseman, Jimmy and Johnny, Webb Pierce and the Davis Sisters.

Gale Southern (Starday), while making personals thru the Southwest with Johnny Lee Wills and Leon McAulliffe,, has been pushing her latest waxing, "Echos From the Past" b.w. "Trusting Heart." She recently appeared with "Big D Jamboree," Dallas, and at the Round-Up Club in that city. John Stephenson, of Stephenson Music Publications, Fort Worth, is collaborating with Gale on a tune for her next recording session. Her next release, due soon, is "Waltz of Fate" b.w. "Just a Rose for Mother."

The "Hollywood Western Jam-March 16. On March 17, Miss boree," 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 shot with Tex Williams and band at Riverside Rancho, Los Angeles. Prout is a cousin to country singer Porter Wagoner.

> Carl Perkins 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. Sonny James, due back the same night, begins another tour for A. V. Bamford March 4.

Ferlin Huskey, Cowboy Copas, pianist-vocalist; Rita Robbins, Martha Carson and the Carlisles play Alexandria, La., March 2, and ers. Last named are currently on follow with Asheville, N. C., 4; tour with Gene Autry. Other guest Jacksonville, Fla., 5-6; Orlando, acts coming up on "Ozark Jubilee" Fla., 7; Swainsboro, Ga., 8; are the Wilburn Brothers, March West Palm Beach, Fla., 9; Ocala, 10, and Betty Johnson, of Don Fla., 10, and Tampa, 10. . . . McNeill's "Breakfast Club," March The gospel-singing Blackwood 17. The second "Junior Jubilee" Brothers are routed as follows thru will be presented March 24. . . . March: Anniston, Ala., March 1; in', titled "Merle Travis Style," will be released March 5. . . . Carl Story and His Ramblin' Mountain- 10; Winston-Salem, N. C., 15; Maeers will appear on Pee Wee King's con, Ga., 16; Atlanta, 17; Eldoratelevision show over WBBM-TV, Chicago, April 7, when they will Louis, 22; Centralia, Ill., 23, and Memphis, 24.

> Routing for Roy Acuff, Johnny and Jack and Kitty Wells for next week is as follows: Evansville, Ind., March

4; Blomington, Ill., 5; Galesburg, Ill., 6; Rockford, Ill.; 7; Danville, Ill., 8; Quincy, Ill., 9; Burlington, Ia., 10, and Louisville, Ky., 11. . . . Red Sovine, Jimmy Dickens, Del Wood, Jean Shepard and Hawkshaw Hawkins are set for Atlanta March 11. . . . The Louvin Brothers, the Carter Family, Benny Martin and Justin Tubb show their wares in Miami March 1; Gainesville, Fla., 2; Blackburg, Va., 5; N. Wilkesboro, 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 in the annual poll conducted by Farm and Ranch magazine. Second place went to Marty Robbins. Others, in order were: Carl Smith, the Wilburn Brothers, Hank Snow, Ernest Tubb, 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. Newman stopped by KPAC, Port Arthur, Tex., recently for a 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, July You." Ray Davis and Kallinger spin out the platters each night over XERF. The station is slated to go to 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 country wax three hours each night.

Biff Collie, KPRC, Houston, headed a show at City Auditorium. Houston, February 18, that also featured Tommy Collins, Charline Arthur, Goldie Hill, Sonny James, George Jones, Porter Wagoner, Hal Harris and Laura Lee McBride. ... Marty Roberts, WCKY, Cincinnati, reports that Betty Foley headlined shows with Roy Drusky and George Head in East Point and Gainesville, Ga., February 26-27. Rouge, La., skedded for another 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 KVSM, 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, WHKK, Akron, comments: "Had a discussion 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, Bill 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, it's my duty to my listeners to play it." . . . Dave Dudley, a new member of the deejaying staff at WCOV', St. 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 time to his afternoon schedule at KDMS, El Dorado, Ark. . . . Gil Wallace, WVMC, Mount Camel, Ill., infos: "For the past two years I've been using as a the se 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. I've 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" over WXGI, Richmond, Va. . . . Dropping by George Scott's turntable at WHIN. Gallatin, Tenn., recently were Eddy Arnold, Carl Smith and the Wilburn Brothers.

Jimmie Lee Prow advises that WSLM, Salem, Ind., is featuring such groups as Herb and Al, the Kentucky 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 Saturday and Sunday. Prow and Porter each recently cut two sides for the Radio Ridge label, a WSLM enterprise. . . . 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 Ernest

Lew Banks, WHIE, Griffin, Ga., types: "Not to throw a wet towel on a million-dollar business, but why is it that just as soon as an artist moves from a small indie label to a major, the big wheels immediately 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 instrumental backing sounds the same. Gets monotonous some-

Polly Lynn is singin' and spinnin' a two-hour daily show over WMSN, Raleigh, N. C. She avers that WMSN has gone a long way in making country & western music popular in the Raleigh area since going on the air with it in October of 1954.

Zeke Clements, prexy of Blazon Music, Inc., has kicked off a deejay show over WAGC, Chattanooga. He's on the air 6-9 a.m., Monday thru Saturday. . . . Station XERF, Del Rio, Tex., plans a heavy power increase next fall from its present 150,000 watts. Deejay Paul Kallinger infos that he has received calls from listeners reporting clear reception from as far away as New Zealand on his four-hour nightly show.

Marion Russell, WTTN, Watertown, Wis., reports that his mail has been going astray since about December 10, 1955, and asks that anyone who may have written to him or sent him records since then to please drop a line telling what and when. Russell still needs records 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. . . . Don Hopkins, formerly with WWVA, Wheeling, W. Va., 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 his latest Starday recording, "What 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.&w. 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 "Afternoon Mailman," each Saturday, 8-12 p.m., with "Saturday Night Barn Dance."

Sammy Lillibridge, KLEN, Kil-leen, Tex., types: "We are feeling pretty 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. . . . Dave Walshak, KCTI,

Gonzales, Tex., needs records from the majors. . . . Buddy Wright, WSIN, Perkin, Ill., SOS's for re-cordings. . . . 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 appearances. His aggregation consists of Freddie Frank (Capitol), Durwood Dailey (Four Star), Leon Hayes, Johnny Jay, Billy Cooper and My-

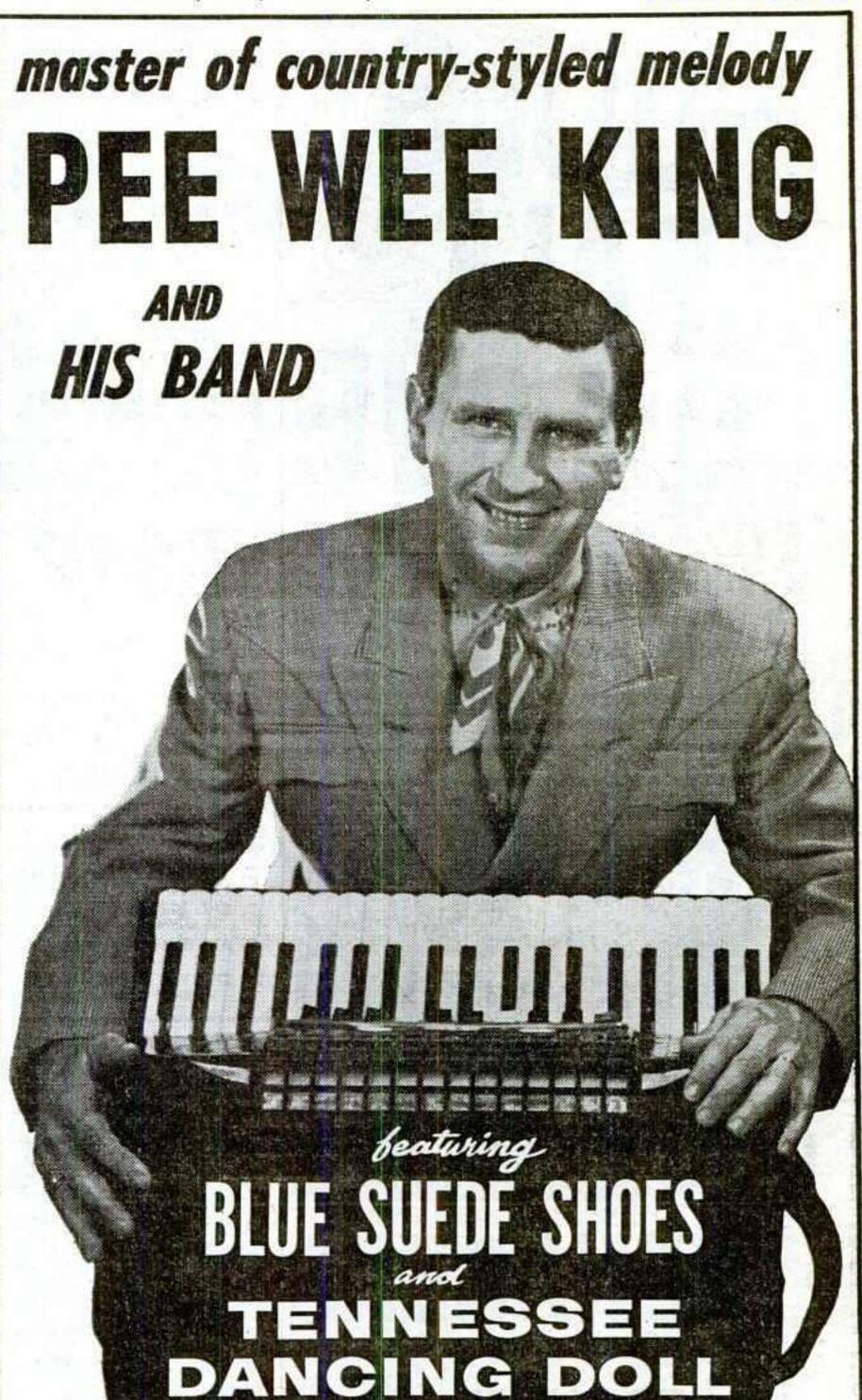
Jake Armstrong is airing five and a half hours of c.&w. and gospel stuff Monday thru Friday, and two hours and 45 minutes of the same each Saturday over WROM, Rome, Ga. . . . Jack Lloyd is helming a daily show, "Country Cross-roads," at 11:05 a.m. over KNIM, Maryville, Mo., and also a live show at 12:45 p.m. each day. The latter seg features Lloyd and Gil Poese. At

10:30 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 "Sho-Me Jamboree."

In addition to his regular shows over KUGN, Eugene, Ore., which are aired from 5-6 p.m., Monday thru Friday, and from 5-8 p.m., Saturdays, Skip-Along Hathaway is now helming a new morning show, 6-6:45, Monday thru Friday. . . . Joe Morris, general manager of WAGS, Bishopville, S. C., sends in these plaudits: "We just couldn't do without The Billboard here at WAGS. All of our announcers use the magazine, and to great advantage. We look forward to each issue.

A. E. Baynard, WTYC, Rock Hill, S. C., has penned a new tune, "Be My Love, Day by Day." . . . Carl Sauce-

(Continued on page 77)



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"BOTH R & B AND POP"



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featuring

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b/w "PLEASE BE MINE" GEE #1002



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 retail level, as determined by The Billboard's weekly survey of dealers throut the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side Last Week Chart Week 1. GREAT PRETENDER (BMI)-Platters...... 1
I'm Just a Dancing Partner (ASCAP)-Mercury 70753 2. WHY DO FOOLS FALL IN LOVE? (BMI)-15 DROWN IN MY OWN TEARS (BMI)—R. Charles.... 12 Mary Ann (BMI)—Atlantic 1085 6. DEVIL OR ANGEL (BMI)-Clovers..... 5 HEY, DOLL BABY (BMI)-Atlantic 1083 7. EDDIE, MY LOVE (BMI)—Teen Queens...... 8

Just Goofed (BMI)—RPM 453 3 8. BO WEEVIL (BMI)-F. Domino..... DON'T BLAME IT ON ME (BMI)—Imperial 5375 9. SEVEN DAYS (BMI)-C. McPhatter...... 5
I'm Not Worthy of You (BMI)-Atlantic 1981 9

10. AIN'T THAT LOVIN' YOU, BABY? (BMI)-J. Reed. . 10
Baby, Don't Say That No More (BMI)-Vee Jay 168 11. NEED YOUR LOVE SO BAD (BMI)-

12. JIVIN' AROUND (PARTS I & II) (BMI)-E. Freeman..... 9 Cash 1017 13. NO MONEY DOWN (BMI)-C. Berry..... - 1

Down Bound Train (BMI)-Chess 1615 14. I DON'T WANT NOBODY (BMI)-E. & B. Johnson. . 15 Doot, Doot, Dow (BMI)-Mercury 70775

15. SEE YOU LATER, ALLIGATOR (BMI)-B. Haley... 14
Paper Boy (ASCAP)—Dec 29791

Most Played in Juke Boxes

termine position on the chart. In such a case, both sides

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 weekly 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 de-

This are listed in bold type, the leading side on top. Week	Last Week	On Chart
1. GREAT PRETENDER (BMI)-Platters I'm Just a Dancing Partner (ASCAP)-Mercury 70753	1	7
2. SEVEN DAYS (BMI)—C. McPhatter	2	7
3. TUTTI FRUTTI (BMI)—Little Richard I'm Just a Lonely Guy (BMI)—Specialty 561	3	11
4. SPEEDOO (BMI)—Cadillacs Let Me Explain (BMI)—Josie 785	6	6
5. JIVIN' AROUND (PARTS I & II) (BMI)— E. Freeman	5	4
6. DEVIL OR ANGEL (BMI)—Clovers Hey, Doll Baby (BMI)—Atlantic 1083	4	2
 AIN'T THAT LOVIN' YOU, BABY? (BMI)-J. Reed Baby, Don't Say That No More (BMI)-Vee Jay 168 	1 9	3
7. I'LL BE HOME (BMI)—Flamingos Need Your Love (BMI)—Checker 830	•••	1
9. APRIL IN PARIS (ASCAP)—C. Basie	8	3
10. DROWN IN MY OWN TEARS (BMI)-R. Charles. Mary Ann (BMI)-Atlantic 1085		. 1

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

This Week		Last Week	Weeks on Chart
1.	GREAT PRETENDER-Platters	. 1	10
2.	SEVEN DAYS-C. McPhatter	. 3	9
3.	AIN'T THAT LOVIN' YOU, BABY?-J. Reed	. 5	4
4.	TUTTI FRUTTI-Little Richard	. 2	14
5.	DEVIL OR ANGEL-Clovers	. 7	5
6.	BO WEEVIL-F. Domino	. 8	3
7.	TROUBLE NO MORE-M. Waters	. 9	5
8.	DROWN IN MY OWN TEARS-R. Charles	. 12	2
9.	EDDIE, MY LOVE-Teen Queens		1
10.	DON'T BLAME IT ON ME-F. Domino	. 9	4
11.	WHY DO FOOLS FALL IN LOVE?-Teen-Agers		, 1
	NEED YOUR LOVE SO BAD-Little Willie John		3
13.	SPEEDOO—Cadillacs	. 6	6
14.	HANDS OFF-J. McShann-P. Bowman	. 4	16

15. CRYIN' WON'T HELP YOU-B. B. King.....

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* Chicago * Pittsburgh

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Vee-Jay #166

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b/w

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BO WEEVIL

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SMILEY LEWIS 'ONE NIGHT' #5380





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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

This Week's Best Buys

GET UP, GET UP (Lowell, BMI)

MY HAPPINESS FOREVER (Progressive, BMI)-Lavern Baker-Atlantic 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 attractive to operators. Areas in which the disk is now well established include Philadelphia, Baltimore, St. Louis, Nashville, Atlanta, Los Angeles, Buffalo and Durham.

Review Spotlight on . . . RECORDS

PATRICIA-BOWMAN-JAY McSHANN ORK

I've Got News for You (Tollie, BMI)-Vee-Jay 179-This combination has its first new contender since their smash "Hands Off," which enjoyed a healthy ride on the 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's 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 brighter speed and gains rhythmic momeatum 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 sock 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. "Affection" is a pretty ballad, while "Cool Daddy" is a lively rhythm tune with humorous lyrics.

BILLY BOY

BMD

I Ain't Got You 76

THE HEARTBEATS

VEE-JAY 171-Her nocturnal wan-

derings and neglect of his comforts

are reasons for the complaint. Billy

Boy pleads his case convincingly to

rhythmic Southern backing. (Conrad,

Billy Boy's got everything in a ma-

terial line, but not his gal. And that

bothers him. Another good side, cut

right for the coin boxes, (Conrad,

HULL 713-"How long must I wait"

is the theme of this wailing plaint,

Group gives a good legitimate r.&b.

feel. Deep bass delivers some plead-

The 'Beats stir up lots of excitement

on this swinging disk. Good group

sound back the lead's effective solo-

FEDERAL 12258-A dynamic reli-

gious fervor runs thru the pleading

solo here. Brown and the Famous

Flames group let off plenty of steam.

Same slow tempo with more lusty

vocalizing by Brown, but flip side

Someone Made You for Me75

KING 4886-Fancy love ballad is

sung in big-voice style by the force-

ful warbler, who has been absent from wax for some time. A side to

This face is pop-styled, without too

much distinction. (Jay & Cee, BMI)

The Lost Train74

FEDERAL 12254-Blues has a swing-

ing, buck-beat rhythm that is infec-

tious. Nolen handles the lyrics, his

own, with ability. Should please

On this face Noten plays guitar with

his ork in a moderate-tempo instru-

mental that dancers will find easy

KING 4878-This one is aimed at

the kids, and they're bound to like it.

The beat is right for some active

terping, and the side should do okay

as a coin-catcher on the boxes. (Jay

Ballad-with-a-beat is sung with pro-

fessional phrasing by Greer, Good

Smoke Stack Lightning74

ABCO 101-A sock reading of an

(Continued on page 76)

ing spoken words. (Keel, BMI)

Hurry Home, Baby 74

ing. (Keel, BMI)

JAMES BROWN

(Armo, BMI)

JOE MEDLIN

JIMMY NOLEN

Why Do You Do Me....72

has the edge. (Armo, BMI)

watch. (Jay & Cee, BMI)

many. (Armo, BMI)

to follow. (Armo, BMI)

Keep on Loving Me 71

listening. (R-T, BMI)

Strawberry Jam 67

BIG JOHN GREER

& Cee, BMD

HERBY JOE

Suffering With the Blues ... 69

Reviews of New R & B Records

B. B. (BLUES BOY) KING ORK Let's Do the Boogie.....80 RPM 457-No mambo for the Blues

swinging story with driving band backing. (Modern, BMI) Did You Ever Love a Woman....79 · Here's another of those exciting

Boy, he'll take the boogie, and the

great rousing pipes tell the whole

blues efforts calculated to make the coins jingle. Sizzling lyric passage should add plenty of sales appeal. (Modern, BMI)

SONNY TERRY

Hootin' Blues No. 280 GROOVE 0135-Watch this one. It's loaded with true r.&b. flavor, It really moves, and it's packed with interesting harmonica tonal patterns. Sure to go in the South, and may break wider. (E. B. Marks, BMI) Ride and Roll 76

Sonny Terry sings a rollicking blues here, with a lively beat. Disk has a Southern-style flavor. (E. B. Marks, BMI)

EDDIE CURTIS

ATCO 6063-Eddie Curtis is heard on this side on a driving, fast-moving, Latin beat item. Singer belts the offbeat lyrics for solid effect. (Hollis, BMI)

JEWEL CURTIS I Don't Wanna Be Alone 75 Distaff member of the Eddie and Jewel husband-wife team gets in a wild wailing mood in this slow pleader. Gal has a lot on the ball.

(Hollis, BMI) THE SPANIELS

VEE-JAY 178-A strong showmanly performance by the lead singer and group on a moving theme. (Conrad, BMI)

Do You Really? 72 Here's something new under the r.&b. sun. The boys warble a love song in march tempo with interesting results. Could pay off in jockey and juke

TOMMIE DEANS ORK

spins. (Conrad, BMI)

VEE-JAY 172-Joe Buckner, the vocalist on this side, mourns as he travels the last leg on his earthly journey. It's a moving blues, sung with telling effect. It could stir up lots of attention. (Tollie, BMI)

Straight and Ready 72 A steady-beat instrumental, with the organ prominent in the sound pattern. (Tollie, BMI)

ETTA (MISS PEACHES) JAMES

Number One77 MODERN 984-Etta James' individual phrasing and sound is caught very well on this side. Will get good exposure. (Modern, BMI) I'm a Fool 77

Another good performance by Etta James. She's backed here by lively instrumentation and a smart arrangement. Another to watch. (Modern,

Listings are based on late sales re-

Best Sellers

R&B Territorial

For survey week ending February 22

ports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Drown in My Own Tears

R. Charles, Atl. 2. Bo Weevil, F. Domino, Imp.

3. Great Pretender, Platters, Mer. 4. Why Do Fools Fall in Love? Teen-Agers, Gee.

5. Hey, Doll Baby, Clovers, Atl. 6. Ain't That Lovin' You, Baby?

J. Reed, VJ 7. Sittin' In the Dark, N. Brown, Sav.

Charlotte

1. Great Pretender, Platters, Mer. 2. Seven Days, C. McPhatter, Atl.

3. Speedoo, Cadillacs, Jse. 4. Why Do Fools Fall in Love?

Teen-Agers, Gee. 5. Bo Weevil, F. Domino, Imp.

6. Tutti Frutti, Little Richard, Spe. 7. Drown in My Own Tears

R. Charles, Atl. 8. No Money Down, C. Berry, Chs. 9. Blue Suede Shoes, C. Perkins, Sua

Chicago

1. Tutti Frutti, Little Richard, Spe. 2. Speedoo, Cadillacs, Jsc.

3. Great Pretender, Platters, Mer. 4. I'll Be Forever Loving You

El Dorados, VJ 5. No Money Down, C. Berry, Chs.

Cincinnati

1. Great Pretender, Platters, Mer. 2. Way You Dog Me Around, Diablos, Ftn.

3. Drown in My Own Tears R. Charles, Atl.

4. Eddie, My Love, Teen Queens, RPM 5. Devil or Angel, Clovers, Atl.

6. Jivin' Around, E. Freeman, Cas.

Detroit

1. Tutti Frutti, Little Richard, Spe. 2. No Money Down, C. Berry, Chs.

 I Don't Want Nobody, E. Johnson, Mer.
 Great Pretender, Platters, Mer. 5. Why Do Fools Fall in Love?

Teen-Agers, Gee. 6. Speedoo, Cadillacs, Jsc.

7. Seven Days, C. McPhatter, Atl. 8. I'll Be Home, Flamingos, Che.

Los Angeles

1. Great Pretender, Platters, Mer. 2. Need Your Love So Bad

L. W. John, Kng.

3. Why Do Fools Fall in Love? Teen-Agers, Gee.

4. Jivin' Around, E. Freeman, Cas.

5. Devil or Angel, Clovers, Atl. 6. Eddie, My Love, Teen Queens, RPM

7. Tutti Frutti, Little Richard, Spe. 8. See You Later, Alligator, B. Haley, Dec.

9. Speedoo, Cadillacs, Jse. 10. Drown in My Own Tears

R. Charles, Atl.

New Orleans

1. Great Pretender, Platters, Mer. 2. Bo Weevil, F. Domino, Imp.

3. Drown in My Own Tears

R. Charles, Atl.

4. Eddie, My Love, Teen Queens, RPM

5. Don't Blame It on Me, F. Domino, Imp. 6. Tutti Frutti, Little Richard, Spe.

New York

1. Why Do Fools Fall in Love? Teen-Agers, Gee.

2. Eddie, My Love, Teen Queens, RPM 3. Devil or Angel, Clovers, Atl.

4. Great Pretender, Platters, Mer. 5. Yes Sir, That's My Baby

Sensations, Ato.

6. He, A. Hibbler, Dec. 7. I'll Be Home, Flamingos, Che.

Philadelphia

1. Why Do Fools Fall in Love? Teen-Agers, Gee.

2. Drown in My Own Tears R. Charles, Atl.

3. Great Pretender, Platters, Mer. 4. Are You Satisfied? A. Cole, Btn.

5. Jivin' Around, E. Freeman, Cas. 6. Eddie, My Love, Teen Queens, RPM

7. Smack Dab in the Middle

C. Basie, Clf. 8. Tutti Frutti, Little Richard, Spe.

St. Louis

1. Why Do Fools Fall in Love? Teen-Agers, Gee.

2. Great Pretender, Platters, Mer. 3. Drown in My Own Tears

R. Charles, Atl. 4. Eddie, My Love, Teen Queens, RPM

5. Speedoo, Cadillacs, Jse.

6, I Don't Want Nobody, E. Johnson, Mer. 7. Ain't That Lovin' You, Baby? J. Reed, VJ

8. Tutti Frutti, Little Richard, Spe. 9. Yes Sir, That's My Baby Sensations, Ato.

Washington, D. C.

1. Great Pretender, Platters, Mer. 2. Tutti Frutti, Little Richard, Spe. 3. When You Dance, Turbans, Her. 4. Eddie, My Love, Teen Queens, RPM

5. Devil or Angel, Clovers, Atl. 6. Drown in My Own Tears

Teen-Agers, Ges, ...

R. Charles, Atl. 7. Speedoo, Cadillacs, Jse. 8. Seven Days, C. McPhatter, Atl. 9. Why Do Fools Fall in Love

Calling all D. J. s Coast to Coast—



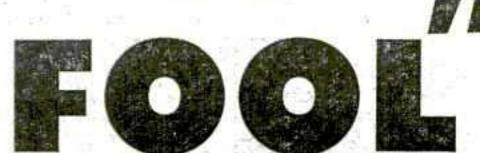
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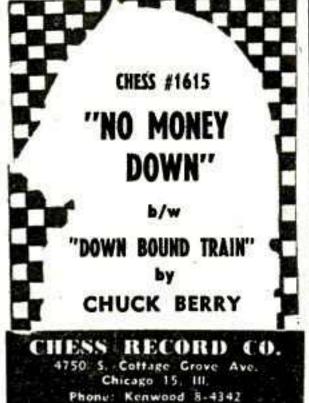
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RHYTHM & BLUES RECORDS

The Billboard Music Popularity Charts

RHYTHM-BLUES NOTES * Reviews of New R & B Records By BILL SIMON—

Lee Richardson, the bigvoiced bary who made some noise on Apollo label in the mid-'40's, has been inked to a fresh contract by Old Town. Hy Weiss, who closed the deal for the diskery, is going out on the road next week to meet all



GREAT NEW RELEASE THE VALENTINES "I LOVE YOU, DARLING" b/w

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TURTLE DOVIN' By THE COASTERS





Catchy Title—Catchy Tune TARZAN AND THE DIGNIFIED MONKEY

b/w "HOW COME"

WILLIE MAE "Hound Dog" THORNTON Peacock #1654

PEACOCK RECORDS, Inc. 2809 Erastus 51. Houston 26, Texas

GIVE TO DAMON RUNYON CANCER FUND

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 wails on "basement music" five shots a week over WCNH, Quincy, Fla., is none other than Lee Mathis. One of his 11 sponsors is a palmist, and THE AVALONS 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. . . . Jerry Conrad, WACL, Way-cross, Ga., finds it pretty "drafty" these days since he auctioned his goatee for the benefit of the March THE COOKIES of Dimes.

"Rock and Roll Cavalcade," packaged by Universal Attractions, is off this week on a 40city 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, Camille Howard, Joe Tex and Jimmy Coe's ork.

The Norfolk, Va., Journal and Guide has launched its own second annual "Top Artists Awards" poll. Fifteen of the nation's top r.&b. jocks have been asked to make the selections in all categories, including 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-

Herald is coming out with new releases this week by Charlie and Ray and by Al Savage. . . . Rama signed two New York groups this week. The Mellow Keys, according to Rama's George Goldner, 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 of Canada. It's the same outfit that handles Decca 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 and often 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 Etta James March 9 at the 5-4 Ballroom in Los Angeles. . . . Fats Domino will make the Cleveland scene March 5 for an opening at the Ebony. From there's he's set to wail into Pep's, Philadel-phia, March 12.

We were saddened to learn that little Jade Green, 11-year-old daughter of r.&b. thrush Viviane Greene, died last week in Denver following a long illness. Mrs. Greene, who has recorded for Decca, and most recently for Imperial, is one of the best-loved entertainers in the West

Continued from page 75

amusing novelty blues with effective lyrics and a good beat. (Lawn, BMI) Dreamed (Last Night)....73

An expressive vocal treatment of a poignant blues with a bitter-sweet lyric theme. (Lawn, BMI)

THE DELS

Dreams of Contentment74 VEE-JAY 166-A slow, pulsing beat supports a dreamy rendition of a tender ballad. Lead singer, with a wide-ranging tremolo, is effective. (Tollie, BMI)

Zing, Zing, Zing....72 Happy chant about a gal with plenty of romantic quality. A bright, rhyth-mic waxing. (Tollie, BMI)

GROOVE 0141-The Avalons, a new group on the label, belt out a good performance, backed with lively instrumentation. (Roosevelt, BMI)

Chains Around My Heart 73 This side is a slow ballad, with the lead singer giving a virtuoso performance in the currently popular refined style. (Dreyer, ASCAP)

ATLANTIC 1084—Flavorsome slow blues-ballad by the girls. (Progressive,

In Paradise 68 Girl group offers a routine moderato ballad side here, with brief male recitation midway. (Tiger, BMI)

BOBBY MITCHELL

no, no" theme features this upbeat effort. Unexpected, a fiddle is heard in the backing. (Reeve, BMI) Try Rock and Roll....68

This one tells how rock and roll helps throw off the blues. Mitchell does his best with some fairly tame material. (Commodore, BMI)

GLADYS PATRICK

M-G-M 55015-Gal reflects on some interesting aspects of l'amour at a swinging pace. Should be good for juke coin in certain quarters, (Marlyn, BMD

Somebody Please....70 Low-down bluesy effort with Miss Patrick waiting for someone to picase show the way. (Marlyn, BMI)

THE DAPS

Down and Out72 MARTERRY 5249-A solid rocker, in which the lead complains about the effects that love is having on him. The Daps build a feeling of excitement that reaches quite a climax. (Arc. BMI)

When You're Alone 70 The group harmonizes tastefully on this pretty ballad. A smooth performance that ought to help establish

PEE WEE CRAYTON BAND

them. (Arc, BMI)

HOLLYWOOD 1055 - "Homer the Great" sells a smartly paced vocal on a swingy item with a good lyric. (Golden State, BMI)

Hey Little Dreamboat 70 Another stand-out vocal selling job by "Homer" on an attractive rhythm ditty with effective lyrics. (Gallo-Otis, BMI)

THE CHARMS

Heart of a Rose72 CHART 613-Personable warbling by The Charms on an appealing rhythm item. (Sherlyn, BMI) 1 Offer You....69

The boys sing a pop-ish ballad with warmth and sincerity. (Sherlyn, BMI)

THE CHAMPIONS AND SONNY THOMPSON

CHART 611-The chanters po into ecstacies over the pleasures of love. Nice performance. (Sherlyn, BMI)

Mexico Bound 68 Novelty lyric, the theme built around a chick, whom the chanter met in Mexico. Adequate. (Pelican, BMI)

BABS GONZALES

House Rent Party72 KING 4885-Gonzales comes up with one of his better comic recitations on this side. Good clean fun here and a handy novelty side for rock and roll spinners. (Jay & Cee, BMI)

She's Just Right for Me....66 He has a five-figure bank account and a whole block full of Cadillac because he digs ugly chicks. Humor misses here, tho. (Jay & Cee, BMI)

JIMMY WRIGHT ORK

a very soulful instrumental treatment, with fine sax work. (Kahl, BMI) THE WRENS

C'Est La Vie....71

This side is a vocal of the same tune, featuring Bobby Mansfield of the Wrens. He gives a smooth performance. Makes an interesting two-sided record. (Kahl, BMI)

LORI JAI

Hold Me Close71 RIM 2016-Pleasant invitation here in rhythm tempo and the thrush makes it sound real, (Rimusic, BMI) Thrills and Heartaches 69

Gal sings the tale of happiness and tragedy in lusty tones. Definite pop qualities in evidence. (Rimusic, BMI)

SONNY THOMPSON

CHART 612 - A relaxed, leisurely paced instrumental with a slow, but

insistent r.&b. beat, and stand-out sax and piano work. (Pelican, BMI)

My Biggest Mistake71 KING 4884 - He mistook another woman for his baby back home. Story is told in frantic gospel tones that are more potent than the story itself, (Jay & Cee, BMI)

Right Back to My Arms....71 Another effective gospel-type shout by the 18-year-old Tex. Material is routine. (Jay & Cee, BMI)

JOHNNY FULLER

IMPERIAL 5382-Sister Jenny's religious talents makes 'em rock and roll on Sundays. A driving rhythm mixture of religious feeling with a solid beat. (Commodore, BMI)

My Heart Is Bleeding 68 Fuller sounds moving enough in the weeper but the backing fails to support the mood. (Reeve, BMI)

THE VALTONES

GEE 1004-The group chants a slow ballad adequately. (Peer, BMI) Have You Ever Met an Angel 70

Another slow ballad gets the same treatment. (Kahl, BMI)

ERVIN (BIG BOY) GROVES

You Can't Beat the Horses70 VITA 120-Humorous hard-luck story of a hapless horse player gets a good play by the Big Boy. Lots of chuckles here. (Quintet, BMI) Big Boy's Bounce 65

Groves' group offers instrumental jump stuff. Sax solos get most of the spotlight. (Quintet, BMI)

THE VELVETEERS

SPITFIRE 15-Slow moving pleader highlights wailing solo tones. (American, BMI)

Boo Wacka Boo ... 67 This is a rhythm-blues job which features group and band in repetitive theme. Small solo bits are almost drowned out. (American, BMI)

SAM (THE MAN) TAYLOR ORK Look Out69

Reviews of New Childrens Records

THE LENNON SISTERS

CORAL 61597 - Cute polka ditty from Scandinavia is a feature of the Mickey Mouse Club, and Lawrence Welk's vouthful proteges make mighty attractive fare of it. Could do some moppet business, if it's packaged colorfully, (Disney, ASCAP) Mickey Mouse Mambo....73

Another cutie from the same TV show. The youngsters overdo the mambo grunt, but it's probably just what the junior set will go for. (Disney, ASCAP)

DANNY KAYE

DECCA K 167-Clever patter ditty from "The Court Jester" should pull some kiddie business, altho it might be a bit too slick for many moppets. Life Could Not Better Be 70

Tune alone has kiddle possibilities. Lyrics are for their parents or big

Reviews of New Polka Records

(WHOOPEE) JOHN WILFAHRT ORK It Took Me All Night

to Get Home Last Night79 DECCA 29799 - A bright, brassy polka with a comfortable dance beat. Patrick Wilfahrt reads the vocal. Tops in its class. (TV, ASCAP) Little Bad Boy Polka 76

The tune is a German import, known there as "Lausbubenstreiche." It's a jolly piece of material that will be well appreciated in polka circles here, too. (Biem, BMI)

GENE WISNIEWSKI ORK

DANA 3223-Polka fans may be momentarily startled on first hearing r.&b. elements set to a polka beat. It won't take them long, however, to "rock and roll" to a familiar rhythm pattern, and enjoy a new sound. (BMI) Kiss Me Kid-Polka....77

A more traditional compah opus, with a fast, solid beat and a light, pretty tune. (BMI)

FRANKIE YANKOVIC AND HIS YANKS COLUMBIA 40637 - Good gal yodeler and a guy are featured on the vocal in this bright, toe-tapper polka, Fine juke fare for polka and country locations. (Mills, ASCAP)

The One Note Polka....76 Male group handles the vocal here. Good accordion by the maestro on another catchy polka. Should do okay in its field. (Clover, ASCAP)

JOHNNIE BOMBA ORK

DANA 3221-Jauntily-paced, happy instrumental wax with a danceable polka beat. Should get juke play in specialized market. Sweet Sherry Polka....75

Same comment.

M-G-M 12186-Paced by Taylor's nonchalant amblings on tenor sax, his ork swings smartly in this gay dance instrumental. The riff is infectious and ought to do fairly well in juke boxes. (Roosevelt, BMI)

Oo Wee 67 Another briskly paced dance instrumental. Taylor makes plenty of noise, creating the kind of excitement the youngsters want from rock 'n' roll, tho some may find the material a bit over-worked. (Kahl, BMI)

GREAT GATES

Jump, Jump, Jump69 ALADDIN 3310 - Rocking, up-beat number may find favor with the young rock and rollers. (Aladdin, BMI)

Darling 68 Gates has a distinctive flavor on this blues song. Faces tough sledding in the current market. (Aladdin, BMI)

THE ROCK BROTHERS

I Gotta Get Back 68

Oh, Didn't I Ramble KING 4882-Show is based on the old New Orleans tune, "Oh, Didn't He Ramble." The brothers, who had the original disking of "Dungaree Doll," have a less likely slice here. (E. B. Marks, BMI)

Energetic chanting by the lads, but the material doesn't stand out. (E. B. Marks, BMI) THE TWILIGHTERS

Lovely Lady (Lundy Lou)68 M-G-M 55014-The pretty tune gets an adequate performance.

Half Angel 66 Routine ballad gets an adequate vocal performance.

CARMEN TAYLOR

APOLLO 498-Thrush's style is in the pop rock and roll groove. With full exposure, this could see fair action. (Crestwood, BMI)

Oh Please 62 An unconvincing try here. (Crestwood, BMI)

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Reviews of New Sacred Records

THE JORDANAIRES

A House of Gold CAPITOL 3356-The priority of Salvation to financial gain is the subject of this fine Hank Williams hymn. The Jordanaires' reading is inspiring. It will be received enthusiastically by many. (Acuff-Rose, BMI) Blow, Whistle, Blow 75

Here, the group renders a happy and rhythmic hymn with a compelling beat. (Cedarwood, BMI)

Reviews of New Spiritual Records

THE FIVE TRUMPETS

I've Got Jesus80 SAVOY 4072-Steadily rocking, soaring spiritual builds tremendous excitement. A powerful entry in the field. (Crossroads, BMI) Shall Not Be Moved 79

Another gradually building rocker with real power. (Crossroads, BMI)

THE SPIRIT OF MEMPHIS

PEACOCK 1754 - An impassioned testimonial to God's great goodness to his children. Lead Silas Steele 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 77

Familiar as this spiritual is, this new arrangement by Willie Jefferson makes it seem freshly appealing. Jefferson's high-flying solo is deeply felt and will move the customers. (Lion, BMI)

THE CARAVANS

Wait for Me77 STATES 154-Paced by Cassiotta George, this outstanding female group turns in an exciting reading of a fast, dramatic piece of material that will have great appeal in this market. Tell Him What You Want....75

The contralto lead, Albertina Walker, takes 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	AL III	CAV		R	&B
ABBOTT	. 2					_
ABC-PARAMOUNT .	. 1		_			_
ADVANCE	. 1		_	-		_
ART	. 1		_	38		_
ATCO				•	•	2
ATKAN	E. 201			••	•••	_
CAPITOL	58 (Tab)		7	::	••	
CHART	•			•••	• •	3
COLUMBIA	1		_	**	•	,
CORAL	•		_		••	
20 CO 10 CO 10 CO 10 CO	117.0		3	••	200	_
	TH 570		200	••	7.76	_
			100		7.70	1
			5	••	70	_
			100	••		1
			1111111			-
EXCEL	-		. 1			-
FEDERAL	50000		-		••	1
GRAND AWARD			-			-
GROOVE			-		••	2
HIFI			-			-
HOLLYWOOD			_			1
HULL			-			1
IMPERIAL						1
KAPP			-			-
KING	. 1		. 2			5
MAR-VEL	. —		. 2			_
MARTERRY						1
MERCURY	. 4		, —			_
MIRANDA	. 1		_			_
MODERN			-			1
PARADISE	. 1		_		30	_
PLUS			_			_
PRINCESS			_			_
RONEL			1	•	•	
UNIQUE					•	
UNITED				••	•	=
VEE-JAY	1				••	5
VERVE	. 1			•••	•••	,
VICTOR	(T) 1000		100	•••	••	=
VIK	1			••	••	
WING	. 2			***	••	_
		***	_		••	
TOTAL	43	i.	13	Report	è	25

Other Records Released This Week

Popular

Basso Profundo: Hallelujah!-George Shearing Quintet, M-G-M 12182 Chain Gang; Lisbon Antigua-Lawrence Welk Ork, Coral 61595 Floatin' Down to Cotton Town; Bend Your Knees-Bow Your Head - Don Ralke Quintet, Real 1306 Holiday in Haiti; Gypsy Magic-Irving Fields Trio. ABC-Paramount 9672 The Show Must Go On; Good-Bye-Billy

Eckstine, M-G-M 12180 Swak; Loved and Lost-Jim Reid Ork, Fraternity 730

Tell Me Now: Vino Vino-The Naturals. M-G-M 12183 Woodchopper's Ball; Runnin' Wild-Sylvia Marie, Jack Loos and Dick Showalter,

Country & Western Gonna See My Baby; One Man's Love-Melvin Price, Starday 226 Good Old Country Moon; It Can Happen to You-Red Murrell, Cavalier 860 I'm Gonna Hold You Baby; I'm Glad You're Back Buby-Sanders Le Blanc, Cavalier 859

In My Heart I Love You Yet; Blue Ridge

FOLK TALENT AND TUNES

Continued from page 73

man, WRAG, Carrollton, Ala., recently added a TV show to his broadcasting s c h e d u l e. 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 Go" b/w "Cooing to the Wrong Pigeon." . . . Wild Bill Price is now twirling his "Hillbilly Hit Parade" at 12:15 p.m. each Saturday over XERB, San Diego, Calif. . . . Smokey Stover, who spins out four hours and 15 minutes of the country stuff daily from KBRZ, Freeport, 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 originally 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 since that time. Red Sovine decided to cut the tune when he heard it on my show."

Lou M. Ezzo, Ozone Park, N. Y., reports that the Easter novelty, "Pinky Hopalong," of which he is is currently spinning country wax co-writer, has been recorded on the Dome label by Woody Wooddell Friday, and 9-12 a.m. each Saturand the Bailey Sisters. Jockeys day over KPAC, Port Arthur, Tex. may obtain a copy of the recording . . . Pete Burrows, of KDNT, Denby writing to Ezzo at 88-16 97th ton, Tex., where he's heard 1-3 Avenue, Ozone Park. . . . Taris p.m., Monday thru Saturday, ad-Savell, fem twirler of WPFA, Pensacola, Fla., got herself a 20-minute interview with Eddy Arnold when the singer showed up in Pensacola recently for a personal appearance. Miss Savell in on the air for an 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, 'Mesilla Valley Hoedown,' Monday thru Saturday, with the top 15 country tunes, as taken from 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 program approximately four hours 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

Waltz-Bill and Mary Reid, Columbia Puttin' on the Style; Pocatello Odaho-Lee Holden, Cavalier 861 Thy Burdens Are Greater Than Mine; California Zephyr - Hank Williams M-G-M 12185

Rhythm & Blues

Paradise Rock; Paradise Roll - Warren (Tenor Sax) Luckey Combo. Jay-Dee 809 Tell Me the Truth; Goofin' Off-Joyce Paul, Kit 883 Wild About You; Long Tail Woman-Elmore James, Modern 983 Zip; Red Speaks-Red Prysock, Mercury

Meet Me Up in Heaven Some Day; I Cannot Bring Them Back-The Stamps Quartet, Columbia 21492

Spiritual

Consider Me; Going Home-Annette May, Specialty 888 Somebody's Knocking at Your Door; I Looked Down the Line-Jowel Gospel Trio, Nashboro 578

WATER THEY

ideas with me." . . . Cousin Johnny Small, WNLC, New London, Conn., is in need of records from the majors.

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

Lumpkin Williamson, WIMO, Winder, Ga., infos that Lester Flatt and Earl Scruggs, of "Grand Ole Opry," are doing a sponsored show over WSB-TV, Atlanta, every Tuesday at 6:30 p.m. Williamson and his Georgia Ramblers 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 records has two or three distorted platters? When you write to the distributor he never even answers your letter."

Pete Hunter, KTLM, Houston, has a new M-G-M release, "Bumble Someplice Else and Let Me Be," which he penned himself, b.w. "Where Can I Go But to You?" composed by Hunter and Jimmy Newman. . . . Junior Janot vises that any records sent to him will receive a plug. . . . Freddie Chapman, on the air with an hour seg, Monday thru Saturday over KBOE, Oskaloosa, Ia., goes to a 3:45-5:10 p.m. time slot this week.

Fred Brooks, WTJS, Jackson, Tenn., types: "Carl Perkins' latest Sun release, 'Blue 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 at WHIE, Griffin, Ga. Harry and I still send out country music and corny chatter every morning from 5:06-6:45." . . . Tex Tiny's hour and a half taped show over XERB, San Diego, Calif., has been extended another hour. Tiny is also heard over KFOX, Long Beach, Calif. . . . The original label on Chuck Reed's first Decca 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

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 a.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. . . . Curly Sanders, WBRT, Bardstown, Ky., and the Rangers recently did two Saturday guest appear-ances on "Renfro Valley" over WHAS, Louisville, Sanders and the Rangers record for Abbott.

Station WAVL, 1,000-watter in Apollo, Pa., was recently destroyed by fire, according to Cowboy Howard Vokes, Vokes Music Publishing Company, New Kensington, Pa. Those wishing to help the station rebuild its country and western library are asked

to send platters to Uncle Bobby or Uncle Eddy in care of the station. . . . Jack Boone, WCJU, Columbia, Miss., and Ellis Cooper, WEGA, Newton, Miss., say they need wax from both the 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, Little Rock, Ark., writes: "Rhythm and blues is definitely showing signs of infringing on my hillbilly programs. The mail is loaded with requests for that type of music. My programs have been drastically reduced to make way for pop and r.&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. Jockeys who spin one or more hours of country music per day may write to Pierce at 1248 South Berendo Street, Los Angeles, for deejay service.

Jolly Cholly and the Jolly Boys are appearing at the Gay Paree, Morrero, La., every Friday, Saturday and Sunday. Cholly twirls the wax over W W E Z, New Orleans. . . . Freddie Chapman's "Mountain Music Time" is now airing 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 Louvin Brothers and Justin Tubb set for a March 5 date at Blackburg High School, Radford. "Country recordings are needed," writes Kanode.



VARETTA DILLARD

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MAMA DON'T

(What Papa Don't Want)

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New Hit

BIG CONNIE

singing

MUMBLES BLUES

b/w

WAIT 'TIL NEXT WEEK, BABY

G/4G-0142

THE NITE CAPS BE MY GIRL

G/4G-0134

PIANO RED SHE KNOCKS ME OUT

G/4G-0136

Just Released

THE AVALONS CHAIN AROUND MY HEART b/w

OOH! SHE FLEW

G/4G-0141

SONNY TERRY HOOTIN' BLUES #2 b/w

RIDE AND ROLL

G/4G-0135

(Big CRUDUP ARTHUR MEAN OLD FRISCO BLUES B/W ROCK ME MAMA

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NATION'S PRESS CHIEFS ENROLL FOR FAIR CLINIC

Two-Day Publicity-Promotion-Adv. Workshop to Be Held March 12-13

nouncement that The Billboard will Kingman said. sponsor a publicity-advertising-promotion clinic for fairs Monday and all phases of advertising, promot-Tuesday, March 12 and 13 at the ing and publicizing fairs. Only fair Hotel Sherman here brought a rush publicity men will sit on the panels. of early registrations from fair sec- Attendance at the clinic is free to retaries and fair press chiefs. Ed all fair press men. Schultz, secretary of the Nebraska State Fair, Lincoln, was the first to register. In advising that he would be on hand, Schultz made a reply typical of the others.

"I wouldn't miss it. The first clinic held by The Billboard three years ago was extremely worthwhile. I know I got a great deal out of it . . . ideas which I was able to put to work. And I'm sure from what I gather from others that they too profited greatly by attending and participating," Schultz wrote.

Spur to Participate

Judging by indications this week 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.

the Minnesota State Fair, St. Paul, April, it was indicated this week. said that he already had arranged for Ray P. Speer, St. Paul press chief, to attend. Willard Masterson, secretary of the Wisconsin State Fair, Milwaukee, said that not first five years. only would be send the head of his press department but that he also would attend.

fairs not represented at the first ket March 6 by Lehman Brothers. clinic, the Kansas Free Fair, will send its press chief. At Kansas City Maurice Fager, secretary of the Topeka Fair, said that Clive Lane would be on hand.

Frank H. Kingman, secretary of attend the clinic.

great contribution to the fair move- willingness to participate.

"The interchange of ideas among

Outdoor Showmen

Take Over Florida

Displays, Too

Besides the panel discussion, the clinic will offer exhibits of material for display in ample time. used in advertising, publicizing or promoting fairs. Included among be accepted up until 5 p.m. Thursmaterial to be displayed will be day, March 8.

CHICAGO, Feb. 25.—The an- participated in the discussion," sample press and radio releases, heralds, mailing pieces, day-by-day The two-day workshop will treat programs, newspaper and magazine advertisements.

> All such material which fair press chiefs plan to submit should be sent to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago, by Monday, March 5, so that they can be mounted

Registrations for the clinic will

\$70 Mil Bond Issue For Miami's Fair

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

planned permanent world's fair sale. Douglas K. Baldwin, secretary of should get under way in early An engineering firm survey holds that some 59,000,000 visitors can be expected by the spot during its

Inter-American Center Authority, set up by the Florida State government, reports that a \$70,000,000 One of the few major Midwest bond issue will be put on the mar-

As outlined by George T. Ross, managing director of the authority, the site bordering Biscayne Bay, opposite the Miami Beach Cold Coast, will be transformed into a vast world's fair complete with the International Association of amusement zone. One of the major Fairs and Exposition, said he would purposes will be to promote trade and better relations between the Kingman, who was present at U. S. and Latin American nations, the first clinic, hailed the clinic as a many of which have indicated their

'Interama' Title Chosen

The fair would also be open to press men is a great stimulant to commercial firms of all sizes. To more effective advertising, promo- be known as the Interama, it has tion and publicity for fairs. I was been awaited by its adherents for very much impressed at the first 25 years. Dredging and drilling on clinic by the zeal with which all the 1,675-acre location can begin

MIAMI, Feb. 25.-The long-within a month after the bond

Permanent exhibits will be requested from all governments in this hemisphere, Ross said, and also from all major manufacturers. Smaller exhibitors will be attracted by a short-term arrangement at a trade mart.

NLRB Rules on RAS Case; Jurisdiction Denied to Carnivals

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

WASHINGTON, Feb. 25.-The | Workers' Local 447, St. Louis, a this week ruled that it would not Harry Karsh, its organizer. take jurisdiction in labor disputes involving earnivals, their employees and unions.

The NLRB's general counsel held that the board would not assert jurisdiction in a case involving the Royal American Shows and the carnival and allied workers' union because that carnival - acknowledged the nation's largest-"is engaged in an activity over which the board would not assert jurisdiction.

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 country.

Upholds Prior Ruling

The general counsel's action this week sustained a prior ruling by the Indianapolis regional director of the board.

The case involving the Royal American Shows was one resulting from charges of violating employ-The area will contain many ees' rights under the Taft-Hartley waterways along which launches Act filed by The Billboard in June, will carry spectators, and a surface (Continued on page 81) against the Show and also against the Carnival and Allied

public relations programs.

meetings of its members.

spokesman.

6. To inform its members of

9. To act as a national industry

10. To expand membership to in-

legislation affecting the fair indus-

provincial associations of fairs.

clude the entire fair industry.

National Labor Relations Board Teamsters' Union affiliate, and

The charges followed the unionization of the Royal American Shows by Karsh in June of last year, when the Royal American signed a three-year, closed-shop contract.

Terms of the contract called for the show to pay \$8 per month for every employee and for employees to pay \$4 each month to the union during the operating season. The union agreed to provide year-round insurance, with \$1,000 payable on death and \$2,000 upon accidental death. Insurance provisions also called for \$10 daily hospitalization payments for the first 31 days of any one sickness, up to \$200 for laboratory fees and up to \$300 for surgical expenses.

The Royal American Shows is (Continued on page 81)

William Coker, Auditorium Assn.

NEW ORLEANS, Feb. 25. -William A. Coker, 69, president of 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 5. To promote industry-wide Emmett Race, manager of the Will Rogers Memorial Auditorium at Fort Worth, will fill the vacancy until the organization's August 7. To co-operate with State and convention.

Coker was manager of the audi-8. To conduct annual and special torium 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 Men's Gymnastic Club Stewart said that associate mem- until 1933. Coker moved to Bos-(Continued on page 81) (Continued on page 81)

Kingman Is Named To New IAFE Post

By HERB DOTTEN

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

Kingman was given the post at a special meeting of the IAFE's board of directors held in the Hotel President here. James P. Stewart, manager of the State Fair of Texas, Dallas, and president of the IAFE chaired the meeting.

To Start April

The appointment of Kingman will become effective April 1. He will operate from Winston-Salem at least thru this year, but the probability is that an IAFE office will be set up eventually in a major Midwest city, probably Chicago.

Kingman will step out as secretary of the Winston-Salem Fair at

The action of the board in creat-No town ever had a better ing the full-time position stemmed from a proposal introduced at the annual IAFE convention in Chicago late last year.

Define Functions

Directors, at their meeting today, defined the functions of the

These are:

1. To encourage a spirit of cooperation among its members.

2. To act as a clearing house for information on fair management 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 all members.

4. To co-operate with governtions.

John Klohr, Billboard March' Composer, Dies

"The Billboard March," most famous of Klohr's 20 published marches, was named in honor of this publication. It was composed when Klohr, in his mid-20's, was a trombonist with the old Ohio First Regiment Band. The first audience to hear it was at the local Carthage Fair, and the rendition, all razzle dazzle and trombone, was fied with bands of Cincinnati's an immediate hit. The stirring and colorful tune, so circusy that you had been a member for 50 years, could almost smell the popcorn, and had also been a member of the quickly caught on with the tented | Knights of Pythias, Fraternal Orattractions and became identified der of Eagles and the American as a standard circus tune, altho it | Society of Composers, Authors and was almost as well known for its Publishers, which he joined in use in indoor show business. For 1939. He was born here in 1869. years it was the theme song of kinds concerning the interests of Fred Allen's radio show and it was Alice Gleason Klohr, and a nephew, also in frequent use on the vaude-

Klohr had been a close friend March King, and often credited Cincinnati.

CINCINNATI, Feb. 25. - John the latter for the inspiration which N. Klohr, 86, composer of "The made him a success. Altho he wrote Billboard March" and other a number of cakewalks and pubmarches which brought him na- lished the Apex Band Book, his tional renown, died at his home band compositions were responsihere February 17 of a heart at-ble for his fame. These included "Man of Valor," "Soaring Eagle," "Torch of Liberty," "Peace and Progress," "March of Steel," "Fellowship March" and "The Cineinnati Post March," composed in 1909 in honor of the newspaper.

> Klohr retired 30 years ago after he had been a member of many bands and orchestras in Cincinnati. He had been prominently identi-Syrian Temple Shrine, of which he

> Surviving are his widow, Mrs. Carlton Cuqua, Larchmont, N. Y. Serviced were held February 20 with burial in St. Joseph Cemetery.

railroad flatears. Additionally, a trucks winter within the State. Up Tampa way the Roya' American is credited with the choice of

Continued from page 1

the area for winter residency by several thousand show folks. The val world," and its residents stoutly the end of March. hub provided by the carnival Goliath assured the success of the an eye to the economics involved.

The best single example, and easiest to document, is the virtual taking over of Gibsonton, only nine miles south of Tampa, by show folks. According to local historians, were the first nomads to stake out there permamently. That was back in 1923. Currently the summer population of 1,000 is exactly doubled in the winter time, and the show folks, with a fine sense often head for the State on retireof civic responsibilities, help run ment. And, also like other folks all of the town services. Retired with a tute money sense, some saw giant Al Tomaine is a special dep- investment possibilities early, with uty sherrif and president of the the result that some of the best fire department-the latter a post Miami Beach hotel properties are, mental agencies, commercial organthat ranks as high as they come in or have been, owned by the car- izations and educational institu- of the late John Phillip Sousa, the any small town.

The make-up of the citizenry of number of lesser units traveling on Gibsonton, as it is familiarly known, rated lengthy treatment in The Saturday Evening Post a couple of years ago. It was dubbed the "capital of the carniprotect the accolade.

showmen's club effort. Miami had | Chamber of Commerce effort than no such pivot. The Gold Coast lure | Gibsonton. At least half of its drew the money element, and the citizens troupe the nation annually, others followed to establish their and each appears to be a selfhomes away from the beach with appointed ambassador of good will for the community. Tampa and Orlando are similarly blessed with the Sedlmayr family and their Royal American associates touting the town name from coast to coast, especially thru the medium Eddie LeMay and his wife, Grace, of motion pictures and network television hits, while the Strates equipment proudly bears the home town name and heralds its ad-

> Like other folks, show people nival brethren.



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NOVEL ATTRAMOTED N. Y. Wellshow Clicks

ents profitable reader and birds was that of the State Conservation Department. Exhibitions were given at two fly-casting tanks, elsewhere on the flow BRID concessionaires reported busitions were given at two fly-cattanks, elsewhere on the floor. out and over the action thru mid- E. Goldman,

The show, headed by Lester Eisner Jr., has already booked into Bandmaster, the new Coliseum on Columbus Circle for its 1957 run, and on the basis of last week's engagement it would appear to be an advance success for the new hall. The pro- Franko Goldman, famed bandmasmoters offered a widely varied but ter, died here Tuesday (21) in all-pertinent collection of exhibits Montefiore Hospital after a short and attractions, and the huge illness. His age was 78. Kingsbridge Armory was well laid out. Acceptance by both public spanned more than 50 years. He

the golf clinic, consisting of short- considered second in popularity range driving set-ups against a clear only to Sousa's "Stars and Stripes plastic backdrop. Phil Galvano and Forever." other professionals let golfers blast a pail of balls for a quarter, gave a 10-15-minute analysis of swings for \$1, or set flexible rates for half-hour lessons if desired. Four ing a number of engagements at cages were used, connected and fairs. His band was included in were in on percentage.

A 50-by-50 corner of the Armory was offered for trap shooting, which appeared the biggest moneygetter thru midweek. Equipment was purchased by the promoters for seven counter-mounted target casting units from Fred Routledge, of Michigan, and 54,000 clay targets were bought. During the first three days 25,000 rounds of ammo was reportedly expended at a patron price of eight shots for 50 cents. A boy was employed at each unit to load and fire, the targets sailing canvas backdrop. The attraction has been a success at the Chicago Freeport and East Meadow, all show and has been bought also by Long Island, and Port Richmond, some 500 Boy Scout camps.

John Holt operated his Berkshire | Acts included Angelo Wilnow Trout Farm standard trout tank and His Collies, Danny Dennis, and introduced a second tank for unicycle clown; Andy McLaughlin carp. For the first days there was and Noel Hightown, musical more action at the trout tank, the clowns, and Jolly Jazzbo and His carp seemingly being more reluc- Jazzmobile. Feinberg is also booktant to strike and less reluctant to ing the April 22-25 National Assobe pulled out of the water.

Philip Morris Theater, which City.

25.—New showed continuous sports films in And Vacation sound and color, under a green year of oper- tent seating 200 on individual foldfrom a vastly ing chairs. The attraction was on as well as packed almost straight thru the goed to a paid at-all other than a couple of signs. ese of at least 20 After the first night sales promoaffair contains sev-folks, no room now" sign made up. tion man Mike Keith had a "Sorry

Big tropic attractions, all of Frank Weed, who took part in the tank and platform show before the 4,000-seat bleachers, had his wildlife exhibit on display against wildlife exhibit on display against acceptance of Armory wall. doing better than all a 65-foot stretch of Armory wall, and another showing of animals

Dies at 78

NEW YORK, Feb. 25.-Edwin

Goldman's professional career and the local press was excellent, authored more than 100 marches, Three "deals" were offered at including "On the Mall," which is

Goldman conducted concerts in Central Park here for 38 years. He also made many personal appearopen on the patrons' end. The pros the George A. Hamid catalog of attractions for a number of years.

He is survived by his widow, Adelaide, a daughter and a sister.

Clowns Bally N. Y. Stores

NEW YORK, Feb. 25.-Groceries and other chain stores in four communities featured clown ballyhoo attractions last week-end, booked in by Abe Feinberg. Runstraight away toward the heavy ning from February 16-18, the engagements were in Bayshore, Staten Island.

ciation of Band Auditors' conven-Surprise of the show was the tion at Convention Hall, Atlantic

SNYDER UNIT SIGNS REPEAT AUSSIE TOUR

in Australia has reportedly been so The Water Follies return to the lies, that the show has been signed April, and open April 27 in Mexico for a 20-week tour for 1957.

Cabled reports cite figures like 190,000 paid admissions in Melbourne, with the show's end being enough to cover the tour expenses with something left over. The advance for Adelaide is reportedly very good, and Perth is a total advance sellout.

Perth, it is noted, however, is a date tied in with a festival which has been heavily promoted.

The three-and-a-half-week stand in Melbourne ended last weekend. Acceptance was so good, the reports add, the show will return for two-week stops at both Sydney and Melbourne, after Perth. Signing of Australian diving champ Kevin Newell is credited with much of the success, with the public eager to view him in a touring show production.

and Singapore have booked the

NEW YORK, Feb. 25.-Business | unit for next year, Snyder said. good for Sam Snyder's Water Fol- United States near the end of City for 11 days.



41,432 RIDERS IN 11 DAYS

THAT'S WHAT E. M. HAWORTH, KIDDIELAND AMUSEMENT, INC., PORTLAND, OREGON, REPORTS:

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The portable Boat Ride which I purchased from Allan Herschell more than

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Hamid-Morton TV-Proof Aerial

By TOM PARKINSON

MILWAUKEE, Feb. 25. - Ha- with eight Palomino. mid-Morton Circus has taken to the air this year. Bob Morton explains that the purpose was to specialize ir material that television can't approach. With a wide sion can't approach. With a wide sion can't approach. With a wide is when one member balances of the 1956 event.

this season there is a good variety, one nangs upside down boards to offer by 20, and boards by 20, and by 20, of course. This aerialists' brigade his knees to note an non-jack of course. This aerialists' brigade from which the other is suspended at the waist for a spin. Danies, the Flying Marilees, the Simru Duo, the Great Wilno's cannon act, and newcomers Montons and Mazurs. In the animal department are Pat Anthony's Wild Animals, Captain Leslie's Seals, Bushbaum horses and Jinx the

The performance has some touches of production added. Taking turns at the announcer's mike are Bob Morton, Charles Basile and Bob Atterbury. Leading the band until Joc Basile returns is Alfred Largo. Basile is expected back when the show returns to the East.

New One Opens

Opening the show are the Wirrengards, along with the aerial ballet on webs and ladders. The act and four performers work in acrobatic routines on the revolving

a tiger, as well as 11 lionesses and dance, considerable acrobatics and one lion. Flame-hoop jumps are nice wardrobe. fast and hoop and ball rolling are Al and Joyce Vidbel work 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 members at the bottom and one in a sway-pole-style turn, handstanding atop the ladder. There is a lot of entertainment in this act.

Clowns appear in the next slot and several subsequent spots. They are Dime Wilson, Sa-So, Cosmo, Bumpsy Anthony, Frank Cain, Slim Collins, the Sylvesters and Connie Wilson. Cain has his collection of big heads along and town kids ani-mate these in the walkarounds.

Captain Leslie's seals fill in at the center while the Langs work a knockabout comedy routine, and the Vidbels have a bull and two ponies for teeterboarding and cross-overs. In his daughter's absence, Bill Bushbaum handles the dressage act and displays a fine horse. It is well disciplined and cued and works some novel gaits.

More in the Air

bike riding, blindfolded crossover ment of trade and commerce. and a two-high walk. Featured parts include a human wheelbarrow

duo on the double trapeze. He re- near future, volves around the trapeze bar using an unusual hold combining arms and legs. Together they balance on a chair to the bar. While he hangs in teeth suspension, he holds a device with his ankles and from it she does an iron jaw spin.

The Flying Marilees (Atterbury) come along with top-grade flying somersault along with other accomplishments. The clincher is a passing leap with an extra refinement 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 ponies and two girls. The animals mount a pyramid prop and perform other routines. The turn's strength is in its initial flash and in the novelty of the breed of dogs.

R. E. Fisher Heads MARCH 3, 1956 Selinsgrove Annual Bill Bushbaum is

with eight Palomino.

At SELINSCROVE, Pannual

work. The stock look At a recent work, Pannual

performs well, with filtone Fair board electing the Selins.

and good precision.

her manager of the 1956 event.

plains that the purpose specialize ir material that television can't approach. With a wide variety of aerial turns, plenty of thrillers, plus wild animals, he has alone just that.

The Mazzon the double traps. Peak of the special traps to former the large policy the hangs upside down by hangs upside down by hangs upside down by hangs upside down by hangs to off. the other, in an ankie-to-ankie note with him, hangs upsidedown. Find independent this season there is a good variety, his knees to hold an iron jaw swivel his

Simru Duo Clicks

The Langs, six-people teeterboard number, works in some comedy that isn't always clearly labeled as such. The teeterboard work is adequate, and the break-ups after catches are sparked with some novel bits. Working alongside are Trudy Wilson, contortion, and Hal Plummer, contortion.

Readily spectacular is the Simru Duo. High in the air is a small round platform which they use as a dance 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 audience can see the footwork on the high, small spot.

A four-act display has Biehler's uses rigging comprised of an up-Belgian Schipperkes, dogs; Jinx, right axle on which a bar revolves the "Super Circus" Chimp; the horizontally. All this is guyed high Chapmans' bar act, and Texas Tommy's whip act.

Wells and the Four Fays joined the show here. There are dancing Anthony's act now also includes in special head costume, a boxing

okay. The tiger rolls over and the three Hamid-Morton elephants to good results. The clowns work a band number.

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

PNE Mulls Trade Show

VANCOUVER, B. C., Feb. 25. -Plans for the establishment of an International Pacific Trade Fair at the grounds of the Pacific National Exhibition are being discussed, V. Ben Williams, fair manager, announced.

The trade fair would be sponsored by Vancouver businessmen, The Lee Sisters and Bobbie are Williams said. He recently returned the Bob Atterbury act. They make here from Ottawa, where he disan unusually good appearance, and cussed the possibilities of such an early bits on the high wire include event with the Canadian depart-

An early decision on the advance sale of PNE tickets and car givewith neck suspension from it and aways, banned last year, is also Atterbury's bike riding with a girl expected. Federal Justice Minister suspended from each wheel. This Garson recently indicated that he is a strong act by versatile people, is hoping for a report from the The Montons are a man-and-girl Parliamentary Committee in the

Walter Nilsson Marks 50th Year

VERDUN, France, Feb. 25.-Walter Nilsson, cyclist-comedian, who has been featured at fairs return work. There is a double thruout the United States and in Broadway productions, was honored 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 14 huge white dogs, two white ADSEC Special Services floorshow. Also featured with the unit are Peggy Miller, vocalist and dancer; Earle Howard, jazz pianist; Oscar Bonetti and Alba D'Arena, vocal duo, and Bill Luckin, emsee.

One Ferris Wheel, #5, 12 seats with all new seat covers. One Allan Herschell-Spillman, 40 ft. diameter, two-abreast Merry-Go-Round. Has brand new top, used about three or four weeks. Write.

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Continued from page 78

berships will be sought from those engaged in the many phases of fair business, including carnivals, booking 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, Louisiana State Fair, Shreveport; Virgil Miller, Kansas State Fair, Hutchinson; Dudley Fortin, California State Fair, Sacramento; Willard Masterson, Wisconsin 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 amusement area. It was not immediately revealed just which amusement 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, diplo-matic receptions and others.

Miami had originally acquired the site for use as an airport. Altho there will be vast facilities for yachts and small craft, and a heliport will be maintained, it is expected that 75 per cent of the visitors will arrive by automobile, and for that reason parking lots will be located near most of the main exhibition halls and pavilions to minimize walking.

Ice Shaver



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Pittsburgh Lease Expiring; **Denver Spats Over Red Rocks**

THE BILLBOARD

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 together on a new lease apparently has signaled the end of the structure.

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 apartment building. Such action will leave Harris' own ice show, "Ice Capades," and Shipstads & Johnson's "Ice Follies" without Pittsburgh rinks. It also will force Harris to close down hockey in Pittsburgh.

He flew back from Europe in order to talk with the owner, but came out of the talks with a statement that the lease was 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 were 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 most favorable time in the summer was reserved for the Denver Symphony Society and that private enterprise was at a disadvantage.

In swinging out against "unfair competition" she was continuing a campaign began by her late husband.

Mrs. Oberfelder 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 attractions 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 off city aid to the symphony, he cited a law making it illegal for the city to contribute to public or private corporations. His action held up payment of the city's usual \$10,000 grant to the orchestra and a special \$2,100 grant. It was understood 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

Coming up now is legal action between the city administration and the auditor.

NLRB Rules on RAS Case

Continued from page 78

ized by the Karsh union. the James E. Strates Shows, the the charter of the Carnival and World of Mirth Shows and the Amusement Workers' Union, No. Cetlin & Wilson Shows, last year 450, St. Louis, an affiliate of the signed with the Outdoor Employ- Jewelry Workers' Union (AFL), ees' Chapter of the Retail Clerks also of St. Louis, he organized the International Association (AFL), Royal American Shows, the Cetlin Local 1648, New York, with the & Wilson Shows, the Amusement Strates show the first to sign with Company of America, the Gooding that union. The Strates show was Amusement Company and several pacted by the Retail Clerks about smaller midway organizations. But three weeks after the Royal Amer- the unionization did not last long. ican was unionized by Karsh.

Retail Clerks, unlike that of the Federation of Labor stepped in. Royal American Shows with the George F. Meany, then secretary-Karsh union, is not a closed shop treasurer of the council, said the contract. Only working personnel paid out of the office wagon, excepting staff and executive performing personnel and independent sued to Karsh. contractors are not eligible for

union membership. Under the Strates contract and also under the World of Mirth and Cetlin & Wilson contracts, the show pays \$4.33 per month for each employee and the employee pays \$3 per month during the period of employment. Concession personnel are issued working permits at 50 cents per week. The Retail Clerks' union provides 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 instances the Clerks' Union intervened, at Buffalo, N. Y., to assert jurisdiction over Strates' employees, and at Port Huron, Mich., on the Cetlin & Wilson Shows, when show employees, faced with a choice of being organized by Karsh or a representative of the Retail Clerks or of continuing non-union, chose to be unionized by the Clerks.

Shortly after, Karsh turned his attention from carnivals to the Ringling-Barnum and Bailey circus. He sought to unionize the Big One from the time it hit the San Francisco area until almost the end of zations. the season and on a number of oc-

the only carnival currently organ- | For Karsh, last year was not his first at trying to organize touring Three other railroad carnivals, shows. In 1952, operating under Before the season was over the The Strates contract with the executive council of the American issuance of a charter to Karsh was outside the natural jurisdiction of the Jewelry Workers' Union, and sonnel, are covered under it. Per- the latter revoked the charter is-

Gresham, Ore., Fair Cancels Garden Show

GRESHAM, Ore., Feb. 25. The Multnomah County Spring Garden Show, scheduled for April 25-29, has been canceled, Duane Hennessey, fair manager, announced. Show will not be held due to a November freeze that damaged many trees and shrubs in the area from which the show draws its exhibitors.

William Coker

Continued from page 78

ton in 1934 to manage a subsidiary of the United Fruit Company. During World War II he was president of Higgins Industries of Venezuela, and he was in sales promotion work until 1948.

He was formerly treasurer of the National Boxing Association, a former member of the Louisiana State Athletic Commission, former chairman of Southern association of the Amateur Athletic Union, and active in American Legion, Red Cross and Little Theater organi-

Services were held Thursday casions Karsh threw up picket (23). Surviving are two brothers, lines. But the Ringling show did James and John, both of New Orleans.

Pomona Sets **Barnes Acts**

POMONA. Calif., Feb. 25. -Barnes-Carruthers Theatrical Enterprises, Inc., thru Fred H. Kressman, vice-president, will again provide the acts to be used in the afternoons at the Los Angeles County Fair, C. B. (Jack) Afflerbaugh, fair president and general manager, announced.

The contract calls for the variety talent to work for the complete 17-day run of the fair, which operates September 14-30. The fair's night attractions, including a rodeo, horse show and jazz attraction, will be produced by H. Werner Buck, of Show Management, Inc., Los Angeles.

Ocean Beach Work Voted

NEW LONDON, Conn., Feb. 25. - Architect Sol Bernstein has been given the go-ahead signal by the Ocean Beach Park board, to complete plans for the recreation hall addition and new shade shelter at the park's west end.

The projects, which have been approved by the City Council, will cost an estimated \$150,000, together with other related park improvements. The city will include the cost in a forthcoming bond



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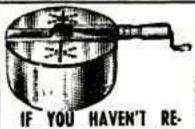
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12-Mo. Action Demanded for A. C. B'walk

GENERAL OUTDOOR

ATLANTIC CITY, Feb. 25.-The Boardwalk Association has demanded a 12-month promotion bers will meet again this week to "drama, pageantry and people" to the Boardwalk during the winter.

David Bluestone urged members to pool ideas for the program and to convince city officials to finance it out of luxury tax funds.

"Visitors have come into my store and complained they have nothing to do," Bluestone said. "They don't have this in Florida. We've got to supply people with the things they want to do on their vacation if we expect them to come here. If we have a program, we've got a city. All we have to do is offer. Vacationers will take."

Bluestone and Abraham Roth stressed that members must plan "progressively and with foresight" to end the Boardwalk dollar shortage in the off-season. Roth warned that the association's future effectiveness depends upon the formation of a program to "reawaken the interest" of members.

Suggestions for bringing "drama" to the Boardwalk included "municipal ice skating, municipal swimming, a mardi gras and a wintertime toboggan on the beach," also a canopy running the length of the Boardwalk to provide shelter from the elements to strollers.

James McKenna, Pawtucket, R. I., eaught the Gene Autry show in Providence and visited with Happy Kellems. He and fellow model Hitler's Personal Armored Car, Jack W builder, Anthony Olobri, had their circus models on display at a hobby show recently. Olobri went to Florida for a visit to Ringling quarters.



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Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

American Midway: Kingsville, Tex.; Mer-Blue Grass: (Fair) Largo, Fla.; (Fair) De Land 5-10. Drew, James H.: Augusta, Ga. Glades Am. Co.: (Pair) Sebring, Fla.; (Pair) Titusville 5-10. Gold Medal: Anniston, Ala., 5-10; Atlanta, Ga., 12-24. Hill's Greater: Crystal City, Tex.

program, financed by the city, to increase off-season business. Members will meet again this week to Sugar State: Golden Meadow, La.

draw up a program for bringing Tennessee Valley Amusements: Winchester, Tenn., 3-10; Columbia 12-19.

Circus Routes

Beatty, Clyde: Deming, N. M., 14; Douglas, Ariz., 15; Tucson 16; Phoenix 17-18; Yuma 19; Palm Springs, Calif., 20; Los Angeles 21-April 1.

Cole, James M.: Allegany, N. Y., 28; Sherman 29; Frewsburg March 1; Manchester 5; Marion 6; Cato 7; Hannibal 8; Ontario 9; Penn Yan 12; Marcellus 13.

Davenport, Orrin: Rochester, N. Y., 28-March 3; St. Paul, Minn., 5-10; Sioux Falls, S. D., 12-17.

Hamid-Morton: Topeka, Kan., March 1-3; Kansas City, Mo., 6-11; Wichita, Kan., Miller Bros.: Dunn, N. C., 28.

Polack Bros., Eastern: Wilkes-Barre, Pa., 29-March 3; Bluefield, W. Va., 6-7; Bangor, Me., 13-14; Lewiston 16-17. Polack Bros., Western: Chicago, Ill., March 2-18; Indianapolis, Ind., 22-25

Ice Shows

Holiday on Ice: Tampa, Fla., 28-March 7; Miami 8-18; Montgomery, Ala., 20-24. Holiday on Ice (European): Copenhagen, Denmark, 28-29; Odense March 7-9; Aarhus 10-21; Kiel, Germany, 22-29. Ice Capades International: Sioux City, Ia., 28-March 4; Wichita, Kan., 7-11; Hali-fax, N. S., 14-20.

Ice Capades of 1956; Hershey, Pa., 28; St. Louis, M. March 1-7; Omaha, Neb., 8-14; St. Paul, Minn., 15-21. Shipstads & Johnson's Ice Pollies of 1956: Providence, R. I., 28-March 4; Buffalo, N. Y., 6-11; Syracuse 13-18

Miscellaneous

Burke, Mgr.; Bradenton, Pla., 28; Bartow 29-March 1; Haines City 2; Lake Levolo, Pat and Willa; Shrine Circus, Honolulu, T. H., 28-March 5.

IMCA Picks Libby To Make Survey

KANSAS CITY, Mo., Feb. 25 .-John Libby, assistant to Douglas K. Baldwin, secretary of Minnesota State Fair, St. Paul, Thursday (23) was picked by directors of the International Motor Contest Association to make a survey to determine how the IMCA could be further developed and made more effec-

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

Joe Monsour, secretary of Louisiana State Fair, Shreveport, presided at the meeting held in the Hotel President.

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.



ATTENTION, CARNIVAL OWNERS and OPERATORS Write today for the New 1956 Brochure featuring

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THE FINAL CURTAIN

BOCKUS-Curtis,

65, veteran carnival agent, February 19 in West Hartford, Conn. (Details in Carnival section.)

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 Showmen's Association. Survived by his widow, Ida; two stepsons and two stepdaughters.

CARR-Mrs. Emma L.,

53, wife of Bill Carr, for 29 years lot man and ride foreman on the Alamo Exposition Shows, recently in San Antonio. She had been in the business 35 years. She also is survived by two daughters, Mrs. Katerine Barker, Kansas City, Mo., and Mrs. Yvonne Coleman, San Antonio. Burial in San Jose Mission Burial Park, San Antonio.

COKER-William A.,

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

DIAMON-Gideon,

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

FROST-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 accident. For many years he sold 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 21 in New York. (Details in Outdoor section.)

GOULD-Sam,

58, veteran jewelry and novelty concessionaire, February 19 in Good Samaritan Hospital, West Palm Beach, Fla. So vived by his widow, Dorothy, and a son, Albert, Burial February 21 in Showmen's Rest, Miami.

HAENLEIN-Leo,

77, owner of Zoo Amusement Park, 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 he moved much equipment to the park across from the Columbus Zoo, which he operated with his brother. Survived by his brother, Elmer. Services Tuesday (22) at Columbus.

KLOHR-John N.,

86, widely known musician and composer of "The Billboard March," February 17 in Cincinnati. (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. Survived by his widow, Myra; a son, Robert, and two daughters, 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 circuses 34 years, starting with Sun Bros. and moving on to Hagenbeck-Wallace, Robinson, Barnum, Ringling and Ringling-Barnum.

McFARLAN-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, former quarters of the Cole show.

MURPHY-Jack (Dotty),

former concessionaire and for many years legal adjuster on the Royal Midwest Shows, recently in Chicago of a heart attack. 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.

WEIR-Joe,

41, widely known sheet writer and concessionaire on Midwestern shows, February 10 in Idabel, Okla. Survived by his widow, Peggy.

WALSH-Ed (Gentry),

86, for the past 34 years associated with F. S. Wolcott minstrel shows and a veteran circus man, February 2 at the Crawford Nursing Home, Jackson, Miss. Among the Wolcott shows with which he trouped were the Alabama Minstrels, Georgia Smart Set, Huntington's Mighty Minstrels and the Original F. S. Wolcott's Rabbitfoot Show. For the past five years he had been lot superintendent of the Rabbitfoot Show, now owned and managed

In Memory of My Dear Wife

GLORIA JONES

Professionally Known

"PRINCESS ZULIEKA"

Who passed away March 11, 1955

God protect you and keep you in His

loving arms. I know some day I'll

come your way and find you waiting

Lovingly Your Husband,

BILL JONES

IN MEMORY

Of My Beloved Husband

Who passed away

March 7, 1955. We will always miss you,

Darling.

Your Wife VIRGINIA

Daughter LOUISE

In Loving Memory

Of our Mother and Grandmother

ADA BISHOP

Who passed away February 27, 1954

Daughter JUNE TETTS Son-In-Law FLETCHER TETTS

Grandchildren: FLETCHER Jr., GENE, JOY & SHARON.

LOUIS SCHLOSSBERG

February 27. Sweet are the memories that never

fade of one I loved but could not save.

Sons, BOB, NORMAN AND FAMILY

Wife, LENA

SHUMWAY

door show business for more than 70 years, earlier having trouped with most of the major circuses, including Barnum & Bailey. For many seasons he was boss hostler of Gentry Bros.' Circus. He was among the last of the great eight-horse drivers when horse flesh was the motive

by the Hendren family of Erwin,

Tenn. Walsh had been in out-

WOODHOUSE-Ira S.,

58, partner in the National Bureau for Fairs, February 22 in Chicago. (Details in Fair section.)

power of circuses. Burial Feb-

ruary 4 in Port Gibson, Miss.

BIRTHS

ALSOP-

A son to Mr. and Mrs. Eddie Alsop recently in Miami.

KEARMS-

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 Showmen's Club of Texas. Father is a veteran outdoor showman, having worked with Sally Rand, Hopalong Cassidy and a number of other attractions.

PURVIS-

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

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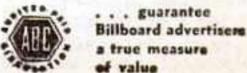
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OAST TO COAST

Palisades Bally Aided By Superman Comics

perman comic books beginning carrying the Superman units. t month and continuing thruout outdoor season, park operator ng Rosenthal announced here

half-page ads featuring the

-third-page ads. The ads are eduled for the entire press run so will be circulated nationally. loupons providing for free adsion and parking will be inded. With Superman's invita-: "Boys and girls, be my guests Palisades Park," it is expected moppets will flock to comply.

Village Planned Designer Jack Ray is now workon plans for the creation of a

perman Village in the park. Rosenthal said that the park is plying special window cards so t the promotion value of the tie-

urf Club Buys ption on Pier t Ocean Park

OCEAN PARK, Calif., Feb. 25. k Pier Amusement Company channel. e was obtained this week by ion also includes the Casino ldings.

The reported asking price for property is \$3,000,000. A reole source, however, discounted figure, saying it was much The Billboard learned that consumation of the sale will ded largely upon the co-operation the City of Santa Monica in viding parking facilities.

Roy C. Troeger, secretary and eral manager of the pier for 15 rs, declared that if the sale goes u, the new owners will develop park. Traffic and parking conions in the area have curtailed wds in late years.

Elmer Velare, operator of a glass ise and dark ride on the pier, d that the park has "excellent potial." He added that despite the ffic and lack of parking facilities area still continues to pull size crowds on weekends.

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HOOSE THE FINEST—INSIST ON A
OLMES COOK COURSE. Designed and
ngineered by experts. NO HOLMES
OOK COURSES HAVE EVER FAILED.

Holmes Cook Miniature Golf Co. New York, N. Y. 11 Tenth Ave.

YEW YORK, Feb. 25.—Palisades in can be increased in the metrousement Park will be promi- politan New York area. These tly featured in the popular will be made available to all stores

For the first time the park is also planning heavy promotion in Westchester County. Regular bus schedules have been set up to coinabout half of the claimed 8,000,- cide with the season. County resi--a-month circulation will con- dents will be able to ride the buses from Yonkers for \$1. The k. The remainder will contain cost from White Plains is \$1.50.

A second major tie-in is being worked out with the Colgate-Palmolive-Peet Company. This will result in the distribution of park promotional literature thru chain

Bowen With New Boston TV Group

BOSTON, Feb. 25.-Henry G. Bowen, president of Whalom Park and president of the Fitchburg & Leominster Street Railway Company, Fitchburg, Mass., is listed among the stockholders of the Greater Boston Television Corporation, a group of 36 business and professional men. The group was recently allocated television channel 5 here by a Federal Communications Commission examiner. year's option to buy the Ocean Four other groups sought the

Bowen said that the company Los Angeles Turf Club. The has been seeking for two years to channel which will result in construction of a 1,200-foot tower in thru today (21-25). suburban Framingham and studios in Dorchester.

Gwynn Oak Slates \$750,000 Project

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

"which we saw the value of imme-

2. Replace all Pretzel ride cars

Open Up New Area

tion of property across the lake

Nu-Pike Builds

3. Clear and pave a large sec-

LONG BEACH, Calif., Feb. 25.

—A new kind of glass house to be

known as "Fun-O-Rama" is under

construction on the Nu-Pike of the

Long Beach Amusement Company

by Elmer Velare and will be ready

in for the Decoration Day opening.

The attraction will cost in excess of

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 super-

will be both tilted and revolving,

and look-thru ones will also be

used. A posing show will be of-

fered with mirrors to project the

take-offs with theatrical effects in

The front will be designed by

John C. Ray, well-known amuse-

ment center architect. Ray designed

the front for the Velare Whispering

River dark ride, which is part of

the local operation and one of the

seven Velare attractions in the

Velare added that the mirrors

\$25,000.

imposed in glass.

(Continued on page 94)

BALTIMORE, Feb. 25. - A firmed, proposed the survey, long-range improvement plan involving expenditures of up to diately," and National will build \$750,000 is under way at venerable the new Coaster for 1957. Gwynn Oak Park. When the project, costing some \$150,000 yearly and build a new front. Six cars over a five-year span, is finished, are on order now with the Pretzel it will reportedly show the park in shop. a completely changed layout and with much new equipment, including a second major Roller Coaster.

David Price, general manager, said this week that Gwynn Oak foresees "at least a couple of more" very good park years ahead, "and we feel parks should not be reluctant to improve with the inflationarv dollar.

One key element to be undertaken this year will be a thoro New Glass Show topographical 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 here from Ontario in 1921. National Amusement Device Company will replace all cars, install a new braking system and do necessary corrective and repair work on the Coaster. National's Bill de L'horbe, Price con-

Four Lads 5 Days at Norumbega

NEWTON, Mass., Feb. 25. -New owner Douglas Farrington had the Four Lads booked into the Totem Pole Ballroom, Norumbega win approval for control of the Park, over the Washington's Birthday stretch. Dates were Tuesday

Backing the vocal group was Freddie Guerra's 15-piece orches-Each of the stockholders now tra. Tickets were \$2.75 per couple hold 60 shares of its \$10 par value for Tuesday, \$1.75 on Wednesday common stock. All have subscribed and Thursday (22-23), \$2.20 on to acquire an additional 2,440 Friday and \$3.30 today. Couples shares if a construction permit is only were allowed, with a ban on all alcoholic beverages.

Disneyland Attendance Up; New Ride Plans Described

ANAHEIM. Calif., Feb. 25.- passengers in the plastic bubble, Average weekly attendance at Dis- the ride will take off in Tomorrowneyland here is increasing as Prof. land, rise to a height of about 30 George Keller's Wild Animals returned as an added attraction and plans for new riding devices were

The average winter weekly attendance has increased to 50,000 with the park doing "satisfactory" business on weekends and school holidays. With Washington's Birthday plugged as a time to visit the shopping centers. park, attendance that day hit 18,-900. Intermittent rains during the Frontierland. Passengers will travel past few months have curtailed crowds. With the weather scheduled to clear soon, attendance is expected to go higher.

Keller's act reopened for an indefinite run. The act was featured for seven weeks in the Mickey Mouse Club Circus, which closed January 8. Keller appears in the menagerie tent, where the restored circus wagons are displayed. The PLAN, BUT act is presented four times daily and a charge, in addition to the front gate, is 25 cents. There is a seating capacity for 400 and the performance runs about 25 minutes.

Rides Described

Tomorrowland will be the location of two of the new rides. The first 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 overhead cable.

Super Jet will have 12 cars, shaped aerodynamically. With the

feet and fly over Fantasylanc and return. Holding three people to a bubble, the car will travel about eight feet per second.

The Chair Lift is being imported from Switzerland. While not a true amusement ride, it is designed to afford transportation of patrons to and from the parking lot to the

A Mine Ride is also planned for in scale-size gondola cars thru caverns and past rushing rivers.

New Walk Thru A Tom Sawyer Island, a walkthru, is also under construction.

(Continued on page 94)

PARK OWNED DOG ATE IT

BALTIMORE, Feb. 25. -Gwynn Oak Park's idea for a topographical survey and sand box model, announced this week, will be the second master plan the park has had. There hasn't been such a plan for 10 years.

David Price, general manager, said a plan existed in 1946, "but the dog ate it." The proposed model will doubtlessly be elevated to protect it from dogs.

FOR SALE

Four Bazooka Guns including compressor. Four Dodgem Bull pen Games. Write

PAUL BARR

c/o Edgewater Park 23500 West Seven Mile Road, Detroit 19, Mich.

FOR SALE FLY-O-PLANE

NEW JET TYPE PLANES - ALL FLU-ORESCENT LIGHTING-A-1 condition-

1950 CROSLEY -- GOOD CONDITIONcan be seen for Kiddle Rides and also as Advertising Car. All equipped with radio-sound system and advertising.

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Council Bluffs, Iowa

WANTED!

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Male or Female

14 weeks' work starting May, Give Experience and Salary expected.

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c/o The Billboard, Cincinnati 22, O.

Wanted Concessionaires

To install and operate Miniature Golf. Baseball, Archery, Skating Rink, Riding Horses, Deer Park, Storyland, or what BROWN DERBY PARK

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FOR SALE Or PARTNER WANTED One large Coaster, perfect shape, ready to run. Located in a fine park. Inquiries

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SAVANNAH BEACH, GA., RIGHT ON BOARDWALK RIDES WANTED-Want to hear from all Ride Owners Interest in Park. Will offer

low percentage to anyone who can supply complete set of Rides. Kiddle and Major

CONCESSIONS OPEN—One of a kind—All Eats open, Hot Dogs and Sandwiches, Popcorn, Apples, Floss, Sno Cone, Jewelry, Novelties, legitimate Games.

Building now in Progress, will be on ground every day. Come, look it over. Contact

DANIEL DORSO

Tybee Island Amusement Park, Savannah Beach, Georgia.

High Quality KIDDIE RIDES

ROTO WHIP-KIDDIE WHIP-SPEED BOATS-PONY CARTS-GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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AUTO SKOOTER AND LIVE PONY RIDE

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WANTED TO BOOK UNUSUAL RIDE

AT DETROIT'S BEST PARK

Contact Mr. Wagner c/o Edgewater Park, 23500 West Seven Mile Road, Detroit 19, Mich. Phone: Kenwood 1-2660

FOR SALE AMUSEMENT PARK-PICNIC GROVE

Details call-write-visit THORNTON, ILL. BROWN DERBY PARK

\$52,500.00—Terms, FRED PLISCOTT, Trojan 7-9893

RAS' STRONGEST

Route Has 3 Stills, Rest Fairs in 1956

KANSAS CITY, Mo., Feb. 25.-The Royal American Shows will buttoned up, but the RAS will probably play only three still dates -the smallest number in its history-during the coming season, Carl Sedlmayr Sr., RAS owner, indicated here this week while attending the meeting of the Middlewest Fair Circuit.

COLONY GROWS

'Quiet Life' At Gibsonton Lure to Many

GIBSONTON, Fla., Feb. 25.-Year by year, the show population of Little Gibsonton keeps growing with folks seeking the quiet life during the winter vacation, and also with retired showfolks.

Patriarchs of the colony are Mom and Dad Locke, both in their nineties. Others, including old-timers and newcomers, who populate the sun-drenched town, number among them the Frank Allens, the George Welches, the Eddie LeMays, the Jim Eastons, the Whitey Sutton family, Harry and Peggy Wilson, Tommy (Allen) Dell and Maude.

Also, Tom Isles, Charles and Anna (Bickford) LeRoy, Bill 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 Strelauses, the Jack Winslows, Captain and Etta Delmo, Mrs. Frank Allen, Evelyn Howey, the Bill 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 expires in the spring of 1957, 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, Ralph (Highpockets) DuVal, Jim Easton, the Glenn Porters, John Weldy, H. D. (Doc) Hartwick and wife Betty, Tommy and Happy Dot Blackhall, Pat and Bill Frey Col. Casper, Jeanne Porter, Lee Erdman, Jack and Bonnie Norman, Charles Zerm, H. C. (Doc) Morehouse, Pearl Keys.

Also, Virginia Shumway, Rodger Young, A. R. Maxwell, the Dime Wilson group, Art and Ann Det-(Continued on page 88)

J. P. Bolt, Vet Showman, Dies

ORLANDO, Fla., Feb. 27.-Funeral services for J. P. Bolt, the best route the show has had in owner of the Royal Exposition its four years of operation. Shows, who died here Friday (24) after a lingering illness, were held Sunday (26) with burial in Woodlawn Cemetery, Orlando.

forced to retire from the road Wis. The show will open April after suffering a stroke and cerebral 20 on Milwaukee lots for five thrombosis last July 7. In Novem- weeks before beginning celebraber, 1954, he was hospitalized and tions at Oconto Falls, Wis. Celein critical condition from bronchial brations have also been booked at pneumonia, at which time he suf- Menominee, Mich., and Green Bay, fered another slight stroke, but Appleton, Manitowoc, Sheboygan, later showed some improvement. Racine and Kenosha, Wis. until his death.

Surviving are his widow, Emma; a daughter, Hazel Remlinger, and

All arrangements have not been probably play only Memphis, St. Louis and Davenport before going into its long fair route, a route bolstered 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, as the Cotton Carnival was set back 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 Hutchinson in its route Sedlmayr induced 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's Disappearing Water Bal-

He also revealed that he is building a Wax Show which will depict by Tony Paradice and featuring characters of the Old West and Audrey June, and Jack Norman's that he will unveil this show for the first time, not on his own midt way, but in April at the Southwest Happy Bruno, emcee and ventrilo-American Exposition in Oklahoma City.

for Hutchinson to map the layout Jacques Berri, baritone, and a choof his show at the fair there. From rus line. Norman will have his

Winter Haven Reported Okay For Strates

WINTER HAVEN, Fla., Feb. 25.—Midway business at the annual Florida Citrus Exposition, which ended its six-day run last Saturday (18), was characterized as "good' by owner James E. Strates of the show bearing hi. name.

Fair officials were more laudatory than the showman, saying the gross at rides and shows was up a good 25 per cent from last year's. It was Strates' first time at the

Good employment conditions in the central Florida area contributed to the turnouts, which reportedly soared to 150,000 for the week. The fair reported purchasing a 60acre location, two miles from town, on which to erect a new fairground for 1957.

One obstacle which kept grosses from getting higher than they were, was lack of adequate space in which to lay out a show of Strates' size to its fullest advan-

Shows scoring well were Charles Taylor's "Bronze Follies," fronted Lorelei. The latter had Joe Boston making the openings and offered quist; Roslyn and Her Rosinettes, marionettes working under strobe Sedlmayr left here Saturday (25) lights; Janet Daye, tap dance; Hutchinson he plans to fly to St. "Broadway to Hollywood" revue at Louis before returning to his Tam- Orlando's Central Florida Fair this

Ohren Moves to Get New SLA Quarters

vigorously to obtain new quarters for the Showmen's League of America, when the club's present lease at 54 West Randolph street Maurice (Lefty) Ohren, League president, this week appointed a three-man committee to bring in a possible recommendation to purchase one of three income-producing buildings in downtown Chi-

Much of the needed information on two of the buildings has already been obtained and Fred H. Kressmann was appointed to obtain

Belle City Sets Its Best Route

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 fair line-up includes dates at Pewaukee, Wisconsin Rapids, Antigo, Merrill, Neillsville, Ladysmith, Medford, Wausaukee, Sha-The veteran show owner was wano, Weyauwega and Reedsburg,

On Monday (20) he was again | Show will carry 7 major rides, taken to the hospital because of 6 kiddie devices, 5 shows and 30 lung congestion and stayed there concessions this year, including Tubs of Fun and Spitfire, new rides. Mr. and Mrs. Charles Panacek, owners, recently returned a sister, Mrs. Willie Collins, Mount from Florida and plan a March 1 opening of quarters.

CHICAGO, Feb. 25. - Moving all of the necessary figures on the other building.

Appointed to the committee to consider the buildings and possibly bring in a recommendation to purchase one of them were Mike H. Barnes, Rudy Singer and Ned E. Torti.

Ohren pointed out that the appointment 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) meeting, besides Ohren, were Sam J. Levy, Mike H. Barnes, Fred H. Kressmann, Ned E. Torti, Rudy Singer, Jack Duffield, Al Sweeney, William Carsky, Harry Russell, Edward 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 result overwhelmingly, tho not unanimously in favor of giving such consideration.



CURTIS L. BOCKUS

CRANDON PARK DOINGS

2,500 Fun and Frolic At MSA Outdoor Fete

MIAMI, Feb. 25.—The annual C. Yoncey and mother, Tommy Thom outdoor doings of the Miami L. I. Thomases, Tony Iacara, the Showmen's Association went off in Normans, Paul Bouchard and Bus, the J grand fashion last Sunday (19), with some 2,500 members, families Park. As in past years, they came Zuker, Mr. and Mrs. B. Cupps, Ne from all parts of the U.S. and 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 contest, and games for grownups and youngsters, with such prizes as watches, pen and pencil sets, wallets and toys.

A partial list of those in attendance, compiled by Marty Weiss, includes the following:

Mr. and Mrs. Lou Kramer and daughter Kitty, the Danny Dells, the Bill Cowans, the Mel Dodsons and family, Glendora Daniels, the Bill Joneses, Nick Thomas, Tom Vitelli, the Guy Dodsons, the Mark Reillys, the Charles Andersons, Mr. and Mrs. Burke, Max Brantman, Jack Hawthorne, Mr. Lustine, Mac Prell, Joe Brower, the Lyman Truesdales, the Ben Cohens, the Dutch Whitesides, the Tommy Carsons, Al Weinberg, Mike Lane, Tom Sharkey, the Al Tedlows, the Karry Katzes, Able Zucker-

Milton Warshaw, Robert Kelly, Mrs. J.

For Troupers

INDIO, Calif., Feb. 25.-The Regular Associated Troupers' treasury was enriched by close to \$3,500 at a recent show held on Frank W. Babcock United Shows at the Indio (Calif.) Date Festival.

The original goal of \$2,000, to reduce the current first mortgage on the clubhouse, was easily surpassed. Babcock then donated \$500 for reaching the quota, and when the total was increased to \$3,000, Bill Davis, club's first vice-presi- place Joe McKee, who resigned

Larry Ferris was chairman of will deprive him of time to deve the show with C. H. Allton as to the annual affair. Rounding co-chairman. Ruth Korte donated the committee are Jeff Harris five turkeys and Mrs. Rose Ferris Frank Capell. brought several hams. Others contributing to the food department included Mrs. Inez Allton, baked to allow former members to be beans; Steve Vaughn, bread and instated in good standing, up butter; Emily Bailey, potato salad; payment of the current year's Ann Stewart, coffee; Larry Nathan, dues and approval by the eli rum cakes; Florence Lusby, home-bility committee. made cakes and cookies. Liquid refreshments were brought in by the entertainment group's sch Alex Freedman, Frank Babcock, uled St. Patrick's Eve party, to Ted LeFors, Ed Kennedy, Mora March 17, Saturday. Tickets v Bagby, Bill Davis, Dan Ferguson, be \$1 per person and it will Bob Mathews, Lill Schue, Babe permissible to wear jeans and oth (Continued on page 88) leisure clothes.

Campis, the Al Baysingers, the Barney sells, the John Appelbaums, Hymic Ros bloom, the John Canoles, Mr. and I Yost, Snooze Goldberg, Hank Shelly, He Bill Bryants, the M. Deemers, Mother Tauno Hendrickson, Sam Generallo, Dave Endys, Sol Cook, Lenny Lamp Mr. and Mrs. J. Marchiano, the New Taylors, the Bill Tuckers.

Joe Bellinger, Mr. and Mrs. I. Bisc the John Keelers, Whitey Pelley, Geo Ankdum, the Al Stewarts, G. C. Mitel Kelly Abbott, Morris Lipsky, Pat Pinne Martha Weiss, Murray Levitt, Jack Let Mel Smith, Harry Bouck Sr., the Di Pinemans, Mr. and Mrs. I. Merson, William Taras, Spotsy Motola, the W Lishes, Al Kaufman, Chickie Kravits, and Mrs. H. Mattisoff, Jimmy Fine, Manning, Bill Sullivan, Al Cherner, Manning, the John Millers, the Abe Pre (Continued on page

BARN DANCE

NSA Disallow Switching Its **Banquet Date**

NEW YORK, Feb. 25.-One the winter's best turnouts attend this week's National Showme Association meeting, at which vote was taken on the perenn question of whether to change t date of the Thanksgiving Eve by quet, last held in the Hotel Co modore. The vote was the sar as usual: No change thir year.

President Gerald Snellens, ma ing one of his infrequent appe ances due to his activities with Dominican Fair, presided, and v joined on the dais by Jeff Har second vice-president; Al McK third vice-president; Harry Rose treasurer, and Sidney Levine, cl attorney.

Snellens appointed Harry Ros and Dave Brown as co-chairm of the banquet committee, to dent, donated an additional \$500. cently since a planned trip abro

Reinstatements

Another action was the decisi

Charley Davenport reported Marrion, Pete Steinkellner, held as a "barn dance" the night

Curtis Bockus, Veteran Agent, Dies Suddenly

WEST HARTFORD, Conn., ors, besides the widow and Feb. 25.—The carnival world lost niece, Mrs. Helen Lege, include one of its widely known figures, two nephews. Curtis L. Bockus, last Sunday (19) when the veteran showman died the outdoor show world began in his sleep here in the home of 1902 as a flunky on the Ringli 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:

Services were held at the Newkirk and Whitney Funeral Home. with burial in Cedar Hill Cemetery, Hartford. Among those attending was Issy Cetlin, of the Cetlin-Wilson organization. Surviv-

Curtis Bockus' introduction show. He was a theater mana for a time in Woonsocket, R. then toured with the Forepau Show as a candy butcher 1910-11. From that time on, was active in a wide range of sh efforts, many of which he look back on later with humor. extracted laughing material fr failures rather than disavow the Among his favorite tales was abortive attempt he made to fo a circus with the late John Kilor

Circus Try Recalled

The title of Bockus and Kilor Bockus recalled, was probably (Continued on page

MIDWAY CONFAB

Col. Lew Alter's Side Show, will Marietta Allison reports the delivbe off the road this season, remain- ery of a new top for her Chinaing at his Reading, Pa., home. . . . town show, at the Winter Haven Shan Wilcox, back at his Mary- (Fla.) Exposition. Curley LaVier, ville, Tenn., home after trips that drummer on the Lorelei Revue, took him to the Tampa Fair and was stricken with a heart attack, the Mobile (Ala.) Mardi Gras, re- but continues to gain at a Winter ports that he will again operate Haven hospital. Audrey June of rides at Long Beach, Panama City, the Bronze Follies celebrated a Fla. While in Mobile Wilcox visited | birthday February 24. The Baltiwith Frank W. Peppers, Johnny neers, male quartet on the same 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, 324 11th Street, S. W., Birmingham. 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 Louisiana towns before heading north. Peppers did fair ride business at the recent Mobile (Ala.) Mardi Gras but reported skyrocketing costs.

The R. A. MacEacherns, of 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 ride spot there March 3. Line-up will include a Merry-Go-Round, Rolloplane and two kid devices. . Roxie Harris, owner-manager of Royal Midwest Shows, is in Blanchard Valley Hospital, Findlay, O., convalescing from a recent illness.

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35% if you Act Now!

In March the new USA wage law goes into effect. It will increase the cost of low line merchandise from 20 to 35%—plaster included. WE WILL accept your order now at last year's low prices, to be shipped immediately or will hold for future shipping if 50% deposit accompanies the order.

12c items, pkg 48 to cfn. 15c items, pkg 48 to ctn. 20c items, pkg 24 to cfn.

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Thank You JEAN AND HARRY ERRIGIO Cettin & Wilson Shows your new Buick Roadmaster Riviera Sedan purchase. "Save Money With Johnny" JOHNNY CANOLE Altoona, Pa. Phones 9347 or 3-0003

Larry A. Martin, formerly of On the James E. Strates Shows, show have cut a series of records on the Teen-Age label. Stoney, Strates electrician, pinch-hit as Merry-Go-Round op at Winter Haven while the regular crew went ahead for the opening at the Central Florida Fair at Orlando.

> Jose Rahola reports from San Juan, Puerto Rico, that he was recently visited by Capt. Jack Valley and daughter. Valley owned and operated water shows and other attractions in Puerto Rico for five years up to 1936, and Rahola toured with one of his units, the South American Exposition Shows. Valley left for the Dominican Republic to visit 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. Al (Whitey) Hunt will operate Logsdon'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 committee to form a showmen's club in the maritimes. Teddie Shieres, Donald (Stubby) Fergusen and Hap Hanlon are members of the committee. . . Ruby and Gerald Wantz recently took delivery on a new 35-foot house trailer. They'll be with Joe Reynold again this season on the G. B. Shows. . . . Morris Vivona reports that he recently 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 Vivona.

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 manager for its Exposition unit managed by Harry Myers. About 20 years ago Loomis worked with the late William Jessup on the then single unit of the shows. Since 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 like a homecoming.

Ernest Sylvester, manager of the New Carolina Amusements, writes that he has signed the Marita Delores unit for his back-end. Performance 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 Shows, recently received a transcontinental phone call from her 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 year's Continental Shows route, he writes, after a winter series of dates for his "Capers with Papers" act.

Jack Cohen and Gerald Taylor attended their first meeting last week as National Showmen's Association members. . . . Patrick 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 Vincent Andersons are vacationing in Miami. . . . Emanuel Jacknowitz has returned to New York from a three-week vacation.

W. R. GEREN Presents

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FIRST CALL FIRST CALL OPENING APRIL 19, JEFFERSONVILLE, INDIANA, WITH THE FINEST STILL DATE ROUTE

FAIRS STARTING JULY 16, SOLID UNTIL OCTOBER 6

All Concessions open except Bingo, Snow and Photos. Want clean Popcorn, Cracker-Jack and Apple Trailer, please send photo. Want Cotton Candy, Sit-Down Grab. All Hanky Panks open. Will book about six Concessions, about two to each owner, must throw merchandise and work as ordered. Do not want a string of outfits owned by one person and a dozen agents. Hope this is clear. All Shows open. You must own outfit complete with your own transportation. Wonderful route and a very liberal percentage. No rags or beginners wanted. Ride Men and Foremen for Wheels, Merry-Go-Round, Tilt, Flying Scooter, Round-Up, Coaster and Kiddie Rides. This equipment is above any you will find in show business and we keep it this way. If you are sober and reliable and drive, all men joining at the first of season will receive bonuses at the and of season. Wages top and sure always. All replies to

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for information leading to the arrest of persons involved in the robbery of Alex Freedman of \$8,500 in Los Angeles Jan. 2, 1956. All replies held in confidence.

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Man who can book Bazaar Type Ride and Concession Unit in New England.

BOX NY-150 c/o The Billboard, 1564 Broadway New York 36, N. Y.

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MERRY MIDWAY SHOW

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COMMITTEEMEN WILLIAM B. JACOBS now contracting

Rides and Concessions. Early dates available.

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FOR SALE

5 Eli Wheel with new Allis-Chalmers Power Unit-new Eli made ticket box, twenty-eight-foot trailer built special to fit wheel. This equipment is tops. You can't make it any better. \$1,000,00 down, balance easy terms. Roller Coaster-New, made in Miami. Down payment and terms. 100 Kw. Transformer—2300 volts, a bargain; terms. 20x30 Show Top—Anchor make, complete. Also practically new 10x12 Grab Stand, complete. Nothing needed to operate except food. Canvas on this outfit is Anchor made. 5-ft. awnings all around. Several thousand feet of heavy rubber-covered Cable, 2, 3 and 4 conductor. Wire size runs from #2 to #00. What do you need and how much? All this equipment for sale is stored up north. RIDE HELP WANTED for coming season. Opening May 10 in Indiana. Man for brand-new Round-Up. Also two first-class Wheel Foremen. Must be sober and good workers. Address:

> LOUIS T. RILEY BOX #1814, MIAMI 10, FLA.

. A. GENTSCH SHOWS

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 Colored Fair in New Orleans—this is not a promotion, but a real Bona Fide Fair and we will positively have 20 rides in there.

Want Hanky Panks all kinds, Shows with own outfits, and Ride Men who drive semis. Bob Mayers and Roy Allen want Agents. All answers to

> J. A. GENTSCH, Natchez, MISS. P. S.: Have a good Merry-Go-Round for sale, \$1,500 cash.

WONDERLAND SHOWS

Opening April 30, Washington, D. C., district line, playing 30th annual tour in and around Washington in proven spots. Two million drawing population, government payday every day. No grift, no gate, short jumps. All sponsored dates, police and firemen. This show carries 8 Rides and 25 Concessions. Cet that spring bank roll here. RIDES—Major Rides not conflicting, Kiddy Merry-Co-Round, Auto, Boat, or what have you? CONCESSIONS—Bingo (Jones, contact me), Hi-Striker, Scales, Glass Pitch, Short Range, Long Range, American Reader, Photos, Hanky Panks of all kinds; write what you have. No Concessions booked after opening.

> AL PORTER ROUTE 5, BOX 218, FREDERICK, MARYLAND

W. G. WADE GREATER SHOWS

Opening at Ecourse, Michigan. First in fifteen years on the Great Lakes Steel Property, Jefferson and Tecumseh Avenues, March 29 through April 9. Can place legitimate Concessions and Demonstrators of all kinds. Also Snake Show, Pit Show, Wax Show, Fat Girl Show, also Penny Arcade. Show will set up March 26.

C. D. MURRAY, Mgr. Phone: Vermont 8-0708

18931 PREST

DETROIT 35, MICH.

ARABIAN NIGHTS FESTIVAL OPA-LOCKA (Miami), FLORIDA—MARCH 15 thru 19

Planned for South Florida's largest outdoor event this season. An outstanding Attraction Program never equalled in this section. Can place strictly high grade HANKY PANKS of all kinds. Also Photo, Jewelry or other Specialties. Can use clean worth-while Shows-Fun or Glass House, Drome or Arcade.

MILLER AMUSEMENT ENTERPRISES

POMPANO BEACH, FLA. All replies to TOM L. BAKER, 2732 Lido Drive, Phone 9717, Pompano Beach.

CARNIVAL WANTED CLYMER VOLUNTEER FIRE COMPANY

Week of August 6 to 11, 1956. 35th Annual Convention of Volunteer Firemen's Association of Cambria County and vicinity. Parades, Contests, etc.

> FRED PIKEL, Sr., Chairman Clymer, Pennsylvania

SHRUNKEN HEADS

Made by head hunters of Ecuador of real skin with the hair on. Will stand the closest inspection. Guaranteed to please or money refunded. Live Snakes, \$25 for large assortment. Chinese Dragon, \$14; Boa Constrictors, \$2 pound; Ant Eater, \$25; Paca, \$30; Monkeys, \$15; Lion Cubs, \$150; Agoutis, \$15; Tegu Lizards, 3 ft., \$15; smaller size, \$10. This is what we have on hand now and I am importing each week. Let me know that want what you want,

C. C. McCLUNG SNAKE FARM Telephone 5411-Laplace, Louislana

ROYAL MIDWEST SHOWS

Now booking Concessions of all kinds, Shows with own equipment. Bob Hagen, Billy Dick, write. Want Manager for Athletic Show. Can place Pony Ride. Write

ROXIE HARRIS

Van Buren, Ohio

STOCK TICKETS 1 Roll\$ 1.50 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 50 Rolls 24.00 ROLLS 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2

Wheel tickets carried in stock for immediate ship-

ment. THE TOLEDO TICKET CO. Toledo 12, Ohio

SPECIAL PRINTED Cash With Order, Prices 2,000\$ 6.90 C 4,000\$ 7.80 E 8,000 9,40 3 10,000 10,50 2 30,000 15,20 2 100,000 33,00 2 500,000 133,00 2 1,000,000 250,00 3 5

OPENING SPARTANBURG, S. C., APRIL 2 WANTS FOR LONG SEASON OF FAIRS AND CELEBRATIONS CLOSING IN NOVEMBER

THE SHOW THAT GETS UP ON SUNDAY

CONCESSIONS

SHOWS

86

Ball Game, Pitch-Till-Win, Bumpers, Darts, Long and Short Range, Jewelry, Fish Pond, Hi-Striker, Glass Pitch, Coke Bottles, Scales, Photos, Hanky Panks of all kinds. X on Popcorn, Floss, Snow. Will book Mitt Camp. Opening for Cookhouse and Bingo. Ralph Decker wants Agents.

Fun House, Monkey Show, Snake, Wildlife, any good Grind Show. Will book Colored Girl Show with own outfit. Good opening for you, Jesse Brown. Posi-tively will not tolerate Half and Half, don't waste

our time writing. Book or buy Roll-o-Plane, Spitfire. Book Tilt or any Flat Ride not conflicting or will buy for cash, no junk. Sherman Husted, call me. Good opening for set of Kiddie Rides.

RIDES Want Foremen for Wheel, Merry-Go-Round, Chairplane. Second Men on all Rides, must drive Semi. This show is heading north with a strong route or still dates and celebrations, including the Bassett, Va., Spring Festival in the heart of downtown Bassett, with 11 fairs booked—none pending—including Martinsville, Va.; Chester, S. C.; Easely, S. C.; York, S. C.; Greenville, S. C.; Bishopville, S. C.; Florence, S. C.; Anderson, S. C. Winter quarters now open. Plenty of parking space, lights, water. Dave Fineman, where are you?

All replies BEN WOLFE, Box 277

Landrum, S. C.



OPENING APRIL 14, HIGH POINT, NO. CAROLINA

CONCESSIONS: Basket Ball, Long and Short Range, Penny Arcade, Jewelry, American Palmistry, High Striker, Hankies, Custard, Navelties, Photos. RIDES: Will book Kiddie Rides and Pony Ride, any Flat Ride, Round-Up, Scrambler or Scooter. SHOWS: Speed Lindsay, contact for Drame. "Packetbook" Harris or Lewis Scott for Minstrel Show. Man to operate Funhouse. Book Grind Shows and Unborn. RIDE HELP: Merry-Go-Round Foreman, Second Men

Winter Quarters open April 1, Fairgrounds, High Point, N. C. Write ROSS MANNING, 1799 N.W. 28th St., Miami, Fla. Phone: Plaza 8-8812.

NEW ENGLAND AMUSEMENTS

Wants for 1956 Season

Shows, legitimate Concessions (one of a kind). HELP-Foremen for Jenny, Wheel Octopus, Tilt and Kiddle Rides. Will consider Ride Superintendent. Must be sober, reliable and capable. Salary all you are worth. Man for Concessions, Man for Sound Truck and to help on Concessions. Agents for Popcorn, Candy Apples and Floss, Ball Game, Cigarette Block and Pitches.

FOR SALE

Late model Octopus, excellent condition, priced right. Kiddle Ferris Wheel, \$300.00. French Fries, complete outfit, \$200,000. All replies to

HARRY J. KAHN RE 6-0237

60 PARKSIDE STREET

SPRINGFIELD, MASS.

BIG CITY SHOWS Opening Macon, Ga., March 15. First in on downtown lot

CONCESSIONS: Hanky Panks of all kinds, Photos, Long & Short Range, Ballgames, etc. SHOWS: 10-in-1, Illusion, etc. Jo Ann, contact. RIDES: Can place Kiddle Rides and any Major Rides not conflicting. Low P.C. HELP: First and Second Men for Tilt, Eli Wheel, and 32 ft. Merry-Go-Round. Must

be licensed Semi Drivers. Good pay and treatment, JIMMY ACKLEY wants Agents for Age & Scales, Rolldown, Swinger and Buckets. All mail and wires to JIMMY ACKLEY J. R. McSPADDEN Phone 2542, Ruskin, Fla.

(Concessions) Till March 10th 533 W. 14th St., Bradenton, Fla. P.S.: Eddie O'Conner and Roy, contact Ackley. All others after March 10 contact Lester McGee, Central Hotel, Macon, Ca.

FOR SALE LONG RANGE SHOOTING GALLERY

Complete with top, frame, stringers, etc., plus 4 factory-reconditioned Remingtons. All loaded on 2 wheel trailers. Can be seen at West Coast Shows Winter Quarters, Madera, Calif. Will sell reasonably, including liberal terms, to responsible buyer.

CONCESSION HELP WANTED

Have opening for (pc) Pan Game agent capable of handling store for season. Can also use energetic man to assist in popcorn wagon.

JESSE GOMEZ, Mgr., West Coast Concessions Company 240 Jones Street, San Francisco, California

ISLAND MANOR SHOWS, INC., WANTS

CONCESSIONS—GRAB STAND. Show carries no Cookhouse. Must be clean. Also Glass Pitch, Grind Stores and Hanky Panks of all kinds. One of each on show. RIDE HELP-Top salary to Foremen and Second Men on Ferris Wheel, Merry-Go-Round, Octopus, Coaster, Roll-o-Plane, Chairplane and four Kiddie Rides. SHOWS-Good proposition to Fun House Want to buy set of pre-war Roll-o-Plane Seats in good condition.

LAWRENCE TAMARGO, 227 Franklin St., Elmont, N. Y.

RIDE HELP WANTED

Foreman for Merry-Ga-Round, Foreman for No. 12 Eli Wheel, Foreman for S&S Swing, Second Men on all Rides. Must be licensed truck and semi drivers. Useful Help in all departments, Agents for office-owned Concessions.

LEE BRECHT SHOWS

P. O. BOX 92, MT. HEALTHY 31, OHIO

PHONE: JACKSON 1-5686

MOTOR STATE SHOWS

OPEN LATER PART APRIL, NEAR AIRPORT

Want for long season Fairs and Celebrations—Michigan. Ohio, Indiana, Tennessee, Mississippi. Close in November. Hanky Panks, Glass Pitch. Photos. Scales, Novelties, Hi-Striker, etc. One more Show, have 20 x 30 top, etc. Foreman for Rock-o-Plane, Octopus, Wheel, also Second Men who drive.

J. J. FREDERICK, Mgr. 2263 NEWTON, DETROIT 11, MICH.

RALEY BROS.' EXPO

No Grift Any Time. Last Call, Opening March 12. Need first-class Wheel Man, must drive. Smithy Ray Smith, contact at once. Place family-type Shows, 25 per cent. I have tops. Several choice Concessions open. Marvin Lewis, contact. All wires and mail to Beaufort, S. C. No phone

calls accepted. HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, 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 attended the benefit fight last week, which will probably result in a hefty profit for the club.

Mail is being held for Raymond S. Bona, Blackie Comerata, Sam Barrett, Ralph Corrie, Eddie Davis, Joseph L. James, Don Ramon, Joe Rollins, Sid Rifkin, Joe Regensberg, Kenneth Slaughter, Anthony Sacona, Fletcher Lee Scott, Ed Walker, Joe Virgilio, Alfred Pinsoneault and William Paquin.

The tables were decked with virtually all kinds of buffet food at the annual Carndon Park picnic, and some frolicers even brought bagels and lox. More than 2,500 attended.

Ladies' Auxiliary

On the rostrum with President Agnes Grosso were Kitty Glosser, first vice-president; Frances Deemer, second vice-president; Ann Whitehead, third vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary, and Rhea Carson, corresponding secretary. Chaplain Elsa Bryant gave the invocation. Welcomed to their first meeting were Nova Dell, Mary E. Crowell, Leona Plas and Dorothy Kasin.

Hilda Roman read minutes of the last meeting and Lois Weiss gave the treasurer's report. Rhea Carson read correspondence from the Variety Children's Hospital and the auxiliary of the Hot Springs club. Zell Travers and Lillian Riley read applications for membership. Bea Fruesdale reported the following on the sick list: Billy Stone, Lucy Yamanaka, Verna Nixon, Anna Girard and Anna Benjamin, who 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 Black Lioness dessert card party will be held in the clubrooms March 1 and President Grosso advised that 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 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 won by Rebecca Smith, Marie Feldman, Cesare Buzzella, Dora Pierson, Martha Nagy, Bill Cowan, Betty Endy, Mrs. Tomargo, Mary Barber and Lil Norman. Mrs. Pulaks won the watch set.

Hot Springs Showmen's Association

710 Whittington Ave. Hot Springs, Ark.

Ladies' Auxiliary

McJunkins, treasurer. Chaplain Mr. and Mrs. Herb Crangle. Lillian Ray delivered the invocation.

Zimdars who left for Hawaii. The home here. clubrooms were decorated in colorfrom the members.

motif, included numbers by Carol- be ready for the party. ine Holt, Alice Hennies, June Reyn- The building committee was in-Virginia Gamble, Pearl Weydt, Merrow.

Rose Cutler, Elaine Dimitri and Angie Conroy.

The weekly card parties are now being held on Saturday night during the race meet here. Billie Owens, Millie Wilson and Virginia Gamble have been high scorers in the Friday night bowling league. The bowlers make up a pool and the player with the highest score presents it to the club.

Mrs. Evelyn Rinaldi played host to a luncheon in her new home urer. recently honoring Margaret Hock, Evelyn Hock and Viola Parker. Other guests included Joan Fairly, June Reynolds, Daisy Fritts, Alice Hennies, Caroline Holt, Marion Shuford, Bonnie Wheatley, Ollie Glosser, Carolyn McJunkins, Pearl Weydt, Angie Conroy, Jackie Wilcox, Billie Owens and Ethel Booth.

Charles Weaver, local business man, 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 gavel over to vice-president Bob Downie to conduct the regular the Clover Garden Circle has been weekly meeting here Monday (20) in the clubrooms. Also on the rostrum were Harry Phillips, treasurer, and Bob Matthews, secretary.

Joseph F. Vallerie was voted into membership, his application having previously been passed by the board of governors.

Phillips reported for the sick and relief committee. Harry La-Mack is suffering from mild heart trouble; Louis Godfrey is improving; Harry Horowitz discharged from a San Diego hospital and George Redwood now a patient in Veterans Hospital, Sawtelle, Calif. Toney Martone advised the group that Charlie Goss is confined to his home by illness. Bert Fisher was discharged from the Community Hospital in Long Beach after a stay of a month or so. Harry Merkel, who recently underwent surgery at Mount Sinai Hospital, visited the club. Ben Korte was discharged from the Hollywood Presbyterian Hospital and Harold Mook continues to ported preparations were being improve. Clyde Gooding, Phillips made to assist at the upcoming added, has been removed to a jamborees in Orlando and Largo. Glendale rest home.

Matt Herman attended the meeting, having returned from the Florida State Fair, where he reported business was good. He brought greetings from. Charles Walpert, who at the last minute decided not to make the trip with him to the West Coast. Downie Missouri Show Women's called upon Sam Ansher, who returned from Kansas City; Danny Callahan; Louis Hoffman, in from 415a Chestnut St., St. Louis, Mo. Salt Lake City, and Harry Hargraves.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Feb. 25.-The Mon-The regular meeting found the day (20) meeting was called to orfollowing on the platform: Ethel der by President P. H. Seibrand, Booth, president; Pearl Weydt, assisted by Don Hanna, treasurer, first vice-president; June Reynolds, and Earl Salter, secretary. A total second vice - president; Bonnie of 56 members and guests were Wheatley, secretary, and Carolyn present, including Inez Carroll and

Marie Berko was reported at home after a long stay in Good Out-of-town visitors were Mar- Samaritan Hospital. Joe Steinberg garet and Evelyn Hock and Viola was welcomed back from the Pa-Parker. Evelyn Rinaldi and June cific Coast where he spent the win-Reynolds reported on the bon voy- ter. Also back were Norman and age party for Harry and Vivian Marion Prather who have leased a

Arrangements for the February ful travel posters for the event 27 going-away party were disand the travelers received gifts cussed. Don Hanna and Jack Terrell reported the cemetery fund

Greater Tampa Showmen's Association 1799 N. W. 28th Street, Miami

TAMPA, Feb. 25. - President Sam Gordon wielded the gavel at the regular meeting. Assisting him were C. C. (Specks) Groscurth, second vice-president; Joe Fontana, third vice-president; Vernon Korhn, secretary, and Harry Julius, treas-

George Ringlin reported that Johnnie Johnson had been discharged from St. Joseph's Hospital. Still on the sick list were William Higgins, J. Kilpatrick and Tex Grimmsell. He also reported that Carl Groscurth, prother of the second vice-president, had died in Detroit.

The weekly dance, supplemented by entertainment from the local night clubs, was well attended.

Jack Young called the attention of the members to the feature story in the local newspaper which dealt with outdoor show people winter-ing on the west coast of Florida.

Lloyd Serfass announced that all members who bring in \$50 during the year will be guests at a dinner in the fall. C. J. Sedlmayr Jr. reported that all headstones were in place at the cemetry plot and that putting in many hours beautifying the grounds.

Harry Rubin disclosed that a iamboree for the club was scheduled to be held in Orlando and in

Total membership was reported as 809 paid-up members.

Ladies' Auxiliary

President Esther Young called the Wednesday (22) meeting to order, assisted by Vera Hauck, first vice-president; Mickey Wenzik, third vice-president; Grace Fillingham, secretary, and Elsie Owens,

New members are Ethel Deal, Evelyn McClusky and Emma Jean Duncan. Blanche Zieman reported the sick list included Virginia Gallagher, Jean Tomani and Helen Julius. Bob and Joy Purvis recently became the parents of a nine-pound son.

A number of the members re-

The dark horse, an electric bean pot, was donated by Ella Cerone and taken by Mary Cain.

Bertie Perrot, sergeant at arms, reported 63 members present.

···· Club

ST. LOUIS, Feb. 25.-President Rose Brown called the meeting to order. With her on the platform were Mary Thompson, treasurer; Nora Gdynia, social secretary, and Teresa Sidenburg, secretary. In the absence of Peggy Grimm, the invocation was delivered by Lotis Francis. Sergeant at Arms Barbara McGinley was on duty.

Ida McCoy reported Marie Kirtlry was in Missouri Baptist Hospital for surgery and Verna Schantz's mother was in Christian Hospital.

A letter was read from the Ladies' Auxiliary of the Michigan Showmen's Association and thankyou notes were received from Estelle Regan and Eileen Whitney.

Babe Weinstein donated new chili bowls for the club kitchen. Catherine Oliver received a warm welcome back after an absence.

Margaret Lohmar and Gertrude Donnelly served a buffet lunch. Door prizes went to Ellen Robinson and Gertrude Donnelly. They A floor show, with a Hawaiian books to be sold this summer would were donated by Ida McCoy and Estelle Regan.

A social held in the afternoon olds, Elsie Powell and Rose Marie structed to look for a site for a new was attended by 20 who spent the Stein. Bonnie Wheatley supervised clubhouse. Pot-of-gold was taken afternoon playing bingo and canasthe style show participated in by by George Redwood. Luncheon ta. After the games, Barbara Mc-Lillian Ray, Jackie Wilcox, Shirley was served by Mary Collins, June Ginley and Ellen Robinson served Bazinet, Evelyn and Al Rinaldi, Curry, Delores Cordon and Rose beef stew to the women, the men's club and 10 guests.

chowmen'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 Bennie Fox. The membership was saddened by the death of a Curtis Bockus, long-time member.

Lou Torti was reported still in St. Cammelius Hospital, Milwau-

It was reported that the new issue of "News Flashes" would be

Following the business session a luncheon was prepared and served by Mrs. John Kennedy.

Ladies' Auxiliary, Hotel Sherman

The recent social was well attended despite inclement weather. Carmetita Horan served as hostess. Next business meeting is scheduled for March 1.

Letters received from Edith Streibich and Nan Rankine. Greetings received from Evelyn and Margaret Hock, Viola Parker and Lena Schlossberg, all of them enjoying a vacation in Hot Springs. Lillian and Jack Woods are visiting Nan Rankine in Miami and and Grace Goss is in Long Beach, Calif.

Show Folks of America 145 Turk St., San Francisco

SAN FRANCISCO, Feb. 25.-The regular meeting was called to order by Oscar Mattley, third vicepresident. Other officers on hand included Charlotte Porter, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

It was announced that a special poard of directors meeting would be held to discuss printing of the nembership.

University of California Hospial following major surgery.

rovenzale took the pot-of-gold.

Greater Ohio Showmen's Association

5 East Rich St., Columbus, O.

ration of the club offices and clubsoms at the new address, 15 East ich Street, are in full swing. Faom noon to 9 p.m.

The series of parties, which have een held at individual houses, are COMPACT ow being held in the clubrooms. SHAKE MAKER . . . Mr. and Mrs. William Alspach, obert Abrams and Mrs. Cinny brams attended the New Orleans' nd Mr. and Mrs. Bob McGill.

cluded a stop-over in the Bahaas. Dominic Albanese is also ick from a Florida jaunt.

OKLAHOMA EXPOSITION SHOWS for well proven route of 8 Fairs. Celebrations. More to be added, will

announced in Billboard, low booking Concessions of all kinds ork Gallery, Coke Bottles, Ball Games ong or Short Range Lead Gallery. Will ook nice, flashy Grab Joint. Also nice, lashy Bingo for season. Will book highlass Grind Shows or any Show of merit. ant well-framed Side Show with own quipment and transportation. Also nimal Show, Fun House, Girl Revues, sake Show, Athletic Show, good propotion with own transportation. Will ook for season Octopus, Tilt-a-Whirl, ive Pony Ride. Place Foremen and ive Pony Ride. Place Foremen and econd Men on all Rides, Wheel, Merry-o-Bound, Mix-Up, Airplane. Contact ow for hig season. NOTE—If you are ensed drivers and do not drink, report winterquarters. Address 106 West Dalton St., Hugo, Oklahoma.

CHARLES TRAVERS

WITH KING REID SHOWS

ould like to hear from Cookie, Tony Angelo, Joe Borgia, Bill Pagel, Dave hisholm. Write to

296 N.W. 109th St., Miami, Florida.



"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 Leahy, of the Great Danbury (Conn.) Fair, and George A. Hamid, of the New Jersey State Fair, Trenton, who was also active in promoting the Dominican 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

here. The unit is being offered ville 45, Mass. in two sizes. The larger type has Jim Redder announced prepara- a capacity of 121/2 pounds of ice ions were nearly complete for the and is capable of pulverizing one i-jinks party. Attending the meet- ton of ice per hour, the maker reng after absences were Sam Lan- ports. The machine is completely lesman and Lester Hart. John automatic and shuts off when its load of ice has been exhausted. It operates on regular A.C. current so that a brick, stainless steel or 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 COLUMBUS, O., Feb. 25.-Op- 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 lities are open to members daily of ice.-Sammie Bert, State Fair Park, Dallas, Tex.

back bars, has been introduced lardi Gras and then headed for here. The unit is completely selfe Mr. and Mrs. John Enright, Mr. inches wide and 16 inches deep. Hal Eifort is back at his home that needs no adjustment. Profour 12-ounce shakes per minute. Refrigeration is provided by a 34 dasher is powered by a 1/2 horsepower motor. Finish is polished stainless steel and enamel.-Sweden Freezer Manufacturing Company, 3401 Seventeenth Avenue West, Seattle 99, Wash.

PORTABLE

SPUD PEELER . . SOMERVILLE, Mass.-A portable potato peeler with a capacity of 20 pounds, has been introduced fits. Safety is attained thru exby a local manufacturer. According to the maker, the unit is adapt- the door can be opened for inable for either bench or permanent installation. It is made of stainless steel and is said to peel a 20-pound both cooking and warming and load of vegetables in one minute. special controls change from cook-Unit has automatic dial-control for ing to warming heat as the cooking selective timing and automatic is completed. Automatic water shut-off. Features include a 1/2- feed eliminates hand filling and horsepower motor; stainless steel boiling dry.-Cleveland Range Co., drive shaft; splashproof snap-on 3333 Lakeside Avenue, Cleveland, cover with hinged opening; an easy Ohio.

DALLAS, Feb. 25. - A new lock door; extended discharge 7283 Bellaire Ave. Phone: Poplar 50909 or Poplar 50320 by-laws to be distributed to the model snow cone machine that is chute, and a new air-gap type said to have many advantages over water inlet.-Universal Industries, Kathleen Elsmere was reported older types, has been introduced Inc., 360 Mystic Avenue, Somer-

> CHARCOAL BROILER . .

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

SAFETY

TENDERIZER . . .

CONCORD, Mass.-A mechani-SEATTLE, Wash.-A compact cal meat tenderizer that has a milk shake machine, designed for safety chute that guides fingers away from the blades and is equipped with a safety switch that alifornia. Wintering in Florida contained, is 15 inches high, 211/2 permits operation only when the hopper is closed, has been introad Mrs. Robert Keener and family It has a six-gallon mix tank. Fea- duced. In addition the unit is detures include a mix feed system signed to prevent accidents from underneath. Parts contacting the ise here after a southern trip that duction capacity is reported to be meat are made of stainless steel. The tenderizer occupies 131/4 by 1314 inches of counter space. horsepower hermetically sealed Sharpening and cleaning tools are water-cooled condensing unit. The included.-SirSteak Machinery, 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 here. Manufacturer states that it enables even the smallest establishment to take advantage of steam cooking benetremely low pressure operation and spection at any time. Unit has dual heat range, can be used for

GOLD MEDAL SHOWS

LAST CALL

Anniston, Ala., March 5-10, downtown, under the Shrine Club; Atlanta, Ga., March 12-24, Mason, Turner and Asby Streets, fourth year.

This is a real red one, downtown, under N.A.A.C.P. All Concessions open, Will sell "X" on Bear Pitch, Cuess Your Age and Weight, Glass Pitch. All straight sales open. All Eating and Drinking Stands open for these two spots. Need a full 6-Cat Crew for season. If you are looking for \$16.00 privileges, don't answer this ad, but if you want to make money contact us this week. Will book an organized Jig Show for Atlanta and rest of season. Have beautiful 75-ft, front for same. Want Glass House and Fun House for season. This show has 15 of the best fairs in North Carolina, Virginia and West Virginia. Need a good Show Painter. Salary all you are worth. All Ride Help come on in to Anniston or Atlanta. \$25.00 reward for information as to whereabouts of Sam Pardone, Cookhouse operator,

Contact BOBBY COOPER

c/o Western Union or call Motel, Evergreen, Ala., all this week.

P.S.: Jim Browning or C. C. Leisure, contact at once.

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.

SHOWS: Side Show Manager with inside, Cirl Show, Fun House, Motordrome, Monkey Speedway, Snake Show and Animal Show Operators. Have complete outfits for above shows. Will book Shows with own outfits that do not conflict.

CONCESSIONS: Stock Concessions of all kinds, Popcorn, Frozen Custard, Photos, Lead Gallery, Glass Pitch, Penny Arcade, Jewelry, Parakeet Pitch, Bear Pitch, Cookhouse. RIDES: Rock-o-Plane, Spitfire, Roll-o-Plane, two Kiddie Rides, Live Ponies, Little Dipper, Scrambler, Dark Ride.

HELP: Ride Help, must be good licensed truck drivers. Electrician for G.M. Diesel Plants. Show Painter at once. Winterquarters open.

> All replies to JOHN R. WARD, Mgr. 4115 HYACINTH ST., BATON ROUGE, LA.

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, Custard. Parakeet, Glass or Dish Pitches. WANT ARCADE, MOTOR-DROME, MECHANICAL and WELL-FRAMED SIDE SHOW. CAN USE Basket Ball, Coke Bottles, Punks, Milk Bottles, Short Range, Dip, Hi-Striker and Hanky Panks. PERCENTAGE OPEN EXCLUSIVE: Rat or MOUSE and Pan Game, must have one Hanky Pank.

P. O. BOX 25

CORAL GABLES, FLORIDA

ON THE WEST COAST

CRAFTS HAS FOR SALE

Account of purchasing new equipment: 1 Streamlined Train, \$1,950; 1 Allan Herschell Auto Ride, \$1,950; 1 Auto Racer, \$1,850; 1 Dark Ride (Pretzel), \$3,500; 1 Eight-Car Whip, \$3,500. All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone — Write — or Wire CRAFTS 20 BIG SHOWS

North Hollywood, Calif.

WANTED C. A. STEPHENS SHOWS

FOR PASCO COUNTY FAIR, DADE CITY, FLA., MARCH 7 THRU 10

Concessions working for stock, Long and Short Range, Ball Games, Hanky Panks of all kinds. Some Eating Stands. Rides—Can place Tilt and Octopus for this spot. Shows—Any worth-while Grind Shows. No Girl Shows wanted. DAYTONA BEACH, FLA., THIS WEEK.

100,000	.\$32.00
10,000	\$10.00
20,000	
50,000	20.00
200,000	55.00
Price Chg	
Color Chg	\$1.00

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Prices Cash With Order No C.O.D. Coupons Double Price Stock Tickets, 1x2 Inches 1 Roll \$.90 5 Rolls 4.25 5 Rolls 10 Rolls 8.00 50 Rolls 23.00

Midway of Mirth Shows

Hanky Panks, notilats. Place Foremen on Rides; Wheel, Spitfire, Tilt. Also Second Men who drive semis. Will book Shows with own outfits. Can use Cook for winterquarters. Opening April 7. Address:

3111 E. Nettleton Rd., Jonesboro, Ark. (Phone: Webster 2-8374)

FOR SALE

Set of 10 Diggers, mounted on custom built trailer. 4-Way awnings, detachable hitch. Machines and trailer in A-1 cond. These diggers play Chicago lots.

ANDY ALLAN

12921 Mozart St., Blue Island, III. Phone Fulton 5-1958

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 complete; exceptional 28-foot Drop Frame Semi, 8 windows, perfect for large office or cookhouse; Evans Monkey Speedway.

FOR SALE

This duplicate equipment offered for

sale due to discontinuance of one

KING REID SHOWS

468-W, Manchester, Vt.

TURNER SCOTT

Wanta Help on Allan Herschell Merry-Go-Round, Cat, Roll-O-Plane, Wheel, Kiddle Rides, long season, Bill "Candy Apples" Thompson, contact me. Address:

120 N. Grandview Ave. Daytona Beach, Fla.

WANTED **GOOD CARNIVAL**

Week of July 16. American Legion Celebration, Waverly, Illinois

EDGAR MASON

Waverly, Illinois

WANTED CARNIVAL

For FAYETTE COUNTY FAIR ASSOCIATION, INC., OAK HILL, WEST VIRGINIA DATES: AUGUST 6-7-8-9-10-11, 1956, G. STEELE CALLISON, Vice-President P. O. Box #218, Oak Hill, W. Va.

WANTED KIDDIE AND CARNIVAL RIDES

Growing Lake Resort Community Devel-oping Recreation Center. Will work with individual who owns and operates equipment and looking for permanent location with future. JAMES B. GERRITY

Mo.-Ark, L. P. Gas Co., Bull Shoals, Ark.

FOR SALE

Large Artisan 53 two-tune tracker system automatic Merry-Go-Round or Park Organ, complete. Quick sale.

4142 N. 20th St., Phoenix, Arizona. Phone: A-M 6-0086

WANTED

Carnival for week July 16-July 21

Annual Irish Day Picnic. Write Wayne Points, Farmersville, Ill.

Glades Okay On Route of Winter Dates

CARNIVALS

FORT PIERCE, Fla., Feb. 25. -Glades Amusement Company in here this week for the Legion Fair, reports a substantially good season to date. On the lot are eight shows, 11 rides and 40-odd concessions. Also carried as a free attraction is 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 four others.

Owner Jerry Saddlemire states he is set for his usua! 44-week season, consisting of winter fairs and a few still dates in Florida, then summer and fall bookings, all 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 Ever: has been awarded the exclusive privilege for selling souvenirs, novelties, food and drinks along all parade routes of the Fiesta San Jacinto, to be held in April. It was the first time an ex has been given.

Announcement was made by Rudolph Richter, president of the fiesta association, who said the selection was made by the executive committee. Evers is well known in this city as a concession operator.

For Mammoth Fourth of July Celebration at Ripley, West Va. First class Carnival with 5 or 6 major and 6 or 8 Kiddie Rides. This is one of best carnival towns in State.

For particulars, communicate with J. J. KARR

Chairman Amusement Committee Ripley Volunteer Fire Dept. Ripley, West Virginia

CARNIVAL WANTED

JULY 11, 12, 13 & 14. sored by Watertower Dads' Club. Alton, III. Contact

Newell Timmermeier 1232 State St. (Phone: 2-7881)

WANTED

Tattooed Lady, Snake Handler, Acts for 10-in-1 for Canadian tour. Bertie Wade, Artonia Gibbons, Jean Carroll, answer— send photo, state all.

JOHN BALDASTY Bernard & Barry Shows 74 Cordy Ave. Toronto, Ontario, Can.

CARNIVAL WANTED

Andrew County American Legion Fair

Savannah, Mo., Aug. 7 to 12. 3 days of horse racing, 1 day motorcycle races and I day stock car races. Contact ROYAL D. TURNER, Savannah, Mo.

WINTER **QUARTERS**

Wade, W. G.

COLDWATER, Mich., Feb. 25. -Manager C. D. Murray, General Representative Doug Wade and W. G. Wade Ir. have returned to quarters here and preparations are under way for the March 29, Ecorse, Mich., opening. For the opening dates and six weeks to follow the show will carry 14 rides.

Slim Martin will again handle the Ferris Wheel, and Specs will be back for his sixth year in charge Last week the show played the of the Merry-Go-Round. Others in the ride line-up include Wahoo Wolfe, Rolloplane; Sam Manso, Jour kiddie rides; Dick Green, Little Dipper; Andrew Anderson, Rocko-Plane and Twister, and Orville Green, Dodgem. The Atomic Funhouse has been assigned to Mr. and Mrs. Frank Sparks. Richard Swain will have his 60-foot Mechanical City and cookhouse with the show. Bill Abrams is getting his string of concessions ready. Walter King, King Amusement Company, Mount Pleasant, has booked on one of his 24-foot long-range shooting galleries.—WALTER SCHAEFER.

B. & H. Amusements

SUMTER, S. C., Feb. 25.-With ideal weather helping, a lot of work is being turned out at the barn. There has been a skeleton crew of four in quarters during the winter, but six more men are expected in by March 1 to help speed work.

children recently returned from a Johnson and Owens have installed Delaney, Dorothy Crawford, fi-FRED OWENS.

Walkerton, Ind., Signs Baker United

WALKERTON, Ind., Feb. 25.-Baker United Shows will provide the midway attractions at the centennial celebration here July 31-August 4, Ernie Allen, show manager, announced. Howard Sexton represented the celebration com-

\$3,500 Raised

Continued from page 84

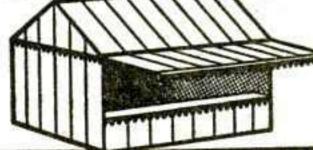
Miller, Mary Kanthe, Fred Smith and George Katarakos.

Prize donors included Max Kaplan, Larry Ferris and Steve Vaughn. Cash donations, in addition to those given by Babcock and Davis, came from Pete Sutton, Lil Schue, C. H. Allton, H. Ewert, Ed Butler, Steve Vaughn, Alex Freedman, Ruth Wood, Nancy Meyer, Lilabel Williams, Ed and Elsie Kennedy, Alex Stewart, Steve Freedman, Vincent Kuropatwa, Maybelle Bennett, Myrtle Hutt Morris, Charles Crowell, Carl Frye, John Cardwell, Abe Grant, Nell

June Sutton and Helen Vaughn handled the bank night. Eve Scott and Inez Allton served supper for over 250 with Max Kaplan handling the bar and Helen Smith in charge of finances.

Robideaux and Jimmy Lantz.

ANCHORTEN



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Recognized as the Tent House of FIT-STYLE-AND QUALITY Concessions-Show Tents-Ride Tops-Bingo-Merry-Go-Round-Cookhouse Tops

Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints—Rustproof

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TILT & WHEEL FOR LEASE

Car Tilt-A-Whirl and No. 5 Eli Wheel for this season. Repaired and pointed; ready to go. Address

P. O. Box 201

RIDES Valdosta, Georgia

Cook New Exec With Miami's Variety Club

MIAMI, Feb. 25.-Phil Cook, former executive secretary of the Miami Showmen's Association, has taken a similar post with the Variety Club of Greater Miami, it has been announced.

A resident of Miami for 15 years, Cook is also a 32d Degree Mason and member of the National Showmen's Association, Greater Tampa Showmen's Association, Royal American Shrine Club, Independent Order of Foresters, and Congregation Beth David Men's Club. For a brief period he was also associated with the midway office of the Dominican Republic World's

Cook's duties with the Variety Club will be much the same as with the showmen's group, with the addition of much fund-raising, one of his better-known abilities. Main charity of the club is maintaining the Variety Children's Hospital.

Esther Young Names Committee Heads for Tampa

TAMPA. Feb. 25. - Esther Scotty Johnson is in charge of Young, new president of the building and Fred Owens has the Ladies' Auxiliary of the Greater paint shop. All trucks and trailers Tampa Showmen's Association, had a coat of red this year. Man- this week named committee chairager and Mrs. W. E. Hobbs and men and co-chairmen for the year.

Chairmen, followed by co-chairshort vacation in Tampa where men, are as follows: Gertie Weiss, they visited relatives and friends. Maud Varnier, membership; Mary a television set in the work shop. nance; 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, entertainment; Mary Cain, Frances Piercy, refreshments; Marie Caughey, Ruth Grimsell, hostess; and Myrtle Jeter, Hazel Maddox, burial.

Crandon Park

Continued from page 84

Mr. and Mrs. R. Aquino, the Ben Grosses Mr. and Mrs. C. Gershing; Mr. and Mrs L. Ginsberg, senior and junior; Mr. and Mrs. A. Graham, the George Stortes, the Quack, Donohues, Gaston Biloudeau, Mr and Mrs. Wally.

Mr. and Mrs. Wilcox, Dick Bevins, Sally Blumenthal, Joe Galvin, Happy Kirwan, the Jimmy Perenzis and son, Mrs. Lula Theis, Leo Bistany, Mrs. Horan, John Quinn, Mr. and Mrs. J. Essner, Mr. and Mrs. L. Essner, Helen Simmons, Stretch Rice, Mary Evans, the Carl Browns, the Don Watsons and Dora, Stella Bagel, the Sid Daniels, Mr. and Mrs. M. Herman, the Ralph Endys, Mr. and Mrs. Anzalone, Mr. and Mrs. P. Barrett, the Leo Pinklers, the Nelson Hartleys, the Ed Homans, Mr. and Mrs. A. Campanella, Joan Campanella, M. B. O'Connor.

Nate Cutler, Joe Regan, Mr. and Mrs. G. Anderson, Russ Erdell, the Jimmy Stabiles, V Maag, Dick Coleman, Oscar C. Buck, J. C. Murphy, Mrs. L. Stone, the Charles Carlds, Mr. and Mrs. J. Reed, Syd Goodwalt, Tony Schultheis, Vic Goldman, Ed Goldberg, J. W. Shelton, J. P. Tyson, Hadji, Mr. and Mrs. L. Dell, Mr. and Mrs. C. Wilson, the Frank Popes, the Blondy Macks, Peasey Hoffman, Bennie Glass, Dick Wilcox, the Charles Andersons, Mr. and Mrs. B. Mendelson, Muscles, Jack Rose, Mr. and Mrs. A. Kasin, D. Kasin, Richard Pronath.

Prank Trenker, Morris Bedlin, Dotty Bedlin, Anna Lee Wilkins, Sammy Moonblatt, Mr. and Mrs. Al Beck, Minnie Simmons, Thelma and Pat Tarrell, Peggy Heiman, the Joe Strausses, the Lebau Zudies, the Andy Markhams, Doc Pisher, Dutch Saltus, George Langley, the Jack Youngs, the Joe Dernogas, the Stanley Plases, the Bill Clains, the Paul Spragues, the John (Michigan) Reeds, Mickie and Happy Hawkins, Rose Bennett, Maomi Bantley, Sue Copping, the William Weakleys, Mrs. Cincly, the Ed Davises, Mrs. V. Kadell, Mr. and Mrs. Prisble, the Paul Smiths, Mr. and Mrs. J. O'Conners, Mr. and Mrs. M. Black, Danny Murphy.

Regina McLinden, Fred Holtzman, Bill Duncans and daughters, Mr. and Mrs. E. W. Brown and Randy, Mrs. McNamara, the Con Weisses, Mrs. Yancy, Pete Glynn, Robert Kelly, Joe Murphy, Mae Nelson, Prancis Glynn, Pred Conti: James Sakobie, senior and junior; the Marty Weisses and sons, Frenchy Schwacha, Mr. and Mrs. L. Hirsch and family, the Bill Moores, the Syd Daniels, Sam Prozer, the Rhody Ridings, Phil Cook, Rip Weinkle, the Sonny (Honeymooners) Levins, Eddie Horwitz, the Lew Langes, Nan Rankin, Minnie Simmons, Mrs. Hoyer, Mr. and Mrs. Eule, Mr. and Mrs. L. Kramer, Colonel Stahler Dan Tollin, Mr. and Mrs. H. Schreiber, Josephine Haywood, Mr. and Mrs. G. Hartley, Ann Whitehead

and family, Max Goodman, Al Blumenthal, Paul Prell, Sid Rifkin, the Ep Glossers and son Danny, Joe and Aggie Ross, Ida Freedman, Ray Goldman, Mr. and Mrs. L. Weinstein.

League Skeds Two Parties

CHICAGO, Feb. 25. - The Showmen's League of An.erica has scheduled two parcies in the near future, one for the personnel of the Polack Circus, the other honoring St. Patrick.

The circus party will be held March 5 in the clubrooms. That same evening League members will be guests of Louis Stern at the 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 Committee in charge includes Ned Torti, George B. Flint, Charles Zemater Sr., and Bill Carsky.

Ken Davis Buys Miss. Ride Spot

LONG BEACH, Miss., Feb. 25. -Ken Davis, ong-time operator of concessions, has purchased the Biloxi-Gulfport Amusement Park here and is currently operating on weekends. Spot has 10 rides and eight concessions and is located on highway 90, a half mile west of the Biloxi city limits. The past two years, Davis operated bingo on F. C. Bogle Shows. Formerly he had been with Hill's Greater, E. J. Casey and Merriam's Midway shows.

Curtis Bockus • Continued from page 84

world's worst, since he said it sounded more like a sausage factory that a circus. Traveling with a daily nut of \$600 and gross of \$400, it was put out of its misery after three weeks by a \$15,000 judgment resulting from an injury to a spectator.

Another effort was the idea of having New England labor buy and operate a carnival for dates in industrial towns. This went out as the Metal Trades Council Shows in 1918. With every union demanding representation on the show, and union wages required for all the employees, the nut soared out of reach and the union 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, and others. He promoted many events and was long active in the securing of dates for shows. With Mel Dodson as a partner he organized the Jacksonville Fair in 1946. This relationship lasted thru 1948, and the following year he staged 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's associations in Chicago, New York and Miami.

Colony Grows

Continued from page 84

wiler, the Ray Suttons, Abe and Arline, and the Jimmy Shunks. Bandmaster Tige Hale plans to build here shortly. For purposes of vacations, jack-

pots or business, a steady stream 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 Sedlmayr, senior and junior; Jack Gallupo, Sam Prell, Lloyd Serfass, Johnny Hobbs and Clyde, Johnny Vivona, Izzy Cetlin, Jack Wilson, John B. Davis, Peg Netterfield, Bill Abrams, Jack Young, Al Wallace, Harold Van Heusen, Johann (Giant) Petersen, Lew Carpenter, Paul Sprague, George Ringlin, Whitey Weiss, Specks Groscurth, King Ward, Swede Nelson, the Irving Kays, Earl and Ethel Purtle, J. Peldron, Charles W. Miller, the Ted Joe and Mary Alexander, Carl Lewises, the Al Trudeaus, the Hom Zolums Holzapfel, Bill Logsdon, Harry Mathog, John Dempsey, Marie Le-Doux, Don and Eleanore Davis, Harold Whitnett and others.

Bejano Unit Joins Gooding

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. The '56 season will be the third consecutive for the Bejanos with the Gooding organization.

Mr. and Mrs. William F. Warren will again tour their Penny refreshments and entertainment. Arcade under the Gooding banner this year and William (Billy) Lauther will return to manage one of the shows' Funhouses known as the Fun Ship.

Ioe Stiv, who was ill during the latter part of last season, has recovered 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 conducted one of its most successful membership drives in '55 with Benny Hazen topping all others by recruiting 25 new members. As his prize, he was awarded a gold card by President John Gallagan.

This year's drive is already under way at a good pace with Whitey Owens having 15 to his credit, Clint Shuford, secretary, announced.

The building committee, made up of Harry Hennies, Lee Moss, Harry Zimdars and Frank Waldron will be dismissed soon as their job has been completed.

Ohio Club Skeds Party in Dayton

DAYTON, O., Feb. 25. - The Greater Ohio Showmen's Associa tion will sponsor a get-together din ner and party for Dayton area showfolk March 4, E. W. Hutchin son, chairman of the event, an nounced. The party will be held in Community Hall, 3001 Tro Street, with dinner served from to 4 p.m.

Hutchinson said the party wil be held in conjunction with ladies' bazaar. Proceeds will g to the Columbus club's buildin

BOOKER FOR MINIATURE MANSION "STUART MANOR"

Has made very successful tour of department stores in the Midwest. Would like to branch out in East and South. Excellent financial opportunity for right

STUART PARVIN Woonsocket, South Dakota

PARADA SHOWS Now Booking for 1956

Shows-Rides-Concessions. Have 4th of July open. July 26-27-28 near Kansas City, Mo. First week in August open. Have September 24 till November 11 open.

H. C. SWISHER Caney, Kansas

TEX ROBERTS WANTS Agents for Razzle, Pins, Buckets. Also

Men to up and down outfits. T. Hill get in touch with me. Opening Bator Rouge, La., March 10, with John R

CARNIVAL WANTED For Rodeo Celebration, July 20, 21 an

22, 1956. For information write WARREN R. PARKS, Secretary Grangeville Border Days

Grangeville, Idaho WANT CARNIVAL

-FOR-PANA TRI-COUNTY FAIR Pana, Illinois, August 31-September 1-2-3. Approximately ten Rides ar

twenty concessions.

WAYNE HUNTER, Sec. Owaneco, Illinois

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

a Woodhouse, hibit Rep, es Suddenly

HICAGO, Feb. 25.-Ira S. dhouse, 58, partner in the Nad Bureau for Fairs and longpublisher's representative, died Wednesday (22) following a illness. In recent years Woode and his partner, Carole May, been active in selling com-I fairs and also managed a ber of trade shows in the Chi-

native of Lehigh, Nev., Woode was a noted flyer in World I. During that conflict he drille. He received many decons, including the Air Force s from England, the French x de Guerre, the Order of the sh Empire and the Polish y's White Eagle.

oodhouse was a member of the tish Rite, Medinah Temple of Shrine and the Veterans of ign Wars.

e is survived by four sisters. al was in Elko, Nev.

aycross Names cGee Prexy

AYCROSS, Ga., Feb. 25. er McGee, local attorney, is the ciation since it was formed two

ther new officers are Ravenel ge, vice-president and general ager; Sam Caraker Jr., secreand treasurer; Taylor Zachry, . Taylor, Bill Maron and Ash-Goldwire, directors for two s, and Erwin W. Johnson, dior for one year.

ATTENTION SECRETARIES

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you are in the market for ny type of entertainment or Indoors or Outdoors, thy not do business with reliable office.

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Celebration, Centennial Committees Chairmen, Contact

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SPLAY FIREWORKS OF DISTINCTION ether your Fair, Celebration or Event is for a \$50 display or a \$5,000.00 ctacle, you will find CONTINENTAL sally interested in giving you the most best for your money. We carry quate insurance. Send for our free alog NOW. Write, wire or phone

ntinental Fireworks Co. R. #6 Jacksonville, III. Phone R-4913 or 1351

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MIKE MALKO Bloomington, III.

WINTER FAIRS

Arizona

Mesa-Maricopa County Fair, March 21-26. California

Imperial - Mid-Winter Pair, Peb. 24-March 4. Mesa-Maricopa Co. Fair, March 21-25. Harvey M. Johnson. San Bernardino-National Orange Show, March 8-18.

Florida

Ocala-Marion County Fair, March 19-24. Theodore Cormier. Dade City-Pasco Co. Fair Assn., March 7-10. H. A. Gructzmacher, Box 248. De Land-Volusia County Pair, March 10. Lee Maxwell.

Eustis—Lake County Pair & Plower Show, March 12-17. Karl Lermann. Largo—Pinellas County Fair, Peb. 28-March cial exhibit space at agricul- Pahokee—Pahokee Fatr, March 12-17. A. Sebring-Highland County Fair, Feb. 28 March 3. B. J. Harris. Titusville-Titusville Fair, March 5-10.

Williston-Levy Co. Fair, March 20-25. O. C. Belott, Mgr., Box 741.

R. Bumpas.

with the famed Lafayette Midwest Loop To Mull Name Change, Growth

KANSAS CITY, Mo., Feb. 25 .-The Midwest Fair Circuit may be enlarged and the name of the organization may be changed.

Representatives of member fairs voted at the circuit's annual meeting here Friday (24) in the Hotel President to consider expanding the membership and renaming the organization.

No formal action was taken, but president of the Okefenoke members voted that study of the large horse barns, which will be Zachry, who had headed the circuit's next scheduled meeting to be held during the annual outdoor convention in Chicago.

> overlapping dates of member fairs the group no longer comprises a circuit and that by expanding membership it might be possible to set up two circuits.

Calif. Execs Form Amateur Rodeo Group

GRIDLEY, Calif., Feb. 25. -Two California fair executives, Tuland secretary of the new Amateur Rodeo Producers' Association, which was formed here recently by

Whitaker heads the Butte County Golden Feather Fair. The organization was formed to create outstanding names in the rodeo events so that fairs could benefit at the gate. The association also plans to protect performers from invasion by members of the Rodeo Cowboys' Association, and to establish in the promotion of Florida citrus. an annual purse that will be distributed to champions in three

The money is to be raised by a \$5 fee and 10 per cent override. As any fair or rodeo-with nonconflicting dates — is eligible for membership, the fund is expected to reach several thousand dollars each year.

Other members of the organization include L. R. Benedict, Gridley; Joe Speer, Anderson; Bob King, Colusa; Winton J. Pearce, Taylorsville; M. J. Bony, Sierra-ville, and Carl T. Mills, Angels

F. D. Chastain was elected presi- including Sen. Estes Kefauver. A dent of the Perry County Fair and press breakfast (actually held at Bill Wear was named vice-presi- 9 p.m.) gave ne s:nen, radio and dent. Clenn Wallace is secretary- TV personnel a chance to lampoon treasurer. Executive committee in- various political figures in a series cludes the three officers plus Wal- of skits. ter Paul, Carl Vandervort, Mrs. L.

SWEEPING CHANGES, NEW YOUTH BLDG. FOR WIS.

Sports, Hobby Shows, Enlarged Arts Crafts and Ag. Shows Are Mapped

sweeping changes mapped by Wil- spectators and exhibits. lard (Bill) Masterson, youthful secretary.

A \$50,000 Youth Center, with dormitories to house 1,500 boys and girls, and a cafeteria to feed 750 at one sitting is to be built.

The old Youth Building, adjoining the conservation area, will be given 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, are to razed. A portable stage, 36x80 feet, is to built. Equipped with rubber tires, the five-unit 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.

The 4,500-capacity Coliseum will be used for attractions, because for the first time in years building will not be used for the horse show. The traditional horse show again will be sponsored by the fair but will not be staged during the fair. It will be presented August 2-5.

This switch also frees three sports show.

In the conversion of the old State in the Statler Hotel.

MILWAUKEE, Feb. 25. - The | Youth Building for a sports show, | tural exhibits previously housed number of respects as a result of maximum amount of space for

Also new will be an equipment of the huge barns previously used

EVERY 5 YEARS

Politico Asks **Rotating Fair** For New York

NEW YORK, Feb. 25.-A rotating World's Fair playing major August 1 completion date. New York State cities was proposed this week by Abe Stark, president of the city council.

Stark said the fairs, which would be financed by a bond issue, exhibitors' fees and possible State aid, would be a great boon in stimulating business and promoting tourist travel. The idea would be to hold an event every five years.

Association, succeeding Tay- two proposals be made before the pressed into use for greatly ex- fairs, Stark offered Rochester, Bufpanded agricultural exhibits and falo, Syracuse, Schenectady, Troy, enable the clustering of like-type Utica, Albany and New York. He exhibits in areas of their own. New spoke before the opening of the It was pointed out that due to attractions will include an indoor annual convention of the County Officers' Association of New York

1956 Wisconsin State Fair will be the plan is to submerge two tanks underneath the grandstand are unlike recent editions in a vast in the floor and thus leave the also to be moved into one of the buildings freed by the switch in horse show dates.

The entire area under the grandshow, to be presented in one stand, 740 feet long, will be devoted to a huge arts and crafts for horses. Some of the agricul- show; a photographic exhibit, a new feature for the fair, and a major hobby show, also a new feature. The arts and crafts show will be three times larger than in the past.

Railroad Set-Up

The hobby show will put emphasis on one feature, a huge model railroad set-up. Masterson says that he plans to have a different feature for this show in subsequent years. Work on the new Youth Building already is well under way, and Masterson is confident that the building will be delivered to the fair by 'he scheduled

INDEPENDENT SHOWS WANTED

As potential sites for the rotating SELINSGROVE

One of the largest Fairs of its kind in Pennsylvania. WEEK OF JULY 16th to 21st Want independent Shows with their own outfits. Also Concessions that do not con-

> Write Roland E. Fisher Manager Selinsgrove, Pa.

PLAN NEW PLANT

Winter Haven Growth Reaches 150,000 Paid

25.-A record 44,000 paid admis- curately the annual was said to be sions on Monday (13), Kiddie Day, approaching major league caliber. opened the 32d annual Florida Citrus Exposition here. Philip E. Lucey, general manager, declared sa E. Scott and Joseph Whitaker, the trend established held for the were named temporary chairman six-day run and showed a total of close to 150,000 fairgoers, up from 1955's 140,000 figure.

a group of fair managers and rodeo Wednesday crowning of the 1956 Other acts were the Ericksons, Florida Citrus Queen, 19-year-old head to head; the Zazata Dogs; Scott is secretary-manager of the Dorothy Steiner, of Boca Raton. As Ken Thomas, bar act; Raylins, Plumas County Fair, Quincy, and 1956 winner she i. under contract acrobatic balancers, and John D. to the Florida Citrus Commission Lopp, magic and illusions. Victor and will receive a retainer of \$200 Barnaba was in charge of the nighta month plus all travel expenses. ly display by Comet Fireworks She will also get a two-week air- Display Company, of Morganville, borne European trip, a complete N. wardrobe and lesser awards. TV, radio and convention appearances are planned in metropolitan areas

> Lucey reported the eve: t has increased in size and acceptance to sidered to have contributed to the where larger facilities are needed. The management has therefore acquired 60 acres, two miles west of the city, and the 1957 exposition should find a complete new fairground in readiness, with six buildings and a good-sized auditorium. Intent is to make this the showcase of a great citrus area and its growers, shippers, packers and proces-

Friday, Governor's Day, found president lack M. Berry and his staff playing host to Gov. LeRoy Collins and a large entourage of PERRYVILLE, Ark., Feb. 25 .- State, national and local officials,

Closing day was second only to C. Dooley and Mrs. Nettie Walls. Kiddie Day in attendance. Good

WINTER HAVEN, Fla., Feb. weather was a factor, but more ac-

Advance promotion this year was 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. Entertainment during the exposition consisted of Midweek highlight was the a bill of acts emseed by Phil Lopp.

> On the midway, the James E. Strates Shows, in this spot for the first time, had an over-all satisfactory week. Full employment conditions in Central Florida are consuccess of the Exposition as a whole.

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FEW CHANGES SET **BEATTY STAFF**

Cookhouse, Billing Bosses Named; See Tour of Larger Eastern Towns

Clyde Beatty Circus, opening sistant to Charles Cox March 15, will have most of the Orman said here.

changes are scheduled are cook- Robbins, band, and others. 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 opened winter quarters at the fairgrounds here. Owner Arthur L. Leonard has arrived from Sarasota, where he completed contracting the per-

Equipment purchased from the Fred J. Mack Circus has been moved here from Columbus. The general agent has been booking since January 15, and a car manager has been named. Paper is to be ordered soon. The show will open in April with London likely as the first stand.

Names of staffers and acts are to be announced shortly. Show is prepared financially and in regard to equipment and personnel for the opening, it was stated.

Von Bros. Sets New Quarters

WILKES-BARRE, Pa., Feb. 25. –Von Bros.' Circus is moving its winter quarters from Wapwallopen to Wilkes-Barre, where construction has started on a 40 by 200foot building. It is located at the rear of the Vonderheid burial vault company in the Breslaw section of

Manager Henry Vonderheid said that the new location would be convenient to suppliers of feed, 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 times weekly in the winter. It will be 28 feet high, to allow room for aerial acts.

Meanwhile, Agent R. J. Staver with two contracting agents, has a route of auspices dates well booked. A semi-trailer cage of wild animals for the Side Showmenagerie was added this week.

DEMING, N. M., Feb. 25 .- | thur Hoffman will come on as as-

Regulars who will be back, Orsame staffers back, Manager Frank man said, include Joe Applegate, big top; Otis Leslie, train; Johnny Among the departments where Cline, equestrian director; Victor

Yellow Burnett is in quarters painting the show.

Opening has been changed to

March 15, a day later than planned earlier, but the Los Angeles dates remain March 21 thru April 1. Polack Bros. is to be there April 2-8, so the two shows will not overlap as expected earlier.

Plans continue, it was under-Coast.

CLEVELAND TABS STRONG BIZ

CLEVELAND, Feb. 25.-Grotto Circus here, produced by Orrin Davenport, has been scoring strong business well ahead of last year. An informed source said it was shaping 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 In N. Y. Starts On March 12

SARASOTA, Feb. 25. - Billing stood, for taking the show farther for the Ringling-Barnum circus is east than usual and into larger scheduled to start in New York cities, but no comment about that March 12. It is understood that was available here. General Agent the show is planning to use eight Bill Moore said at the time the men, the same size crew it had show signed the Cisco Kid that last season. It is expected, howit would make a "national tour." ever, that the number of 24-sheet Since then, indications have con- boards used may be increased tinued that it would take an all-slightly. In the past, billing usually new route after it leaves the West has started two weeks or more earlier than this.

Hunt Bows April 21; Good Year Likely

Bros.' Circus will open its season for the increased interest are not year by the Monroe Greenthal April 21 at its winter quarters in yet apparent but it is expected agency, when the ad function of Burlington, N. J. The route will they will develop as more meet- the show's contracting agent was be essentially the same as that of ings are held with prospective aus- removed. last year, hugging the East Coast pices. A number of the queries, it and extending into New England. was noted, came from towns which here came this week with the The season will run thru the first have never been played by the "clown audition" held at the Garor second week of October.

the operating clan to return from Hunt organization usually by- opening tongue-in-check reception. performs in. Florida, said here yesterday that passes. everything was in readiness with only a few pieces of rolling stock remaining to be painted when the weather warms sufficiently.

of its best seasons last year, should son that many of the Hunt family do just about as well this year, turns will be replaced by outside Hunt said. He looks for the high talent. economic level to continue thru July, at least, by which time the show will have the biggest part of its winnings tucked away.

Add Sellout Dates

Prospects for Hunt are especially good since 10 addition sellout dates can already be counted in on the route. With grosses equal to capacity houses assured in advance, these dates already could pass as legal tender.

Altho the opening and closing weeks are already solid, the middle part of the season is still flexible and will be held that way to cope with unexpected situations. However, Hunt said, the entire route would be finalized within a month after opening.

Hunt said that unsolicited requests for dates were greater this

New Program

Except for the show-owned Liberty horses and elephants the entire program will be new this year, The show, which enjoyed one Hunt said. It will be the first sea-

Two of the new seat wagons are ready now for the opening. The third will be completed well in advance of opening. Equipment generally is in excellent shape with the 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, has been ordered thru Arthur E. Campfield.

Hunt flew his helicopter into Newark (N. J.) Airport for a 100hour check. The flying machine more than paid its way as an advertising aid last year and will be 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 Kasiska. She got 93 postal votes to Don F. Smith's 32.

Kasiska was elected vice-president with 117 votes. Robert King

nation.

R-B ADVANCE

Doll, Allen Reported in; Bally Weak

NEW YORK, Feb. 25.-Advance work on the Ringling opener moved along slowly this week, with Norman Carroll being the only show representative in town again. He and Charley Miller, of the Police Athletic League, have been working on the PAL benefit show, the night of April 4.

Show talks in Sarasota were again the cause of the thin staff in town. Agent Paul Eagles, originally due here two weeks ago, is expected 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 Carroll, and that Bill Doll will definitely be on the press department crew being rounded up by department head Zac Freedman. As reported earlier, Doll will represent the show for its New York engagement, but the latest information, reliably received, is that he will work for three months in addition to New York, on "institutional public relations."

The Albert Woodley advertising agency, which had handled R-B in New York in the past, will place ads for the entire show route from NEW YORK, Feb. 25 .- Hunt | year than in the past. Reasons | New York. This was attempted last

First widespread publicity break Hunt show. A number of them den and judged by Edith Barstow. Harry Hunt, the first member of were from larger cities which the Local press used pictures and usual played in the same tent that Kell

Company Claim Beatty Contract Still in Force

BUFFALO, Feb. 25.-Nation Concessions, Inc., is taking leg action against the Clyde Beat Circus to hold concession right there. The company claims th its contract with Beatty has not e

The Beatty show has let a co tract for concessions to anoth company headed by Walter Ke nan, W. E. Lawson and Frank M Closky, it is understood.

F. F. Greune, of National Co cessions, said that his firm h asked a Michigan State court enjoin all persons from interfering with the firm's exercise of its right under the contested agreement. said the company expects to f similar actions in each State t circus enters.

He said that National has no fied the circus that it is read willing and able to perform und the agreement, and it is preparis to tender that concession servi at the show's winter quarters.

Keller Act Opens As Disneyland Show

ANAHEIM, Calif., Feb. 25, Prof. George Keller's Wild Anim act is being featured at Disne land. It is being presented for times daily under canvas, and opened February 18. Keller a appeared in the Mickey Mou Club Circus at Disneyland Christmas time.

Restored circus parade wago owned by Disney are being d

Starts With Big Crowds

in the history of the Minneapolis Harrell, comedy juggling; Cly Shrine Circus was reported for the Beatty's Wild Animals; Aerial Gi 38th annual show's Thursday (23) sons; Kelly-Miller bulls; Flori launching. More than 7,000 at- Trio, pantomime; Three Rocke tended that performance in Min- and Conrad Simmons & Co., rol neapolis Auditorium. The Thursday skates; Arwood Dogs; clown night show brought a capacity crowd, thanks to an industrial tiein which included two-for-one tickets. House holds 8,000.

The circus saw two of the new Ringling-Barnum staff in action, Izzy Cervone as bandmaster and Preston Lambert as announcer. In addition, it marked the debut of Jack Joyce's new mixed animal act with camels, llamas, pony and zebra, and the return to action of used again this year in the same Alberto Zoppe, rider, who was injured some weeks ago.

Heading the bill was Clyde Beatty with his wild animals. Elephants, exotic animals and spec carts came from Kelly-Miller Circus. Show is produced by Noel Van Tilburg, with Edna Dee Curtis, assistant and personnel director; Leo Hamilton, equestrian director; Cervone; Lambert, and Orville Wilbur, props, to complete the staff.

L. F. (Bud) Johnson is general

circus chairman.

Performance was to be cut 30 minutes so youngsters would clear 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 thru the week. A Saturday morning show will give the run 19 pertormances, ending Saturday night. Prices are 40 cents for children when tickets are bought at school, 60 cents at box office, \$1.20 for August Moulton, Baraboo, general admission, and \$2.40 for

The circus, as presented opening

day, includes:

Minneapolis Shrine Show MINNEAPOLIS, Feb. 25. - | Tournament; Tony and Mary Largest opening afternoon house dola, comedy ladders, and Bo

Gretha Frisk, trapeze; Ethyl M rine, trapeze and web; Miss Ru gera, trapeze and upside down la der; Jack Joyce's camels, llama zebra and pony; clowns; Hube Castle, tight wire; Antonucc chimps and Allen's bears; clown Majestic Moon Maidens and Mo ales Duo, aerial; Kelly-Miller bu presented by Shirley and Fredd Logan; Six Freilanis and Five V torians, cyclists; Five Erickson balance act; Alberto Zoppe Fami bareback riders; clowns; Flyir Lavals, trapeze; Betty and Beni Fox, aerial.

In clown alley are Joy Thoma Roy Thomas, Henry Boer, B Bentlage, Joe E. Coyle, Norma Atwell, Tony Ridola, Walter Mat Corky Beeacher, Bozo Carey, Ji Snell, Bozo Harrell and Ger Hoffman.

TRAINER OF **RED LION ACT** JUMPS TRAIN

MUNICH, Feb. 25.-The Moscow Circus, which drew rave notices in its Brussels appearance last month, will likely be at least one performer short when it ends its European tour. Lion trainer Victor Ilinski jumped off the train in Belgium and went to German police to seek political asylum. He is interned here while officials consider his case.

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denied an earlier report of trouble ponies, Joyce Lorene and Jeanne urer, with 113 votes, to Robert Berand charged that the report was Lorene; Eddy Frisco, comedy car nard's 12. Agnes King was reintended to cause difficulties for and wire; Barth and Maier, perch; elected editor of the CHS publica-This was a two-day stand and owned chimp act; Jerry Lipko, Swann's 19.

Miller Show Moves Smoothly;

jammed, it was reported.

it was learned this week.

Business Continues Okay LENORE, N. C., Feb. 25.- | A spokesman for the show said Miller Bros.' Indoor Circus has that since opening the post-Christbeen playing to good business and mas section of the show's route, management is operating smoothly, business has been strong. Advance route will be played as contracted R. A. Miller and M. A. Miller, it was assured.

With the circus are Eddy Kuhn's co-owners, are in charge. They, as well as performers and em- 10-cat wild animal act; five showployees, told The Billboard all was owned elephants; the Crowells, dogoing well with the circus. They ing several; the Harters' dogs and again was named secretary-treas-Gordo, one-finger stand; show- tion by a vote of 106 to John business was good. Previous stand producing clown; Floyd Bradbury was Spindale, between two larger and Gaylord Maynard, music, and served as election commissioner reserves. cities, and the large building was others. Ginsburg is handling the after Bill Green declined renomishow-owned concessions.

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 heat wanted.

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Les Brown, come on in. Deal is okay, I'm here. A. G. McLohon.

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Hospital deal-\$15,000 worth of taps-Town carded-Phones in-Start Feb. 28th. Pay daily.-No collects.

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UNDER THE MARQUE

all of Davenport's dates and then troit. play fairs for Barnes-Carruthers.

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 appeared, has visited him and reports that he would appreciate

Noel Van Tilburg, of the Minneapolis Shrine, and Leo Hamilton, News, for being ticketed on a equestrian director, were in Chi- charge of obstructing a sidewalk." cago this week. . . . Milwaukee New York photograph showed an Journal of February 12 carried two wild life features by C. P. Fox, and McDonald, and the "onlooker" circus fan and writer-photographer. proves to be Dobritch. Also in the Life Magazine recently carried act was the major of Harlingen, photos of the animals at a dinner Tex., who wired protest to New Fox arranged to launch a zoo ani- York City. mal fund.

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 Happy Harrison. Both Jim Stutz with the Hitler Car, and Tex Kyle, with a snake show, were unable to find suitable locations. James Davis had several rides going.

Dr. H. H. Conley and Tom Carroll, Chicago fans, caught Hamid-Morton at Milwaukee. Carroll also talked with Bob Behee, formerly a member of the Flying Behees act and now a Milwaukee television engineer.

Clyde Carlton, manager of Ringling'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 Vagabounders, trampoline, called on Bill Kasiska at Baraboo, Wis., while en route from a date at Duluth, Minn., to their Urbana, Ill., home.

Friends magazine, put out by Chevrolet dealers, carries a piece about the new movie, "Trapeze," and includes a photo of Fav Alexander. . . . The Paul Van Pools took a trip thru the Southwest and visited Bum and Marie Henry, the Ed Widamans, D. R. Miller, Deacon and Dave McIntosh, Bill Woodcock, Art Miller, Freddie Logan, Herb Walters and Jack Moore's quarters.

Washington Post and Times-Herald of February 17 carried an interview 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 he is in New Orleans and that he saw a show being sold to supermarket merchants there. It included an elephant, pony ride, monkey show, Side Show and kiddie ride, all except the elephant going for separate tickets.

The Flying Alexanders, who recently closed at Disneyland, Anaheim, Calif., will open in March with the Gil Gray Circus. The act includes Bill and Piggy Dunn and Fay Alexander.

Rolando Johansson, equilibrist, is appearing at the Blue Room, Hotel Roosevelt, New Orleans. The date, which runs thru the end of the month, follows a lengthy run at Coney Island, Caracas, Venezuela, where Rolando's wife, Lilly Yokoi, cyclist, also performed. After closing, Rolando and Lilly will join the Harlem Globetrotters for a 38week engagement that will include overseas appearances.

The Ericksons, five-person equilibrist act, followed their engagement 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

Haag's Chimpanzees, now with William Schilling, of New York, Orrin Davenport's show, will make for the Sportsmen's Show in De-

> Al Dobritch has set these acts for appearances on Ed Sullivan's IV 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 "onlooker" watching the policeman

Ira Millette, Ringling 24-hour The Chick Boyes, rep show peo- man and former aerialist, writes ple, and the Duke Montagues, that the Paul Eagles Luncheon Hebron, Neb., magician, were Club in Los Angeles recently inamong those attending the funeral cluded Toby Vogt, Theo and Pegof Mrs. W. W. Green, mother of py Forstall, the Al Mosses, the circus fan and printer, Bill Green, Johnny Brassils, Millette and

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Communications to 2160 Patterson St., Cincinnati 22, O.

Litzenberger Recovering At Temple U.

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 of America (PSAA). He has been largely responsible for introduction in the the House of Representatives of the bills to eliminate federal admissions taxes on privately owned rinks and pools.

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A SUGGESTION DID THE TRICK

HARTFORD, Conn., Feb. 25.-Hartford Skating Palace is now included in the daily amusement time schedule guide published in The Hartford Times.

Rink partner Irving Richland suggested that the rink be included in the daily roster of stage shows, night clubs, dancing, etc., and the newspaper's amusement page promptly began listing the rink as providing skating nightly from 7:30 to 11.

ANTI-POLIO

Highway's Revue Nets Neat \$538

COLONIAL HEIGHTS, Va., Feb. 25.-"Winter Carnival," Highway Arena's fourth annual benefit 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 ability and elaborate costumes, prepared by skaters and their families, were the subjects of much favorable comment from spectators. Outstanding in the show's 15 numbers were "Yellow Rose of Texas," "Indian Love Call," "Skating the Blues" and "Dixie," featuring such skaters as Butch Redford, Leslie Rosemond and Nancy Dobson.

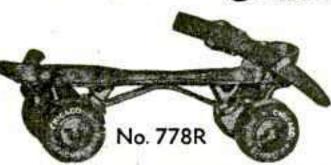
Arena Manager R. L. Blankenship lauded the co-operation given the affair by the local press and radio and TV outlets. WXEX-TV. production. Directorial credit goes to Bill Edwards, Highway pro, who mont rink is just starting on beguided skaters in three months of ginner classes. In Aurora one the Esquires and Southern Serenaders, alternated in providing musical accompaniment. Top-notch spotlighting, provided by Colonial Heights' new \$10,000 civil defense truck and its crew, added to the show's effectiveness. Extra bleachers to accommodate crowds were provided by Fort Lee and a local contractor.

Added attraction the second night was a skating performance by seven-year-old Linda Wagner, a polio victim with braces on her body and both legs. The beautifully costumed child did a number of fancy routines including splits.

Leiser Reported III

Leiser, operator of New Planet Roller Rink here, is ill and would County chapter of the polio founlike to hear from friends, accord- dation was the largest amount Chicago skating scene. Leiser is at home at 5822 North Winthrop

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Promotion Boosts Biz For Plaisted

DENVER, 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 re-placed this summer by a larger 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 In commenting on Al Pitcaithley, tionally fine all winter.

In Aurora four nights are scheduled for private parties each week. The first Saturday night of each month is a bop session, Plaisted says. High school kids pour into the rink for three hours of skating, followed by a sock dance until midnight. This has been exceptionback often for skating sessions.

No Champions in Sight

Neither the Rollaway nor the local NBC outlet, shot film of the Roll-O-Rena have developed any potential champions. The Longrehearsals. Two area dance bands, skater placed in the last national RSROA meet held in the city.

MARATHON

Skatarena Polio Event Snags \$178

SINKING SPRINGS, Pa., Feb. 25.-Success of a recent skating marathon at the Skatarena here, a benefit for the March of Dimes a repetition of the event next year, said rink owner George (Doc) group in the area.

The event also was a success competitively, said Yoder, with 15 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, holder for 46 years of a marathon record of skating 315 miles in 24 lin, Conn., has indefinitely posthours. With Carey during the entire proceedings was Warren Rohrbach, 67, another former local speed skater. On hand to assist in the officiating were William (Skippy) Smits, assistant director in the America on Wheels racing league, and Earl Armer and Walter Weber.

be on the floor at all times.

ROADSHOW REP

Notes from Henry L. and Merwho are wintering in Wichita, Kan.: "We're sorry to lose Dick Wagaman, who was slated to be back with the show this season. Wagaman has canceled in order to fulfill a two-year contract with Uncle Sam, doing producing, directing and working in the transportation and wardrobe departments. Duke and Ward Tracy have been signed for the coming season, which opens in late April in Boise City, Okla. Klink and Frances Lemmon will be with the aggregation in Colorado this season. We were guests recently at a large party at the King and Marie McDonald ranch near Wichita. The McDonalds are former repertoire people. Marie is now associated with radio Station KFBI."

Aurora rink and his Roll-O-Rena, a frequent contributor to this col-Longmont, Colo., is exceptionally umn, Brunk said that the old-time tean style show with which he good. In the heart of a good agri- repster did not mention that when kept to the smaller towns en route cultural center, the Longmont rink he accepted the managerial job at west. He also took on some 20 pulls parties from nearly a 50-mile the country club in Carlsbad, N. M., club dates. radius. Clubs, youth organizations he was forced to give us his and rural groups often charter famous bicycle and learn to drive have been working Northern Michibuses to come to Longmont for pri- an automobile. "Pitcaithley was gan with their four-cast "Town Hall vate parties. Sunday evenings at connected with radio Station KAVE Tonight" show, have encountered Longmont are devoted to young for a number of years in Carlsbad rough going and are mapping a adult married couples, and Plaisted and was a colorful figure as he move into the Dakotas. "Our opus says the crowds have been excep- hurried about covering his outside is good," they claim, "but Northassignments on his bike," said ern Michigan is not what it once Brunk.

The Brunks are currently workcedes Brunk, of Brunk's Comedians, ing on a one-night benefit show to be presented in Wichita sometime during March. In the cast will be Hank and Mercedes Rey, Lucille and Polly Coates, Rex Jones, Bill Burton, Hap Peebles, Dusty Rhodes, Charley Wilson, Jim Long and Frank Bolling. . . . Francine Pisano, ingenue with the Brunk show last year, is currently appearing with a band in a Milwaukee

> Jean Grimaldi Players are making their semi-annual tour of New England spots to good business. Carmen Dezial is the featured vocalist. In the cast are Armand Desrochers, Roger Roy, Bill Levesque and Bebe Lessard. Show is offering several new sketches that are reportedly going over well. . . . Stanley Matthews is in Los Angeles after a good east-to-west tour with his solo show. Matthews has a pro-

Gerry and Ida Boynton, who

Drivin' 'Round the Drive-Ins

Texas Drive-In Theater Owners' poned a hearing on an application Thayer, Kenneth Cole, Bruce ally profitable, as there is no other vention at the Statler-Hilton Hotel, Britain, Conn., theater owner, for Association held its annual con- by George LeWitt, veteran New place for the teen-agers to go in Dallas, Tuesday and Wednesday authorization to build a drive-in this part of the city and they come (21-22). Charles Weisenburg is president of the group. Keynote address was made by Herbert J. Yates, president of Republic Pictures. Other talks were made on insurance problems, Arthur Stern; tax problems, Arnold Ablon; public relations, Jack Jackson; advertising, Edwin Rookelly, and tax relief for exhibitors, R. J. O'Donnel. 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. Green. The second day there was an election of officers, followed by a concession clinic, open forum for members, a luncheon talk by Dr. Marvin Sandorf, and a banquet with Edwin Tobolowsky as speaker.

Horn Drive-In was broken into at Waller, Tex., according to Nelson Horner, owner, the thieves campaign, has prompted plans for taking projector parts and nothing else. . . . Burglars entered Rocket Drive-In, Sweetwater, Tex., rifling CHICAGO, Feb. 25. - Fred Yoder Jr. The \$178 grossed by the money boxes on the candy and cigevent and turned over to the Berks arette machines and doing other damage. . . . The new Sahara Drive-In, Big Springs, Tex., has ing to Bill Henning, veteran of the raised for the drive by any sports 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

The Zoning Commission at Ber-

Oconomowoc School **Benefit Show Set**

OCONOMOWOC, Wis. Feb. 25. -Thirty to 40 skaters will partici-The winning trio, composed of pate in an upcoming 90-minute Warren Gehret, James Penny- skating show in Silver Lake Beach packer and Gene Line, representing Rink here for the scholarship fund the Reading Roller Racing Club, of Oconomowoc High School, recovered 404 miles and one lap in ports Mrs. Dominick DeCicco, who the 24 hours. A Bayonne, N. J., with her husband operates the rink. combination of Chet Brosonski, Following the school show the Bill McLaughlin and Don Elder skaters will also donate their servfinished second, and a Pottstown, ices on a Thursday night for a show Pa., trio, Bill Walker, Ed Twar- at nearby Woods Veterans' Hosdoski and Byrle Shirey, wound up pital. Participants in the show third. Rules of the competition were pictured in a full-page layout required one member of a team to in The Milwaukee Journal brown section of January 29.



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MERCHANDISE TOPICS

that January, 1956, was the firm's adjustment, it carries a one-year most successful 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 firm's chrome is \$8 for a sample and wedding and engagement ring set \$7.25 for six or more. The firm in 14-kt. gold with genuine dia- announces a catalog listing many monds. The set looks like a \$125 low-priced items. 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 complete 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 rebuilt Elgins and Walthams for as 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., has introduced the Jockey Coaster Set, a uniquely designed item that will bring a laugh to everyone who sees it, the firm states. Each coaster, numbered 1 to 4, has imsix-dozen lots. Quantity prices are available to jobbers.

Hall of Distributors, Inc., 8713 12th Street, Detroit, reports sales of its copper toaster in steady volume. The toaster retails for \$29.75. It is a streamlined, copper autotrim makes it attractive for gift, chain and collar holder.

Joseph Brothers, 5 South Wa- premium and prize use. U. L. apbash Avenue, Chicago, reports proved, with light and dark toast

> Concessionaires using Mexican products should write Pearl Sales Company, P. O. Box 675, El Paso, specialist in Mexican items. A listing is ready for the trade. A postcard will bring you a copy.

> David Freedman Enterprises, 1848 Merribrook Road, Philadelphia, announces a screw driver with flexible shaft that bends around corners. This tool contains eight inches of tempered steel with a lucite unbreakable handle. It retails for \$1. A sample is 50 cents. Jobber discounts and territories are

Pitchmen, demonstrators and specialty workers who have not tried the Hawaiian Ti plant log should write to Sherfy's, Ltd., printed on it the words "For Your 2126 Boyer, Seattle. This small Highballs." Packed in attractive imported log, when placed in waboxes, the sets are offered at \$12 ter, becomes a healthy growing per dozen, postpaid, or \$10.80 in plant. Sherfy's says over a million of them were sold last year. Cost to the trade is 7 cents. They retail from 49 to 69¢ each.

Cel-Max, Inc., 582 South Main Street, Memphis, is offering as a closeout handsomely boxed sixpiece men's watch sets; six sets matic pop-up toaster by a well- for \$29.50. They consist of jeweled known manufacturer. Triple-| Swiss watch, expansion band, goldchrome plate finish with copper plated cuff links, tie holder, key

PIPES FOR PITCHMEN

By BILL BAKER.

JOSEPH LEHR . . .

Food Fair store in Philly.

THE FINAL CURTAIN . . . Billboard carries the name of Law-Calif. LaPlante was a veteran many years he worked with Jolly Long and other West Coast shows. Surviving him are his widow, Myra; a son, Robert, and two daughters, Doris and Janet. Burial 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 remaining 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 up, so all the boys and girls drop him a letter, card or what-haveyou. His wife, Louise, and son, Mickey, 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 Rogers Trailer Park, 2756 Georgie Avenue, West Palm Beach, Fla. Met Herman Highlander with his polish and Goldie with planes. Everyone reports spending way off. Where are you, Tom Kennedy? Pipe in, Frank Fredricks, Dave Clayton 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 med show business, Dan and Babe | \$ Sherwin. I have been associated \$

that the show was closing early If you can't beat 'em, join 'em.' Now the big cry is that TV is entertainers. Sherwin tells me that Buster and Kay Doss will join his in the business. Here's wishing the Sherwin show the best of luck."

THE REPORT HAS IT. that Curly Burnett is holding forth at the Battle of the Flowers in San Antonio with two of his coil cars.

PITCHMEN! Hawaiian

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since they hail from my State of spot worker, scribes from Philly Oklahoma, I would like to do a that he's laid up with a bad back little flag-waving in their behalf. and would like to get some mail They have just rounded out their from friends. His address is 2322 40th year in the business and, N. 16th Street, Philadelphia 32. in all that time, they have suc-Lehr adds that his niece, Mrs. Jack ceeded in doing pretty well for Dautel, shared the ribbon-cutting themselves. There is no one single honors with Miss Pennsylvania at location where the Sherwins have the February 15 opening of the played where they can't come back for a repeat showing and find the welcome mat way out in front. In addition to their show, they column in this week's issue of The do a bang-up mail order business both winter and summer. Even rence (Blackie) LaPlante who during the depression, Dan and bowed out February 9 in El Monte, Babe did okay. They paid their people good money but they had concessionaire and pitchman. For 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 a big show again next season. When others were screaming that the theaters were killing the med business, Sherwin would work side by side with them. I've often heard him announce from his stage that night so that the folks could make the late preview at the local theater. His theory seems to be, killing them-but not Dan and Babe-they are hiring TV stars and show next season. Doss is one of the youngest blackface comedians

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COMING EVENTS

Alabama

Birmingham - Better Homes Exposition, May 15-20. Patrick J. O'Toole, Chamber of Commerce Bldg.

Arizona

Chandler-Southside Sheriff's Posse Rodeo Mesa-Rawhide Round-Up, March 21-25. Phoenix-Maricopa Co. Sheriff's Posse Rodeo, March 11. Phoenix-Specialty Dog Show, March

Phoenix - World's Championship Rodeo,

March 15-18. Phoenix-Spring Horse Show, April 21-22. Tucson-La Fiesta de Los Vaqueros and Rodeo, Feb 22-26.

Arkansas

Des Arc-Prairie Co. Livestock Show, April 26. B. E. Wray. Porrest City-St. Francis Co. Jr. Livestock Show & Sale, May 10. John R. Stipe, Box

Little Rock-Home Show, April 29-May 3 Mrs. Judy Disongh. 206a Louisiana. Little Rock-Little Rock Horse Show, May 10-12, Jack Rice, 7201 Asher.

California

Los Angeles-General Motors Motorama, March 3-11. Los Angeles-Sportsmen's Vacation, Boat &

Trailer Show, April 12-22. Napa-Napa Valley Horse Show, May 6 Mrs. Wilhelmina Glancy, P. O. Box 726. Oakland-International Roadster Show, San Diego-San Diego Home Show, March

24-April 1. San Diego-Spring Pair of Modern Home Ideas, April 24-29.

San Francisco-General Motors Motorama, March 24-April 1. San Francisco-Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Sesnon, c/o Cow Palace.

District of Columbia

Washington-National Capitol Flower and Garden Show, March 3-9. Al Harloff.

Florida

Clearwater - Fun - 'n' - Sun Celebration. March 10-17. Edward Young, chairman of Punland Zone, Tarpon Springs. Dania-Dania Tomato Festival ,March 5-10. Daytona Beach-Volusa County Home Show, March 17-21. Jean MacDuff, Pilot

Ocala-Southeastern Fat Stock Show and Sale, March 5-10. Louis Gilbreath. Opa-Locka (Miami)-Arabian Nights Festival, March 15-19. Ruskin-Fla. Tomato Festival, April 26-28.

Georgia

W. D. Miller.

Atlanta-Southeast Sports, Boat and Vacation Show, March 3-10. Martin P. Kelly, Nat'l Bank Bldg., St. Paul 1, Minn. Dawson-Terrell Co. Centennial, April 15-21 L J. Perguson.

Illinois

Chicago-All Wisconsin Resort and Travel Show, March 24-28. Art Huebner, Hotel

Decatur-National Home Show, March 7-POSTPAID 11. Dorothy H Godfrey. Kankakee-National Home Show, March 14-17 E. J. Smith. Springfield-National Home Show, May 2-6. E. J. Smith.

lowa

Des Moines-Iowa Sports, Boat & Vacation Show, April 13-18. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

Kansas

Hutchinson-Kansas Motor Show, March Wichita-Wichita Auto Show, March 16-18.

Kentucky

Louisville-Kentuckiana Home & Improve-ment Show, April 7-15. Joseph Brooks, Jefferson County Armory.

Louisiana

Shreveport-Holiday in Dixie Spring Pestival, April 25-29. Able C. Goldberg.

Massachusetts

Boston-GM Motorama, April 19-29. Fall River-National Home how, May 1-6. John W. Daly. Springfield-National Home Show, April 10-15. John W. Daly.

Michigan

Bay City-Better Homes Show, March 16-

21. Jack Davis, P. O. Box 12.

Mississippi Bay Springs-Jasper Co. Livestock Show,

March 6-8. W. C. Jefcoat. Canton-Madison Co. Livestock Show, April 11. R. L. Smith. Co. Livestock Show Carrollton-Carroll March 17. R. R. Cooper.

Cleveland-Bolivar Co. Livestock Show March 16. Boyce Tiser. Columbia-Marion Co. Livestock Show March 8-10. D. O. Scott, Porest-Southeast Miss. Dist. Livestock

Show, March 15-17, Mrs. Myrtle Goodwin, Greenwood-Delta Dist. Livestock Show. March 22-24, E. H. Blackstone. Hattiesburg-Forrest Co. Livestock Show, March 9-10. W. W. Kennedy.

Hattlesburg-South Miss. Dist. Livestock Show, March 12-14, N. S. Hand. Jackson-Hinds Co. Livestock Show, March 5-7. G. L. Hales, Box 501, Port Gibson-Southwest Miss. Dist. Live-

stock Show, March 19-21. E. C. Newman. Quitman-Clarke Co. Livestock Show, March 1-3, J. A. Gibbs.

Sardis-Northwest Miss. Dist. Livestock Show, March 26-28. Lee H. Thompson. Tupelo-Lee Co. Livestock Show, March

FAST SELLING KISSING ANGELS

STOREKEEPERS:

Waynesboro-Wayne Co. Fair & Livestock Show, March 12-13, E. P. Harrison. West Point-Northeast Miss. Dist. Livestock Show, March 29-31. E. E. Wooten. West Point-Clay Co. Livestock Show Fair, March 29-31. H. B. Converse.

Missouri

Yazoo City-Yazoo Co. Livestock Show March 16. W. G. White.

Ava-Kiwanis Jr. Livestock Show, Apri 28-29 Phil H. Pettit. Clinton-4-H Egg Show, March 31. Ed Wiggins. St. Joseph-St. Joseph Barrow Show, March 15. Webb Embrey. St. Joseph-Buchanan Co. Dairy Show, May 19. Webb Embrey. St. Joseph-Interstate Jr. Dairy Show May 26. Webb Embrey.

Nebraska

Lincoln-Lincoln Home Show, March 22 25. Peggy King, 418 Trust Bldg.

New Jersey

Teaneck-House, Garden and Hobby Show March 10-17. Westfield-Union Co. House, Garden & Hobby Show, April 28-May 5.

New Mexico

Albuquerque-250th Anniversary Celebra tion, June 17-23. Franciscan Hotel.

New York

Jamaica-Long Island Home Show, May 1 Veterans, Whitman Hotel. New York-National Antique Show, March

New York-International Flower Show March 7-11 New York-National Photography Show April 28-May 6. New York-International Philatelic Show. April 28-May 6.

New York - International Automobile Show, April 28-May 6. Syracuse-Post Standard Home Show, March 6-9. Syracuse-Syracuse Builders' Exchange Show, April 5-10.

North Carolina

Winston Salem-National Home Show, Apri 22-27. Lloyd A Goodin.

Ohio

Canton-National Home Show, March 13 18. E. J. Smith. Cincinnati-Home and Flower Show, March

3-11. Earle W DeLaittre, Home Builders' Assn. Columbus-Midwest Sports, Vacation, Travel & Boat Show, March 16-25. Ben

Dayton-Do It Yourself Show, April 6-8. Ward Collopy, Publicity Service Bureau, 133 Warren St.

3-11. Milt H. Tarloff, 443 Spitzer Bldg.

Oklahoma

Oklahoma City-Greater Capitol Hill Home 113 W. Commerce St. Oklahoma City-Oklahoma City Rodeo, April 22-25, Lee V. Sneed.

Tennessee

Lawrenceburg-Lawrence Co. Strawberry Pestival, May 13-14, G. H. Lehnert, Morristown-4-H Fat Calf Show and Sale, March 20. Jesse E. Francis. Newport-Spring Festival, May 3-5. Jack Vinson, Cocke Co. Fair.

Texas Austin-Austin Livestock Show, March 6-11 J. R. Thacker, P. O. Box 998. Corpus Christi-Buccaneer Days, April 21-29. Jack Lindsey, Route 4, Box 694, Dal-

Cuero-Cuero Stock Show, April 4-7. Dallas-Garden Center Plower Show, March 10-18. J B Rucker Jr., State Pair of

Dallas-Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bidg., St. Paul 1, Minn. Dallas-Nat'l Home Show, April 22-29. Grover Godfrey, 102 Walnut Hill Village. Houston-Houston Fat Stock Show & Livestock Exposition, Feb. 27-March 4. Her-

man Engle. Houston-Houston Sports, Boat & Travel Show, March 17-24. Martin P. Kelly, United Sports & Vacation Show, First Nat'l Bank Bldg., St. Paul I. Minn. Mercedes-Rio Grande Valley Stock Show & Rodeo, March 4-12. Mercedes-Stock Show, March 6-12.

Poteet-Strawberry Pestival, April 12-14. San Angelo-Fat Stock Show and Rodeo, March 7-11. San Antonio-Piesta San Jacinto, April

San Antonio-San Antonio Home Show, May 20-27. Irving Wayne, 103 D Paradise Lane. Shamrock-St. Patrick's Day Celebration, March 17, Bob Roach.

Waco-National Home Show, May 2-6. Horace Black, Whitney-Lake Whitney Sport Show, April 13-22, P. O. Box 922. Wichita Falls-National Home Show, April 4-8. Lloyd A. Goodin.

Utah

Salt Lake City-National Home Show, May 20-27. Brounlow R. Hall.

Virginia

Richmond-Sportsmen's and Boat Show, March 14-18. Winchester-Shenandoah Apple Biossom Festival, April 26-27. Thomas G. Scully.

Washington Spokane-Spokane Auto Show, March 7-11 Spokane-Jr, Livestock Show, May 1-4. P. R. Gladhart, Box 2184, Old Union Stock-

Wisconsin

Madison-Wisconsin Sports, Travel & Vacation Show, April 6-11. Lakeland Associates, Inc., Madison. Milwaukee Sentinel Sports Milwaukee -Show, March 17-25. Waukesha-Waukesha Dairy Show, March

CANADA

Alberta

19-23. George Dehnert.

Edmonton-Spring Livestock Show and Montreal-Montreal Gift Show, March 5-8 Edmonton-National Home Show, April 13-21. Arthur Gilbert. Edmonton-Spring Horse Show, May 23-26.

British Columbia Vancouver-National Home Show, April 25-May J. John W. Daly.

Gwynn Oak Slates Projec

Continued from page 83

which splits the park area, and tried with some success on build a 40-foot steel footbridge Sundays last year, with 18 of over the narrowest section of water. dates being reported this year This will give some 1,2000 homes access to the park on foot, whereas they have been compelled to make the visit in cars previously.

4. Have Holmes Cook build an 18-hole miniature golf course. One possible location would be inside the big loop taken by the Rensellaer Miniature Train, so that the first couple of holes would be outside the train rails. This would enable construction of a scenic footbridge and tunnel at the crossing, similar to the attractive one Cook installed at Kiddie City in New York.

Of the park's 75 acres, some 35 are undeveloped, Price said, being on the other side of the water and valuable so far just for scenic purposes. The footbridge and parking area, for some 500 cars, will be the first move to make practical use of this property. In addition, 6. Vincent C. Rottkamp, Catholic War it was noted, some 300 parking spaces on a hillside lot are being lost in the present layout, and an architect will redesign it for maximum auto content.

Problems Cited

Price said that in recent years his family, headed by Arthur B. Price, long-time operator of the funspot, has visited some 100 parks east of Chicago. All have been faced with the same problems of accommodating the expanding motoring public, he added, and nothing short of a drastic approach to the problem, such as Gwynn Oak is taking, will solve the problems. He said cost of clearing and grading the new parking area will run to \$10,000 per acre.

The new park will incorporate the key existing structures, such as the Merry-Go-Round building, United Sports & Vacation Shows, First Toledo-Home and Travel Show, March ballroom and Coaster. Elsewhere on the property all frame construction will be replaced with fireproof-type buildings incorporating Show & Jamboree, April 4-7. Jack Wright, steel, brick and masonary work. Price cited advances in this type construction at such parks as Palisades, (N. J.) Amusement Park and Rockaways' (N. Y.) Playland.

Reason given for delaying construction of a new Coaster until next year was inability to get commitments on sufficient proper lumber for the job. Rather than open the new operation in May or June, it was said, the decision was made to start work immediately after the 1956 season ends. The old Coaster will not be destroyed, it was emphasized, but will be retained for picnic and overflow business.

Eye Winter Business

The Prices reported being intrigued by weekend business successes scored by some Kiddieland operations in the New York area during the off-season, and said some effort to install winter operations will likely be tried in the near future. David Price said bingo, oyster roasts and dancing were

Disneyland

Continued from page 83

An old-fashioned water wheel, a Western Wheel and an old Western fort are to be built on threefourths scale.

Fantasyland is due for the "Canal Boats of the World" ride. Model size representations of cities in Holland, France, Belgium, England, Switzerland an Italy are to be used to increase the international flavor.

While not vet announced, it is understood that the park will also install a new type of glass house. Ernest Hoffmeister, inventor of the Rotor, is now on the West Coast and reported huddling with Disneyland builders on the installation of this attraction.

Manitoba

Brandon-Manitoba Winter Fair, April 2-6

Ontario

Kitchener-Sportsmen's Show, April 19-21 Toronto - Canadian Nat'l Sportamen's Show, March 9-17.

Quebec

Saskatchewan

Regina-Winter Fair and Light Horse Show, March 26-30. Saskatoon-Bred Sow Show and Sale, April 10. Saskation-Bull Show & Sale, April 11.

prospects good for even m bookings.

Gwynn Oak Park was a trai company installation when origin ing in 1894. Arthur B. Price, operator for many years, was I timore's acting mayor for two ye as president of the Common Ca cil. His sons are David, park g eral manager; Arthur Jr., charwith food and games responsi ity, and James, assistant dist attorney of Baltimore County also active in the park operati The family's holdings also incli real estate interests in the area. Steward is in charge of park nics and other promotions.

David Price said the devel ment plan is an example of the a carrying on the progressive p attitudes of his father.

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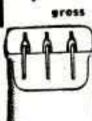
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7 ounce with plastic tops for various uses. Plenty of Slum Pencils, Contaimmediately for samples and prices.

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Box 1734, Dallas I, Tex. TRAILER MOUNTED AUTO RIDE AND trailer mounted Boat Ride, Ideal for promotions and gala openings. Price, \$1,000 each. King Amusement Co., Mt. Clemens, Michigan.

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NEW RENTAL CATALOG 16MM. SOUND films. Lowest prices. Quality pictures. New film trailer service. Rogers Films. Lombard, III.

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Bond Letterheads, 8½x7 1/3 Billheads, 8½x5½ Statements, 100 of either, \$1.25; 250, \$2; 500, \$3.75; 1,000, \$6.75; each additional 1,000, \$5.95; =10 Envelopes, 100, \$1.50; 250, \$2.50; 500, \$4.50; 1,000, \$7.95, each additional 1,000, \$7.50. Circulars, 6x9, 1,000, \$7.95; each additional 1,000, \$4.95; 9x12, 1,000, \$12.95; each additional 1,000, \$6.95.

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CASH WITH COPY.

RATE: \$1 a line-\$14 per inch.

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AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches, Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-100, Chicago 32, III, mh24

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IMPOSSIBLE? PERPETUAL MOTION! LIFEtime powered from outer space! Presto-Sphere, scientific radiometer, revolves ceaselessly, Regular \$1.50, paper weight, \$2; ash tray, \$3; all three \$6. Profit facts, glossy photos of each, 25¢ stamps, Penn-cellular and Pennsylvania, New Jersey, contact Steffney, 3416 Farragut, Camden 5, N. J. Presto Enterprises, Muskogee, Okla-B. np

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FULL-SIZE STUFFED HORSE, PREFER-ably real hide, strong enough to sit on for photographic display. Send complete description and price to W. Knapp, 172 Clayton Terrace, Paramus, N. J.

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TRUCK OR TRAILER—FRAMED FOR ME-chanical show, or will sell new hand-earved Ten Nights in the Barroom mechanical. Groebner, Buffalo, Minn.

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Ave. West, Albert Lea, Minn.

SOCIETY BAND TRUMPET, IMMEDIATE opening. Double violin preferred; sing harmony in trio. Orchestra Leader, Red Top Motel, Winona, Minn.

WANTED—SEMI-NAME BAND NEEDS ENtertaining musicians for TV show starting march, also strong lead trumpet. Don't misrepresent. Write details. Orchestra Leader, 6600 W. Roosevelt Rd., Oak Park, Illinois.

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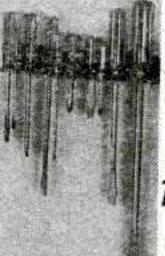
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LIFETIME" OPPORTUNITY! your own distributor in

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NO INVENTORY! NO INVESTMENT! Use our 48 page illustrated catalogue of over 150 exclusive items which we DRUMMER, BASS BARITONE SAX, steady work and salary with modern orchestra, have baritone sax. Ronnie Bartley, Box 20, Chester, Va. WANTED—TWO PERFORMERS FOR HIGH act. Experience preferred, but not necessary. Write Wilfred Alcido, Box 34, Ghent, New York. manufacture! Imprint your name and contact the numerous retail outlets in your vicinity such as Variety, Drug, 5 & 10, Department Stores, Concessionaires, Auctioneers, Mail Order, Party Plan Club, etc.

> If you prefer, we are making a special offer of a sample line consisting of assorted items at a cost of \$25.00 to you. We include a sample case FREE! There is a MONEY BACK GUARANTEE with

SEND FOR SAMPLE LINE OR FREE CATALOG!

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No selling. Pay friends and

In any town any day of the year if you know my secrets. I teach you how to find it, how to buy it, what to pay for it, how to test and how to ship to Uncle Sam for cash. I supply you with testing outfit and weighing scale. Takes only one evening to learn at home. Next day you are ready to fill your pockets with gold at junk prices. I'll teach you the secrets by which I made \$20,000 a year. No charge for facts. Send name on postcard-no money. Leslie Patton, 335 W. Madison Street, Dept. 193, Chicago 5, Illinois.

NEW TWO-TONE STYLING **Fully Automatic**

No Clip Action Press Top To Write Press Again To Retract

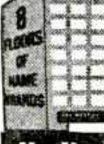
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MODERN PEN MANUFACTURING CO., INC.

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THE HOUSE OF NAME BRANDS

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BUYER'S PARADISE

matic. Retails \$39.95. Copper. Terrific value. Complete. 6.75

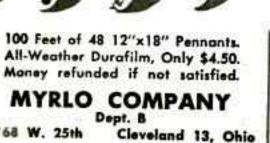
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FEMALE IMPERSONATION ACT - OPEN for night club booking. Spanish dancing and exotic. Expensive wardrobe. Shots available. S. L. Burgess, 420 Vine St., Cin-cinnati 1, Ohio. mh3

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl. Post Office Box 2002, Scattle, Wash.

WOMAN, 39. UNENCUMBERED, ATTRAC-tive appearance, wishes job with travel-ing show or company. Willing to assist in act that takes courage. Does not drink, is of good character. Write details in first letter. All offers considered. Julia Marie Saffy, 806 N. Alcaniz, Pensacola, Fla.

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A-1 ORGANIST FOR LOUNGE, RESTAUrant, rink, etc. Address Organist, 3301 Lee St., #10, Alexandria, La. A-1 RINK ORGANIST DESIRES POSITION

first class year round rink, any location. Write Box C-382, c o Billboard, Cincinnati

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DRUMMER—WOULD LIKE TO TRAVEL; can read fake; good habits. Have been working in territory around home. Union. Write John Lorenzi, 512 N. Kirkapoo, Lincoln, Ili, Call 705-L.

FRENCH HORNIST AVAILABLE, TRAVEL or location. Experience with symphony, popular, Latin, dance and jazz. Dwight Carver, 7 La Venezia, Altadena, Calif. mh3

ORGANIST — HAMMOND: EXPERIENCED pianist, Solovox. Write Marjorie Ekedahi, 203 Lafayette St., Jamestown, N. Y. Tel.

PIANO DOUBLING ELECTRIC GUITAR. Experienced from corn to modern. Loca-tions preferred. No habits, age 31. Wire collect, phone (central office). Don Alten-berger, Karnak, III. mh10

PIANIST, WELL EXPERIENCED, WANT location job. preferably in the South. Will travel if necessary; state all in first letter. Musician, 393 Brooks St., Apt. 5, Fort Walton Beach, Fla.

AVAILABLE FOR PARKS AND FAIRS.
Celebrations one of Canada's most sensational sway pole acts; performed one
hundred feet in the air. Would prefer
southern dates. James Shannon, Box 1262,
Fredericton, N. B., Canada. mh17

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

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BEARS, PONIES, MONKEYS, DOGS, ACRO-bats. Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Olive St., Fort Wayne, Ind.

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

Atlas Music Hypes **EP Play Via Names**

Seeburg Distrib, One-Stops Introduce 6 Disk Packages With Artists for Ops

CHICAGO, Feb. 25.-Atlas Mu- Ted Sipiora, of Singer One-Stop, sic Company, Seeburg distributor, and Al Tamerman, of Little Al's, with the co-operation of several came in and the program got one-stops, has introduced six spe- under way." cial operator extended play record packages featuring name artists.

Purpose of the new packages, according to Eddie Ginsburg, head of the firm is to: "stimulate and flexible. Operators who tell Atlas increase EP play on juke boxes."

Each of the six new packages location receive music tailored for was designed for a different type that location. of location and all are flexible. The categories are country and western, rhythm and blues, progressive jazz, bands and vocals, show tunes, and a general package covering all five.

Actually, Atlas' plan does not differ greatly from the J. P. Seeburg EP program, introduced in conjunction with the firm's 200selection phonograph. The big turers. Special merchandising aids, difference between the two is that Atlas' packages use only name artist recordings, while no artists are featured in Seeburg's.

Both firm's have underlined the fact they are not in the record business, and that the disk programs were set up only as a convenience to operators.

Ginsburg said that when the decision to launch into special EP packages was made, operators and one-stops were contacted, asked their views on what categories should be covered and what type of records should be used.

"When we had selected the various categories to be used, we in and help us work out the details and pick the records. Fred and

Continue U. S. -Jury Probe in III. Counties

CHICAGO, Feb. 25.-The February federal grand jury investigating alleged violations of the Hobbs Act (anti-racketeering) in five Northern Illinois counties continued hearing witnesses this week.

The investigation, which enters its fourth week Monday, is an outgrowth of charges of forceful tactics being used to acquire juke box Boone, Lake and Winnebago coun- for specific locations.

Approach 70% Dime Play in III. Capital

Springfield Ops See Move Complete In 2 Weeks or Less

SPRINGFIELD, Ill., Feb. 25.-Between 60 and 70 per cent of all juke box equipment within a 30problems, the packages are made mile radius of here has been successfully converted to 10-cent or the one-stops about a specific play, operators reported this week. Complete conversion is expected within the next two weeks.

> Opposition to the move, which was launched a little less than a month ago, has been negligible. Operators reported even teen-age spots and marginal locations were complaints.

> "A few locations voiced some doubts of the change when operators first began converting," said Bud Hashman, head of Star Novel-"but it only took one week's collections to change their minds."

"What little opposition there (Continued on page 102) up.

EDITORIAL

Hoodlum Headlines

As long as there are hoodlums in the juke box business there will be publicity damaging to the industry and to the 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 them-Uncle Sam.

Young Bows Ferris Label Before Ops

• Continued from page 21

Young said that records would | dorse any organization that would be shipped nationwide from New York to operators at 55 cents a accepting the dime switch with no copy. Each record package will contain title strips and streamer with photos of artists.

Young added that current plans call for one release a month and that the new label will ultimately ty and president of the Springfield get nationwide distribution to receach side of the selector panel to Phonograph Operators' Association, 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 opwas," Hashman continued, "came erators. In the meantime, a.&r. from these few locations, the pub- 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 licensed by National Juke Box Music, which will make tax free music available to operators via a 99-year contract with the Music Operators of America. Tradesters saw this as a critical wedge for the juke fraternity, should current copyright legislation become amended to make legal the collection of royalties by performing rights organizations on juke box plays.

George Miller, president, and Sidney Levine, counsel of the MOA, joined yesterday in endorsing the Young operation. Both stressed, however, that MOA will hold no stock in the Ferris label and will have no management con- Bill Bradley Music Company, ha nection with the diskery. Levine been added to the association said that MOA would gladly en- roster.

make royalty free music available to operators.

Miller said that MOA would never enter the disk business, "unless present copyright laws are amended." "Such a move would be the only defense we would have against performing rights societies," he added.

The latter statement was seen as an indication that MOA could not yet be definitely counted ou of the disk field, particularly if the opposition should win the longbrewing battle on Capitol Hill.

A. Op Group

LOS ANGELES, Feb. 25.-Th next general meeting of the Call fornia Music Merchants' Associa tion, Los Angeles division, wi be held March 6 at the association headquarters here, Ben Chemer business representative, announce this week.

Chemers said that following th business session, food and refresh ments would be served.

He also announced that a ne member, William H. Bradley,

Parkoff Asks 1-Stops To Assist Operators

NEW YORK, Feb. 25.-A plea practice is for an operator to buy asked two local one-stops to come for co-operation between one-stop a new box, with the distributor owners and juke box operators was calling the one-stop-on behalf of voiced Tuesday (21) by Meyer the purchaser-to program the ma-Parkoff, head of the Atlantic-New chine. York Corporation, local Seeburg

Because the one-stop heads

know local operators and are

aware of their special location

One With 200

plied to operators with every

V-200 purchase. Additional pack-

ages are priced at the one-stops'

also of Atlas, operators are always

kept informed on the latest EP

activity by various disk manufac-

such as placing an EP jacket on

draw attention, are passed along.

a few operators in and around the

Chicago area have reported that

play on the disks featuring name

(Continued on page 102)

Tho Atlas' EP packages are new

According to Harold Schwartz,

regular price.

One special EP package is sup-

Parkoff called a meeting at the Park-Sheraton Hotel in an attempt to acquaint the one-stop owners with operator problems and to discuss ways of helping operators in their programming.

Naturally enough, the Seeburg V-200 was taken as a case in point. Jack Gordon, Seeburg sales executive, and Parkoff explained how the unit is set up for 10-cent play of singles and 15-cent play on 45 EP's. The operation of the box was then demonstrated on the floor.

Parkoff pointed out that tho Seeburg provides an EP packet which the operator can get with his purchase of a V-200, it is preferlocations in DuPage, McHenry, able to have the records chosen

EP Packet

One-stop owners were cautioned As a result of the investigation, not to unload slow-moving EP's (Continued on page 102) when filling orders. A customary

Careful programming, it was pointed out, gets the box off to a good start, and, in the long run, aids operator, one-stop and distributor.

EP Discussion

Much of the discussion was centered on EP'S. Parkoff maintained that EP's have been accounting for 20 to 25 per cent of the play on V-200's, according to the meter readings of operators.

He advised one-stop owners to assist operators by placing news of latest single and EP releases on their bulletin boards and aiding them in setting up libraries.

Attending the meeting were Sam Keenholtz, Ramar Music; William Music, Newark, N. J.; Joe Cohen, Newark; Lou and Bernie Boorstein, Leslie Distributors; Robert Menashe, New York; Al Schoenberger, New York, and Mike Calland, Atlantic-New York.

DISTRIBUTOR EXPLAINS POSITION ON U. S. PROBE

(Editor's Note: The following is an unsigned statement given 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. Attorney's office has told The Billboard that Joseph P. (Joey) Glimco, head of Local 777, Chicago Taxicab Drivers' Union, is an owner of the firm.)

"This company has recently been unfairly involved in adverse newspaper publicity concerning competition between 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, or that he must or must not charge certain prices or make

We realize that some operators who belong to associations resent a distributor's selling to non-members who might solicit or '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 absolutely legal and that association restrictions against 'bumping'

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 nothing improper occurred. At no time were any 'trade labels', '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-

"We are co-operating 100 per cent in the federal govern ment's investigation of the charges, and we are confident that our position in the matter will be upheld as completely legal just and impartial. We don't believe the scandalous publicity has helped anyone but it certainly has done irreparable damag to the coin machine industry."

Motor City Slowdown Cuts Juke, Game Takes

DETROIT, Feb. 25.-The cur- factory areas were not showing rent automobile factory slowdown any noticeable drop-off yet. (about 35,000 workers have been layed-off since January) is causing a noticeable effect in music and that it takes quite some time for to map plans for the coin machine game operator collections in the other businesses and persons in division United Jewish Appeal Motor City.

According to hoy Small, con- of dollars. ciliator of United Music Operators of Michigan, a cut of a little over amusement game and music ma-10 per cent has been felt in the chine-is considering any type of music machine field.

And amusement game operators caused by the layoffs. are feeling the layoffs even more | Most operators, as well as dishave had about a 20 per cent dip plant men.

in collections. neighborhood spots away from the businesses here.

Frank's Music Company explained the reason for this singularity in type of location affected is the Music Operators of New York other fields to feel the tightening drive.

Neither group of operatorsplan or promotion to offset cuts

keenly, said Dale Sauve, of Grande tributors, express the doubt that Amusements. Sauve stated both anything can be done to alleviate his firm and his father's, Sauve the situation until the factories reand Son Distributing Company, sume full-production and rehire

The tendency is to view the Ray Taylor, Brilliant Music periodical layoffs as a temporary Company, Rock-Ola outlet, said hazard, common to an industrial ney Levine, Joe Connors, Max operators were feeling the drop in city of this size, and something Weiss, Lou Boorstein, Meyer Parplay chiefly in factory and indus- which has to be accounted for in koff, Al Denver, Sam Bushnell, trial locations. He pointed out the economic operation of all Marty Toohey, Aaron Sternfield,

N. Y. Coinmen Set Plans for UJA Drive

NEW YORK, Feb. 25.-Local coin machine leaders met Friday afternoon (24) at headquarters of

Guest of honor at the preliminary meeting was John Stanley Grauel, ordained minister, who was one of the founders of the American Palestine committee, underground worker prior to the creation of the State of Israel, and veteran of the Ha-

Grauel told the coin executives that the survival of Isreal would probably be determined in the next six months.

Present at the meeting were Sid-Mike Munves and George Nemzoff.



every minute...

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!



Incorporated General Offices and Factory: 1500 Union Ave., S. E. Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927. Model "G"-120, 80, 40 selections for more plays in less time.



Ucensee: Jensen Music Automates-building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. I. England-building the BAL-AMI Juke Begin

8 7 S S S S S S

COINMEN YOU KNOW

Chicago

By KEN KNAUF

CAME OPS MEET AT CONGRESS HOTEL. Some 50 Windy City 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 Harano, Murray Holland, Carl Johnson, Herman Klebba, Billy Knapp, Don Mitchell, Ed Mohill, Herb Perkins, David Polonsky, Harry Salat, 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 time, Marvel is turning out shipments of new coin pool units. . . Ralph Scheffield, Genco director of sales, back on the job after his recent illness, looking very trim. Al Warren, Genco sales manager, is off on an Eastern trip.

Judd Weinberg, Judd Industries, Gottlieb export subsidiary, expects 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 sales manager, reports a new baseball game on the way. John Casola, United roadman, back at the home roost for a few days.

Sam Lewis and Frank Mencuri, Exhibit Supply, announced this week the firm will display coin products at the National Vendors' Association conclave at the Morrison Hotel here May 10-13. . . Harry Rosenberg, Double-U Sales, Baltimore, a visitor at the Williams Manufacturing Company offices. Art Weinand, Williams sales manager, ready to make brief hops to New York and Newark, N. J... Paul Huebsh, Keeney general sales manager, considering installing a 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. Another development, says Johnson, is the growing number of requests for regulation size pool tables by location owners.

Bob Harding, former Hastings Distributing Company, is now in owned by Joe Libio and Louis traffic manager, and Myron Ellsbusiness for himself with a string of music and games equipment. He Barsotti, reported 35 robberies. also puts in a few days a week working in the service department of Approximate loss: \$805 in cash and United, Inc. . . . More news from United, Inc., headquarters: Roger Zerniak, student at Wisconsin School of Engineering, is another parttime service employe. He gained his coin machine experience by working with his father, a Duluth, Minn., operator.

Just back from an enjoyable Arizona vacation, Ken Kulow, of Hilltop Coin Machine Company, reports spending considerable time there with ex-Milwaukee coinmen Mike Rischmann and Mike Chesnick. Rischmann, says Ken Kulow, now operates a small stable of racing 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, Beer City coinman, is a key machine serviceman in the organization.

Herman Paster, sitting in for Sam Cooper while the latter is enjoying a Florida vacation, reports construction is slated to start soon on their addition to the recently completed headquarters. Plans call for separate quarters for the coin machine equipment, parts and a projected one-stop disk department. The premium goods section, run under the 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 job with the Decca Records distributor. He will handle disk promotion in the State of Wisconsin. . . . Teresa Brewer's "Bo Weevil" is making a hit with his 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 Arnold Foch, Beloit. . . . Dick Zimmerman, formerly a routeman for Eddie Pankonen, recently took the leap and now is in business for himself with a route of music and games machines.

Salt Lake City

By STAN BOWMAN

POOL TABLES, AGAIN AND AGAIN AND AGAIN. Best items in many years are the new pool tables. Every distributor and operator in the area has been singing the praises of the clicking pool balls. . Ray Samuelson, owner of Ray's Music Company, has given up distributorship of Wurlitzer. . . . Draco, of Denver, opened a branch in Salt Lake under Howard E. Hold to distribute the Wurlitzer. . . . He says the new Wurlitzer 1900 is "going real good."

Walter F. Royer's Empire Music Company, notes a substantial increase in the number of locations for music and games. . . . His wife, Mary A. Royer, has opened a one-stop record shop to help operators get hard-to-find records. . . . Both Ray and Walt note the power of attraction in new pool games, principally in taverns.

C. E. Burns, of Westway Company, operator, is on a month's vacation in Phoenix. . . . Ray Summers, Logan, Utah, operator, is installing a number of new pool games-when they get here. . . . Voyle Mecham, Salmon, Idaho, was in Salt Lake looking for new merchandise-mostly new music machines. . . . W. J. Carhill, Idaho Falls, Idaho, is a new operator starting in business.

Bob Bever, of Stewart Company, made a rush trip into Idaho on a sales tour. . . . Harry Burchette, with Western States Distributors, noted the large number of people in the area looking for pool tables. . Al Nowells, owner of WSD and distributor of AMI music machines, noted business is better since he moved into his new, modern office. . . . Paul Scott, Lander, Wyo., was in town "just looking around" for new equipment on his diversified route.

R. F. Jones Company, Seeburg distributors, recently held a service terial, were prepared in both Engschool in Billings, Mont., says Tommy Thompson, manager. . . . Dan lish and French. Stewart, of the company that bears his name, is another person on the Jean Coutu, sales manager of the list honoring the going concern of coin pool tables. "We can't keep firm, reported convention visitors ahead of orders," he notes. . . . Johnny Mabrito was in Salt Lake were impressed with the phono-(Continued on page 102) graph equipment display.

CASH & MDSE.

Theff Is Big Op Problem In Memphis

MEMPHIS, Feb. 25. - Music and cigarette vending machine operators in Memphis and Shelby County are being hit by thieves to the tune of an estimated \$20,000

The estimate was made by Drew Canale, chairman of the Memphis Music Operators' Association's public relations committee, following a survey among opera-

Canale explained the bulk of the thefts occur during the night, tho there are more than occasional cases of trucks being looted in broad daylight. The most recent of the latter occurred two weeks ago to one of Canale's service trucks.

Service routeman Robert Cheatwood left his truck to service a machine in a restaurant. He returned to find thieves had broken thru the vehicle's heavy screen wire guard and taken nearly \$100 in coins and 29 cartons of cigarettes.

Per month, losses average out to \$1,600, of which \$1,000 is from juke boxes and \$600 from cigarette machines.

Canale estimated about 20 music operators were losing about \$50 a month, while about 11 cigarette operators were losing about \$60 a

Following are two examples of operators who were hit by thieves during 1955:

cigarettes. The owners estimated it cost them another \$600 to put the equipment back into working 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 Opens in Utah

SALT LAKE CITY, Feb. 25.-A new record one-stop to serve music operators in Utah, Idaho and Wyoming, has been started by Mrs. Mary A. Royer, wife of W. F. Royer, owner of Empire Music Company here.

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 S. State Street.

"Operators can buy as many or as few records as they want in the pop, rhythm and blues fields as well as in specialty fields such as foreign type ditties," Mrs. Royer said. She added the firm already had a supply of Greek, Spanish and Chinese tunes on hand.

Empire Music Company has operated a music and game route thruout the 3-State territory for nearly 10 years.

Laniel Shows AMI At Hotel Exhibit

MONTREAL, Feb. 25.-Laniel Amusements, Inc., AMI distributor, wound-up a week-long showing of phonograph equipment at the Hotel & Restaurant Suppliers' Association exhibition here recently.

Displayed in the Laniel convention booth were two AMI 120-selection, Model G phonographs and a matching wall box. Component parts of the phonographs were also

Advertising on the firm's back- Charleston, W. Va.

OPERATOR FORUMS SET FOR MOA CONVENTION

OMAHA, 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 Phonograph Operators' Association; "Taxation and Licensing Problems and What to Do About Them," George Miller; "Public Relations and Local Legislation," Gordon Stout, president of the South Dakota Phonograph Operators' Association, and "Depreciation: A Key to Sound Juke Box Management," Al Denver, president of the Music Operators of New York, and Sidney Levine, legal counsel of MOA.

Miller said the forums would be held immediately following the morning business sessions and in the evening just before the 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 Oakland.

CITE CIVIC LEADERS

Davis Personnel Have Juke Box P-R Touch

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 Distributing Corporation personnel, vise town zoning ordinances, and who seem to have the magic touch, co-chairman of the Red Cross diswill probably build them.

In a recent issue of The Syracuse Herald-American, not one, but two stories, accompanied with pictures, were featured on civic activities of two members of the Tennessee Tobacco Company, firm's staff, Clarence R. Dilthey, worth.

> A two-column headline and story, along with a three-column picture, reported the citing of Dilthey as Westvale's "Good Neighbor" of the year. The presentation was made during the Westvale Club's annual dinner at the Hotel Syracuse here. Over 500 people attended the event.

The article praised Dilthey's community efforts, declaring. "Dilhas been active in public affairs | held at the Masonic Temple.

SYRACUSE, Feb. 25.-When it in Westvale for 29 years, currently chairman of the commission to reaster committee for Geddes.

> "From 1940 to 1942 Dilthey headed a commission to draw up town zoning regulations and became chairman of the zoning board of 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.

Ellsworth was pictured in the same issue for his appointment as master of the Konosioni Lodge, 950. Ellsworth took over the reigns they, the third recipient of the an- of his new post during the organinual award, was cited for civic zation's annual banquet, which contribution to the community. He drew over 400 persons and was

MEXICAN HOLIDAY

10 Wurlitzer Distribs **Enjoy Sales Vacation**

a week-long, all-expense paid va- pany, New Orleans. cation in Mexico under their belts.

along with three Wurlitzer officials, and Mrs. Robert H. Bear and Mr. began vacation festivities here at and Mrs. Arthur W. Daddis.. Dadthe Statler-Hilton Hotel Tuesday, dis was the winning district sales February 14. The following day manager of Wurlitzer. they traveled to Mexico City, where they stayed at the Hotel Del Prado. Thursday they were off to Acapulco and the Majestic Hotel.

While in Mexico, Wurlitzer treated the group to two days of deep sea fishing, a bull fight, a tour of the University of Mexico City and special trips to other well-known points of interest.

Representing the winning distributing firms on the trip were Mr. and Mrs. Joseph Ash, Active Amusement Machines Company, Philadelphia; Mr. and Mrs. C. B. Brady, Brady Distributing Company, Charlotte, N. C.; Mr. and Mrs. P. O. Brandt, Brandt Distributing Company, Inc., St. Louis; Mr. and Mrs. Ted Bush, Bush Distributing Company, Miami, and

Distributing Company, Houston; new law goes into effect April 1. Mr. and Mrs. Gerald White, Music pany, Inc., Dallas; Mr. and Mrs. remain on the free list.

DALLAS, Feb. 25.-The ten | Charles W. Winters, The Winters winning distributors of Wurlitzer's Distributing Company, Baltimore, recent mink coat sales promotional and Mr. and Mrs. Fletcher A. Bladrive returned here Tuesday with lock, F. A. B. Distributing Com-

Representing Wurlitzer were The distributors and their wives, Mr. and Mrs. R. Waltemede, Mr.

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. A similar move was reportedly underway in nearby South Beloit.

Reason for the change in price is rising operating costs, operators

Sharon, Pa., to Tax Jukes, Games April 1

SHARON, Pa., Feb. 25. - The city council here has passed a proarranged for customer inspection. Mr. and Mrs. W. T. Cruze, posed ordinance calling for a license tax on coin-operated phonodrop, as well as all printed ma- Mr. and Mrs. J. R. Steel, Steel graphs and pinball games. The

> Phonographs will be taxed \$20 Distributing Company, Pittsburgh; annually, pinball games and coin-Mr. and Mrs. Raymond B. Wil- operated pool tables, \$50 annually. liams, Commercial Music Com- Coin-operated radios in hospitals



IT RANG THE BELL WITH OPERATORS

NEXT IT RANG THE BELL WITH LOCATIONS

NOW IT'S RINGING UP
RECORDS FOR "TAKE" THAT ARE
REALLY MAKING HISTORY

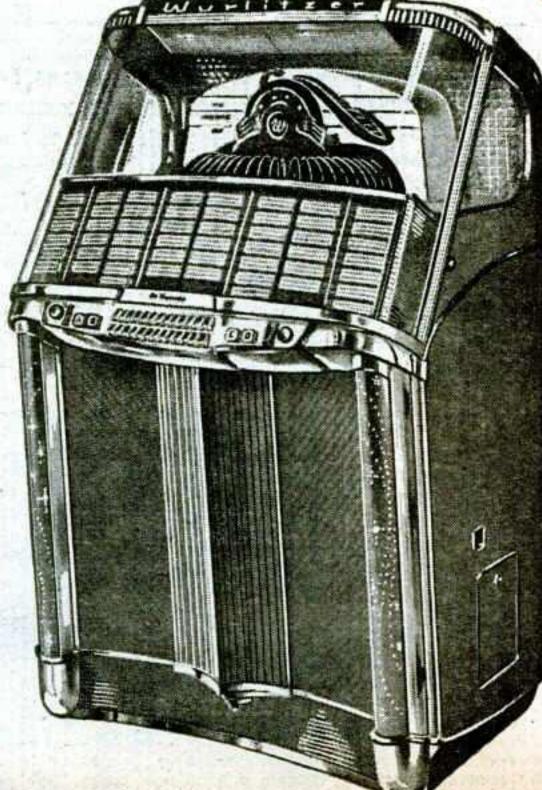
"Gee, Dad, it's a
Wurlitzer"?
(Bee-Jay Records,
California)

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



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

MEMPHIS, Feb. 25. - Music distributors and operators wel-

MUSIC MACHINES



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 record 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. radio show, will spend much of his time in his record shop after his radio work each day.

His shop will handle all top pop tunes, country and western, rhythm and blues, and a representative line of EP and LP al-



EP RECORDS MOVE 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 and 85, 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 divi-

sional offices in project to step

up production along with na-

tionwide engineering service.

(Page 90, The Billboard, Feb-

ruary 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

POOL GAMES INCREASE \$\$ FOR OPS, DISTRIBS. Smashing success 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.)

DISCUSS SALES, NOT \$\$ TO INCREASE BUSINESS. Exgrocer 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 BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD Only The Billboard Gives You News While It's New A CONTINUING STORT OF in Action leadership

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 an increase in package vending. . . . He said the firm has expanded into more soup, sandwich and light lunch vending. . . . Besides, he noted, the firm is using more bulk peanuts than ever before. . . . Milo said the dairy food line is growing steadily, as is coffee dispensing.

Boston

By CAMERON DEWAR

POOL GAMES TAKE BIG UPSWING. Trimount Automatic Sales Corporation's sales chief Irwin Margold reports great interest in pool games which seems to be getting bigger by the day. He calls it one of the finest 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 types of games. . . . George 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 sun and relax after the onslaught of business with the new Wurlitzer Centennial. . . . Redd's have appointed two new roadmen. Frank Menge is taking over Maine and New Hampshire and Jim Sisti is covering the Connecticut territory. . . . Bob Jones finds interest high in new dart game, Dead Zero, by Bert Lane, of Miami.

Ed Ravreby, of Associated Amusements, Inc., reports orders coming in nicely after his first big showing with Rock-Ola and United lines. Ed was enthusiastic about meeting The Billboard's New York coin machine 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 Southern Amusement Company, reports sales of fice, Hold is responsible for sales pool games are very good in extensive Southern and Mid-Southern and service of the entire Wurlitzer territory he covers. The ban on games locally has not hurt his dis- line covering the territory along tributorship, he says. Police banned the game, believed the only ban the western slope of the Rocky in the country, from public places in Memphis because of an old Mountains. law that says pool tables (the games were classified as such by police) cannot be placed where beer is sold, except in billiard halls. Camp's company sells to distributors in all of Mississippi, most of Arkansas, West Tennessee and parts of Kentucky, Illinois, Alabama, Missouri and Louisiana.

George Sammons, president of Sammons-Pennington Company, distributor, spends most of each week on the road contacting operators 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. . . . Ditto for J. P. LaVene, operator at Clarksdale, Miss.

Harry 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 Parker Henderson, general manager of Southern Amusement Company, found him busy having several new AMI phonographs unloaded and readied (Continued on page 106)

70% Dime Play

Continued from page 98

lic seemed to take the increase in stride."

Equipment which is not multiselection 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 reccived up-dated equipment as a result of the dime change.

Aiding the move was a feature story in the Illinois State Register which pointed out the price increase was dictated by rising prices of juke box equipment and records. The article made clear operators were converting equipment as a means of survival.

The the dime move is concentrated around Springfield at present, other operators in the area are expected to begin changing soon. about 40 miles from here.

ample quickly.

Atlas Music

• Continued from page 98

artists is up considerably compared with EP records bearing no artist

Ops Say Play Up

James Williams, of National Novelty Company, reported "EP play increased rapidly when name artist records were used." Williams called particular attention to the Atlas rhythm and blues package.

Concentrating on country and western programming, Ed Bukala, head of Music Venders' 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 artists. He pointed out juke box customers like to know who is singing or recording the tune.

"A Benny Goodman record would pull heavy now because it would be associated with the movie. Even if the customer weren't sure of the tune he was playing, he'd play it because it was by Benny Goodman," Sipiora said.

Al Temerman, head of Little Reports indicated some conversions Al's, stated that name artists were meant more money for the opera-The changeover to dime play tor. Al referred to his EP packages reportedly a principal. here had been building up for a as pre-selection for locations. Each couple of years. When a few oper- package is made up separately for ators announced they were going specific locations. In the event to begin changing equipment, operators want to exchange one of request without 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 records with promise were "Street of 33 Steps," with Richard Hayes on ABC-Paramount, and "Marimba Merengue," with Gloria Parker on Gloro.

Appearing on the program were George A. Miller, MOA president, and David Baker and Albert S. Denver, both MOA directors.

Harold Hold Draco Mgr. in Salt Lake City

SALT LAKE CITY, Feb. 25 .-Howard E. Hold has been appointed manager of Draco Sales Company's newly opened branch office here. Draco Sales, Wurlitzer distributor, headquarters in Denver.

As manager of the branch of-

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 State's Attorney William. L. Guild to draft a licensing ordinance for all juke boxes.

Lynch reported that he found no trace of racketeering in the county following an investigation of his own and stated that the term "racket" was nothing more than newspaper talk. He did say, however, that the pinball ban and the juke box licensing ordinance was to insure that no muscle attempts are made to move into the county.

Changes Ruling

Following Sheriff Harry Herendeen's reverse ruling last week on a number of juke boxes he had previously ordered out of McHenry 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 reversed his ruling when Amato's 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 syndicate juke box operate been entering the county (

Sheriff Perry E. Bennett, of Boone County, is investigating the circumstances under which two juke boxes were placed in Capron, Ill., by Don Amato.

The federal grand jury centers around Joseph P. Glimco, head of Local 777, Chicago Taxicab 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 are already under away in Decatur, better drawing cards, and therefore Automatic Phonograph Distributing Company, of which Climco is

Mike Spagnola, manager of Automatic Phonograph Distributing Company, this week explained to The Billboard his firm's position in other operators followed the ex- the EP disks, the one-stop fills his the grand jury investigation (see separate story).

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

Norris Begins Production at Bald Knob, Ark.

Minn. Milk Vender Mfg. Acquires 2d 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 veek and were shipped from the firm's Bald Knob, Ark., plant.

The machines are being placed with dairies and vending machine operators, according to Nancy Gale, advertising head for Norris Dispensers, Inc.

At the same time, the firm is in the final process of acquiring a new manufacturing plant in Hot Springs, where it will produce the new home milk dispenser, starting this fall, she said.

At Hot Springs, Norris, thru its president, L. F. Norris, has been in negotiation with the Arkansas Industrial Commission for the acquisition of a plant erected by the Westinghouse Corporation. Westinghouse abandoned the plant two years ago, before occupying it, and turned it over to the State of Arkansas.

Cost \$151,000

Norris is acquiring it for \$151,000, according to William R. Ewald, assistant director of the Arkansas Industrial Commission. (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 CoffeeShoppe Jr. has been increased, but the price will remain the same, \$585, including changemaker.

Cup capacity has been upped from 300 to 500, and soup or tea has been added to the selections. The machine may be set at 5-cent or 10-cent vend.

Coffee ingredient capacity has been boosted from 600 to 750 cups, and the 135-cup hot chocolate capacity has been doubled. An iluminated plastic embellishment is new feature.

Dimensions are 61.5 inches high,

'CRYSTAL BALL' **GAZE: HOT PLATE** MEALS BY 1957

CHICAGO, Feb. 25.-Gazing into his crystal ball, William A. Patzer, president, A.B.T. Manufacturing Corporation, predicted the day is coming soon when complete, full course plate dinners with potatoes, gravy, meat and vegetables piping hot would be served up by single vending machines.

Patzer _aid developments made in this direction by firms now in production on hot meal and sandwich machines plainly indicate what the future holds. The move, he pointed out, has been sparked by multi-million-dollar concerns that have recently entered the manufacturing end of the industry.

Replacing the industrial cafeterias of today will be attractive vending machines of tomorrow with a selection from six to eight different complete hot plate specials, eye appeal and prompt service, he predicted.

The venders, he believed, would cost between \$1,500 and \$2,000.

Major Gotham Cig Operators Reported Set to Sell Routes

CMA Convictions, Impending Civil Suits, Price Hikes Seen as Reasons

of the city's top cigarette routes individuals. are reported up for sale. Informed scurces here feel the rush to sell is a direct result of the recent criminal convictions against members of the Cigarette Merchandisers' Association and also in anticipation of a Federal court ruling expected to be handed down this spring.

No one will go on record about reasons for the attempted route sales, but several prominent trade spokesmen agreed the past court decision, the pending one, and a probable increase in the wholesale price of cigarettes are three big down in April, 1954, charged that

down November 30, 1955, struck a telling blow at nonopoly in the totaling \$104,000 and two jail sentences-both suspended-were levied against the Cigarette Merchan- 000. disers' Association, Inc., five cor-

Found Guilty

Operating firms found guilty of conspiracy in restraint of trade were Cigarette Service, Inc., the Rowe Corporation, the United Tobeeco Corporation, the Herald Vending Corporation and County Enterprises, Inc.

spiring with CMA and it, members was the Confectionery and Tobacco Drivers and Warehousemer's Union, Local 805.

The original indictment, handed 14 per cent of all cigarettes sold A Federal court decision handed in the New York area were dispensed thru vending machines, and that CMA members accounted for cigarette vending field here. Fines 95 per cent of these sales-approximately 90,000,000 packs a year, having a retail value of \$21,000,-

Among the charges made in the

Frank M. Heinz, Kandy Kit

manufacturers should take into

consideration the phrase, "candy is

"We are not as interested in

candy vending today as in previous

have been absorbing the ever in-

creasing costs of labor, mainten-

ance and machine to the point

where the margin of profit does

not return proportionately any-

point of paying double of the cost

of the nickel items. With dime

bars, we would have more of a

dy vending as an accomodation

and other machine vending items

margin to operate on.

at 10 cents or more."

where near the money it should.

machines.

NEW YORK, Feb. 25.-Several porations, a labor union and five 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)

The union found guilty of con-New 1-5 Cent Combo Unit

CHICAGO, Feb. 25. - Victor Vending Corporation has developed a new combination ball gum and capsule vender which accepts both pennies and a nickel, H. M. Schaef, president, announced.

Known as the Super Mart, the vender for every six pennies 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-rount and one 62-count gum balls for 3 cents. At all times it will accept a sale for 1 cent.

Capacity, Schaef explained, is 260 capsules and slightly more than six pounds, two ounces of gum. Capacity for 62-count and 210-count combination is 500 of "Indirectly, the advertising may the 62-count and five pounds of

Priced at \$29.50 each in packadvertising pertaining to the avail- wise for the operator in the cam- money we have invested in candy ages of two to the case, the Super Mart is constructed of steel and aluminum. It has front and side have all others demanding equal Company manager, suggested the windows made of lucite plastic, and a divider in the hopper. It is red, yellow and black and trimmed sold where you work." However, with chrome. It is 9 by 9 inches high and weighs 18½ pounds.

years. There is very little profit in 5-cent bars. For years operators National Sales **Drive Launched** "Quite frankly most operators want 10-cent bars, even to the

HACKENSACK, N. J., Feb. 25. A national sales program has been launched by Trav-a-Pak, Inc., here, "Currently we consider our can- manufacturer of a two-selection perfume vender. The unit is made service to our locations where we under contract by United Precision

According to Charles Erquhart, Trav-a-Pak president, the vender (Continued on page 105)

CANDY—ACCOMODATION SERVICE

Ops Shrug Off Mfrs'. 'Just Sell' Drive; Cite Necessity of 10-Cent Bar

in a series dealing with the 1956 Billboard, February 25), with ex- marks generally agreed: advertising programs of confections ception of a scattered few, demanufacturers. As in past years, clared there was little they could help our sales, but only in a small 210-count gum. candymakers report no consumer do directly consumer advertising- way considering the amount of ability of candy thru venders is paign. They argued: included in the extensive sales

By BILL MASLOWE

CHICAGO, Feb. 25. - Candy vending machine operators shrugged off the "just sell," combined \$50 million 1956 consumer advertising campaigns of the confection manufacturers.

"Candy manufacturers are of the opinion operators have to include their products, so?" That was the general concensus of operators contacted by The Billboard in recontacted by The Billboard in regard to the advertising sales drive.

All offered suggestions, principally that manufacturers must recognize the vital necessity of recognize the vital necessity of dime bars to hold onto the "captive 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 into 4 inches wide and 18.5 inches an "accomodation service" only in developing new locations.

This is the third and final article | Confection manufacturers (The | Just as bluntly the operators re-

"Mentioning of one outlet would treatment, which would be impossible considering the thousands handling candy. Besides, the vending operators serve a captive he made it clear: market."

Canteen of Utah

SALT LAKE CITY, Feb. 25.-Canteen Service of Utah, one of the largest package vending firms in the Intermountain Region, recently moved into a new, ultramodern building in Salt Lake City. have coffee, beverage, cigarette Products, Maspeth, N. Y.

While formerly housed in a rented building of 1,700 square feet floor space, the new building -owned by the firm-has 7,500 square feet of floor space on the main floor and an additional 2,200 ain floor and an additional 2,200 et on the mezzanine.

Milo Nechanicki, manager, said

A. B. T. Sells Games: feet on the mezzanine.

the new building has already had a good effect on business. "People seem assured that we can handle ending machine manufacturers, New York; Stoner Manufacturing larger problems in vending when (Continued on page 122)

PM Reports '55 Net Sales

NEW YORK, Feb. 25.-Philip Morris, Inc., this week reported a slight gain in consolidated net sales for 1955 as compared with 1954-\$283,218,646 as compared with disclosed.

New Bedford, Mass.; the Nut and Chocolate Company, and Benson & Hedges in 1954 Patzer stated.

To Mfr. Parts Only CHICAGO, Feb. 25. - A.B.T. tive hardware manufacturer, and Manufacturing Corporation has operates as a wholly owned subsold its amusement game manufac- | sidiary. turing rights to the Frantz Manu-

(Continued on page 115)

announced Monday (20). exclusively to manufacturing and sale price was not disclosed. developing component products for the automatic vending and coinoperated amusement game industries, William A. Patzer, president,

facturing Company here, it was

However, the firm did not do as A.B.T.'s new, long-range expansion acceptance of the firm's recently ne Corporation, Westbury, Brands, Walter H. Johnson Candy well when the Benson & Hedges program to step up production and introduced electric coin changer. Y.; Arthur H. Du Grenier, Inc., Company, Mars, New England figures are taken into account. Converbill, Mass.; Eastern Electric, Confectionery Company, Planters solidated net sales for Philip Morris ponent parts for vending machines, semble vending machines, Patzer

(Continued on page 115) Company of Rockford, Ill., automo-

Three Games Sold to the Frantz Company, headed by John Frantz, were Rifle The move was made to permit Sport, Challenger Pistol Machine A.B.T. to concentrate its facilities and the Kirk Guesser scale. The

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 Disposal of its games is part of boom for pool tables and the wide

> made it clear. He explained: "This (Continued on page 116)

∀ending Exhibits Ready For NATD Convention

the annual convention of the Evanston, Ill. ational Association of Tobacco | Leading cigarette companies

nks, cigarettes, cigars, candy, States Tobacco Company. ip, hot food, ice cream and sunes will be represented.

NEW YORK, Feb. 25.-A dozen | Rowe Manufacturing Company, us scores of suppliers, will be Corporation, Aurora, Ill., and Sunong the nearly 200 exhibitors perior Manufacturing Company,

istributors, to be held in Chi- with exhibits are the American Tobacco Company, Brown & Williamson Tobacco Corporation, Lig-While the emphasis is expected to liamson Tobacco Corporation, Ligparticularly heavy on automatic gett & Myers Tobacco Company, erchandising this year, manufac- P. Lorillard Company, R. J. Reyners of equipment dispensing cup olds Tobacco Company and United

Among the confectionery suppliers exhibitors are the American The vending manufacturer roster | Chicle Company, Beech-Nut Packludes Apco, Inc., New York; ing Company, Curtiss Candy Comle Products Corporation, Chi- pany, Henry Heide, Hershey Choc- \$282,774,523. 10; Continental Vending Ma- olate Corporation, Hollywood d Hebel Corporation, Addison, Schutter Candy Company, the were \$294,902,000, nearly \$11,- A.B.T. was purchased recently position has been taken by Seth Lehigh, Inc., Easton, Pa.; Na- Sweets Company of America and 700,000 less than the 1955 figure. by the Atwood Vacuum Machine B. Atwood, chairman of the board al Vendors, Inc., St. Louis; the William Wrigley Jr. Company.

and the second of the second o

VENDING MACHINES

ACORN MACHINES TAB GUM-GUM AND CHARM CAPSULE—AND NUT MACHINES

> WE STOCK PARTS, GLOBES, WALL BRACKETS. FLOOR and CONSOLE STANDS

R. R. WHITEHEAD, DISTRIBUTOR 1075 Woodland Ave., S. E. Atlanta 16, Georgia



This soucy little item is sure to keep your coin box full to the brimand your machine empty . . . to the last drop!

PLASTIC CUP AND SAUCER in modern 2-tone pottery colors

per thousand

vacuum plated asst. gleaming colors

per thousand ot your distributor or

uggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393

ONE-EYE WATCH

Venders Lacking in New Building April 1 '56 Supermart Plan

admitting "keeping a close eye on ing of the Independent Grocers' developments," chain store exec- Alliance of America. Longenbaker utives remained mum on the use made clear his statement, proclaimof automatic vending service of ing: staples for after hours in the estimated building program of 3,000 An era that thru use of venders will nois and Indiana for Amco vendsupermarkets in 1956.

opment will represent an average investment of at least \$270,000, Super Market Merchandising reported in a recent analysis.

As a whole, the building program will be at least 60 per cent greater than 1955, and an all-time record for the grocery field, but with one exception, no mention was made of vending machines.

The only exception made to The Billboard was by W. Henry Long-

Cold Wave Puts Crimp in Danish Outdoor Venders

COPENHAGEN, Denmark, Feb. pecially after hours. 25.-The current bitter cold wave has hit outdoor vending machines Market Merchandising, it reported butter and canned goods, which three times the market size. are subject to freezing.

nighttime sales and almost all fruit funds. . . . Most of the supermardealers and grocers have some ma- kets will be leased rather than Parkway Vending, operator of autochines in front of their stores. Some owned outright, and most leases matic snack bars on Connecticut's of the machine owners have re- will run from 10 to 20 years." placed perishable items with such 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 in no sense spoiled.

EXCLUSIVE NAT'L

SALES AGENT

FOR

NEW IMPROVED

PENNY-NICKEL

ATLAS MASTER

SKELETONS!!!

(Actual Sixe)

Wrapped in Compact Ball for

Send 35c for Regular

Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled cap-sules. Contains our complete line.

PENNY KING COMPANY

Unwrapped for Capsules.

Penny Machines.

CHICAGO, Feb. 25.-Beyond | enbaker, director of store engineer-

"An entirely new era is here. revolutionize the grocer consumer ers made by Harmon Machine To be built at a cost estimated field, provide around-the-clock Company of Wichita, Kan. Harat \$800,000,000, each new devel-service, 365 days a year for the public and bring higher profits at reasonable expenditure."

Urge Vender Use

Longenbaker went on record last September citing the fact IGA headquarters was incorporating batteries of automatic venders in plans for new stores and urging members to install venders along side stores to realize "plus" sales.

The IGA engineer pointed out the profitable business being realized 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 coutless items consumers need, es-

Of the study presented by Super an icy blow. The cold does not \$110,000 will represent expendiaffect the machines, but it does tures for fixtures and equipment in effect such items as fruit, eggs, each mart, and parking lots will be

"Banks," the report stated, "will Most of the machines are for be the major source for expansion McCann Hot Dog Vender, has sold

> Expansion of line, will be greatly increased to include housewares, drugs and other non-food items, with many markets devoting additional space to frozen foods and instore pre-packaging of fresh fruits and vegetables.

Foodco Names German Outlet

MANCHETER, N. H., Feb. 25. -Horst Sommer, 3 Strasserweg, Burscheid, Germany, has been appointed European agent for the milk vender.

Ten machines, models 7A and 7B, have been shipped to Sommer and will be exhibited at the Frankfurt Fair in March. The first vender will be installed in the main railroad station at Duisberg, Karel Schwarzkopf, sales manager for Foodco, stated.

Schwarzkopf announced.

Nat'l Sanitary Moves Into

Sanitary Sales, manufacturers and of Amco as well as its own vendinto its new \$100,000, Hawthorne handkerchiefs, Hershey bars, pea-Gardens Building at 6640 N. Western Avenue here April 1, Paul R. Paradise, owner, announced today.

Simultaneously, Paradise announced, his firm had been appointed exclusive distributor in Illimon recently purchased Advance Machine Company which introduced and manufactured the Amco

National will triple its current floor space in the new building, Paradise disclosed. The new headquarters, a one-story structure, is made of crab orchard stone, ranch brick and redwood. It has a large picture window facade, is air-conditioned, and has an accoustical ceiling.

The building will be fronted by a garden of Hawthorne trees after which it has been named, Paradise stated.

According to Paradise, National

Parkway Replaces Hot Dog Venders With Dual Models

NEW YORK, Feb. 25.-Harry Gerstein, head of Nu-Matic Machines, Eastern distributor for the four dual units to Jimmy Geelan, Wilbur Cross Parkway.

Geelan has been operating hot dog machines on four filling stations along the superhighway for a year. The dual units were purchased because the single venders were not able to accommodate the heavy traffic.

The older machines, Geelan said, 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 Newspaper distribution of the Food Engineering Corporation's Cup-O-Matic bulk Ads Rise 15.9%

NEW YORK, Feb. 25.-Cigarette advertising, which accounts for approximately 90 per cent of that done by the tobacco manufacturers, jumped 15.9 per cent in 1955 over the previous year.

National advertising for the industry as a whole was up 10.9 per cent in 1955 as compared with Distribution in other European 1954, the Bureau of Advertising, countries are now being set up, American Newspaper Publishers Association, reported.

CHICAGO, Feb. 25.-National will maintain a complete display distributors, is scheduled to move ing machines, including units for nuts, charms, ball point pens, cigarettes, candy, stick and ball gum, combs, razor blades, sanitary napkins and postage stamps.

The firm will also maintain service facilities and a complete supply of parts for all venders it handles.



VICTOR Standard **TOPPER** 1c BALL GUM VENDOR

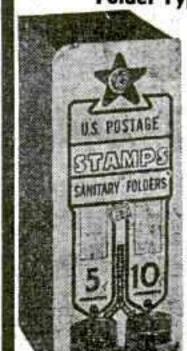
\$12.50 Each \$12.00 Each 100 or More 30 day moneyback guarantee

1/3 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

> SPECIAL TRADE-IN OFFER As High As \$6.00 Per Machine On VICTOR TOPPERS Send Us Your List.

VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING **Built** to last for years. Perfect slug detection. Mechanism closes when

loading Reliable performer. Guaranteed. 2 Col. Vendor las illustrated)

empty.

Easy

\$24.50 ea. Col. Vendor \$32.50 ea. Very Low

1/3 With Order, Balance C.O.D.

Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

HELP YOURSEL TO MORE **VENDING PROFITS**

Get VEND **Every Month** Thru a Money-Saving

Subscription



More vending men in all phases of th money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON

TODAY

Vend Magazine 2160 Patterson St., Cincinnati 22, Ohio

☐ 1 year \$4 3 years \$8 Payment enclosed Please bill me

(Foreign rate, one year, \$8)

City..... Zone... State...

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ATTENTION, VENDING OPERATORS!!!

World's Largest Selection of Miniature Charms

ORDER

TODAY!

Dugrenier CHAMPION

2538 MISSION ST.

We have a tremendous stock of "AS IS" equipment—all makes and models. In good condition but not rebuilt or refinished. Write or call for information.

Also Available:

• ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers)

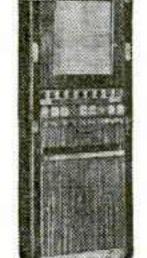
tor all Rowe and National Machines. Will vend King Size & Reg. in all Cols.

TERMS ARRANGED-WRITE FOR INFORMATION.

11 Cols., 420 Cap.

CIGARETTE MACHINE CONVERSIONS

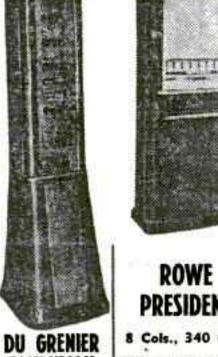
on 25c and 30c Coin Mechanism Conversions for: IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS



CIGARETTE VENDORS

UNCONDI-TIONALLY GUARANTEED COMPLETELY RECONDITIONED

CANDYMAN ALL EQUIPMENT 72 Bar Cap. \$62.50 With Base S57.50 Without Base



ROWE **PRESIDENT** 8 Cols., 340 Cap., 25¢ and 30¢ Vend. King or Reg.

\$130.00

Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers,

DuGRENIER

Model W

9 COLS., 270 CAP.

ONLY

Uneeda VENDING SERVICE, INC.

250 Meserale Street . Brooklyn 6, N. Y. . HEgeman 3-6295

"The Nation's Leading Distributor of Vending Machines"

PLECIAR! H

ONLY \$99.50

CANDY MACHINES

Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap. 32.50 Uneeda Candy, 5 Cols., 102 Cap., Wall Model 60.00

AND REFINISHED

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 21/2 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 mil-

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 good 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 is getting better every day. "This is so, despite the fact 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 slow 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 just 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 Gum 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 million school book covers in which the child has a chance of winning \$3 for an idea stressing safety. A drawing is made of the idea with the moppet's name and school grade on the book cover.

Cum 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

system thru operators. Machines are placed in ager of Gum Products.

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 bankruptcy.

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



SALESMAN OPENING a new location in a Boston variety store explains servicing of vender to 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 increased earnings in the future."

Cramer's day at his plant starts at 8 a.m. sharp. 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 is 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 salesmen also help in this respect. When one spots 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-Another phase of the operation is a sponsoring pets. One son-in-law, Mark Haller, is sales man-

National Sales

(Continued on page 116)

has been location tested for a year. He said about 500 units

have been 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 vial good for one application. Packets are paper wrapped, with gold foil and are three inches long and % 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 quarters 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 process of selecting 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 operator of 16 cents a vend. He added location commissions are generally between 20 and 30 per

Location tests, he concluded,

MARBLE SEASON

Will soon be here-order now Agate—Glass—Assorted Colors 21,000 size 9/16\$21.00 50,000 size 9/16 45.00

17,000 size % 19.00 40,000 size % 35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

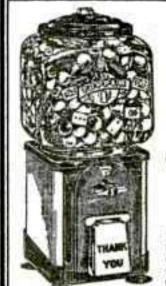
Try a sample bag of charms (450 to 500 charms).

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

ROY TORR Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

have been conducted in Howard Johnson restaurants on the New Jersey Turnpike, in supermarkets and in other public locations.



VICTOR'S TOPPER le Ball Gum Machine, \$13.25 each, \$12.75—100 or

VICTOR'S 5c SUPER V CAPSULE VENDER \$18.75 each \$17.75

100 or more Write today for FREE Price Lists on other Victor products. Lib-eral allowance on trade-ins.

2611 Hale Ave. Louisville 11, Ky.

and Ready for Location-Order

BULK VENDORS

N.W. 39's
Acorn 5¢, Cabinet
Acorn, 1¢ or 5¢, Globe
Silver King, 1¢ or 5¢.
Silver King Hot Nut
Victor, Model V, Cabinet
Victor, Model V, Globe
Toppers, W/ball gum wheel
Toppers, Deluxe Cabinet

SEND FOR OUR LATEST LIST ON EQUIPMENT AND SUPPLIES.





Alax St Hot Nut Pop Corn Sex Vendors, recond. | clean, re a d Write for SPE- \$55.00 EA.

1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange 609-A Spring Garden St., Philadelphia 23. Pa. LOmbard 3-2676

Put some life in your machines! All 5 items are real eye catchers—they stimulate sales!! KNUCKLE DUSTER RINGS KEY TO THE CITY

\$7.50 per M





55 Leonard St., N.Y. 13, N.Y. COrtland

\$17.75 per M

CLOTHES PIN \$8.00 per M



E CONVINCED!

MMEDIATE DELIVERY

Stickers available . . . contact your local distributor



MARACAS



Valuable Distributorships Available

Du Grenier CANDYMA

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.

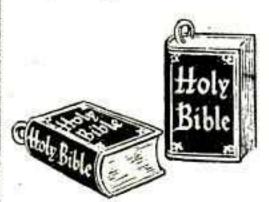
Write . . . wire . . . or telephone



Athur H. Du Grenier INC.

15 HALE STREET, HAVERHILL, MASS. America's Foremost Manufacturer of Dependable Merchandise Vendors Since 1928.

Holy Bible

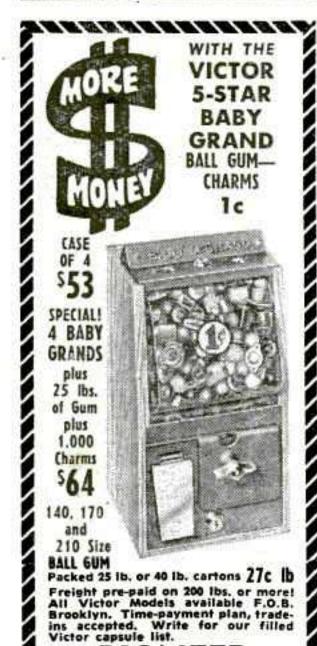


\$15.25 per 1,000 F.O.B. Jamaica, N. Y. Or at Our Distributors

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
& CO., INC. 191-15 144th Place
& CO., INC. 19maica 35, L.1., N. Y.



call PResident 4-5358

COFFEE BREAK

Time Article Emphasizes Vending Role

NEW YORK, Feb. 25.—The role of the vending machine in the coffee break was emphasized in the February 27 issue of Time Magazine. 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 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 full-line automatic feeding installations and run a catering service as well.

According to the article, tho coffee venders "have also had a spectacular postwar boom, particularly in big offices and plants where workers take staggered breaks," many employees "still object to the taste of coin machine brews."

The story pointed out the that a Dallas company recently began selling a \$2,000 unit which dispenses fresh coffee, at 185 degrees, from heated Thermos jugs.

The development of Rudd-Melikian, Inc., founded in 1946 was traced. According to the Time story, R-M grossed \$14,000,000 in 1955. The firm, it said, has 700 employees and 250 franchised distributors in the United States and Canada,

* OPERATORS *

INCREASE PROFITS BY USING YOUR PRESENT CAPSULE VENDERS TO DISPENSE OUR FAST-MOVING ASPIRIN AND VITAMINS.

ASPIRIN CAPSULES—Ideal in night spots, gas stations, taverns, bus stations, etc. Retails at 10c. Packed 6 to a capsule. Per 1,000 Capsules. .\$28.00 Postpaid

VITAMIN CAPSULES (one-a-day type)—Ideal for factory locations. Retails at 5¢. Packed 1 to a capsule. Per 1,000 Capsules. \$23.50 Postpaid

KARN, INC. Columbia, Missouri

COINMEN YOU KNOW

• Continued from page 102

for 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's a busy man with his own operating business, Or-Matt, as a partner in a record distributorship, Music Sales Company, besides managing big Williams distributorship 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 in Chicago to visit friends. Brown told Drew Canale, owner of National Tobacco Company and Canale Amusement, the new 13-column National cigarette vending machine is "gorgeous." Canale expects to be getting some soon. . . . Bill Fitzgerald, manager of Music Sales 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 Matt 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 Minnesota for his master's 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. En route home from the wedding of Richard, his mother, Mrs. Matt Engel, slipped and fell on the ice, breaking an arm. "For a man about to become 68 years old," Matt chuckled, "that's a lot of excitement in a short time."

Bob Bregel of Benson, Minn., is a newcomer to the coin machine 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, Wurlitzer regional sales manager, are traveling in Iowa this week talking up the new Centennial 1900 jukebox to operators... Reed Whipple, 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 getting considerable attention from operators... Sid Levin at Lieberman'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 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, bought several new juke boxes for his route this week... Marty Kantar 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 jaunt to the Twin Cities... Pete Vanderhyde of Dodge Center, Minn., was in looking at pool games... Al Redding of LaCrosse, Wis., did 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 Minneapolis 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

By KATHRYN HILLYER

NEW GAME DEALERS. S. W. Lynch and Fred Trop, owners of Sportland Amusement Company, one of the newly organized coin machine firms, are dealing exclusively in amusement games... Allied Music Company has opened a new and used record shop at 1209 Praire... John E. Williams, owner of Williams Amusement Company, is busy with the Annual Fat Stock Show which opened Wednesday (22).

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 wheeling a new Chevrolet, fully equipped... Music will have competition with fishing now that E. W. Gates, juke box operator, is enjoying his new 15-foot Chris-Craft... E. D. Ainsworth, manager, Steele Distributing Company, reports the new "1900" Wurlitzer phonographs are fast sellers, the dealers very enthusiastic over the favorable comments 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 and if he has missed getting in touch with you distributors and operators, give him a call. He admits he's kind of wide-eyed right now in this fascinating coin machine business, but he'll 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 County 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 announced this week. Campbell will operate from the Chicago office.

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model...\$110.00 STONER 6-COLUMN CANDY,

102 capacity, prewar model ... 80.00
NATIONAL 9-18 CAKDY,
162 capacity ... 75.00
ROWE 8-COLUMN CANDY,
120 capacity ... 60.00
DuGRENIER CHAMPION CIGARETTE,

11 column, king size.....

\$20.00 extra.

NATIONAL
VENDING SERVICE CO.

308 Furman St. Brooklyn, N, Y.

TRiangle 5-1857

ADVANCE SANITARY VENDOR The Finest for Vending Flat-Pack Products Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending. Accommodates flat packages up to 1/4"

Advance name a symbol for the best invending.

Accommodates flat packages up to 1/8" by 2" by 31/4" . . . has separate cash box . . . Advance coin-detector with automatic coin return when machine is empty . . . protected against

break-in. Available

for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices

J. SCHOENBACH

Factory Distributor of Advance

Vending Machines 1645 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

VICTOR'S TOPPER



MACHINE \$13.25 each \$12.75 100 or more AMERICA'S

AMERICA'S
FINEST
BALL GUM
VENDOR
VICTOR'S
FIVE STAR
BABY GRAND

\$13.25 each

Vs Deposit on All Orders

Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr. 860 North Ave., N.E. Atlanta, Ga. Phone: EMerson 4300





Unit Takes Automatic Role of Savings Bank

ing machine designed to encourage other than as paper stock." 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, industrial plants and other places where people congregate.

Then the thrifty will be able to save a nickel, dime or a quarter at a time. To operate the machine a coin is dropped into the chute 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 banking houses over the country have shown interest. They presently are negotiating with the Fidelity Federal Savings and Loan Association to put the first machines into service in supermarkets here.

A spokesman for the savings and • Continued from page 103 loan company said no final agreement has been reached, but that fusing to service machines of CMA desire to sell on the part of many the company definitely is interest- members who did not abide with major New York operating firms ed. He described the machine as allocations, of boycotting recalci- is the impending increase in the having potential value for adver- trant CMA members, of policing wholesale price of cigarettes. tising and promotional purposes, allocations thru picketing and and expressed the belief it might threats of picketing of refusing encourage people to save money. to service machines of non-CMA

The Ryan brothers, who attend- operators, of boycotting non-CMA type that cannot readily be coned the Vanderbilt University En- operators, and of forcing non-CMA gineering School here, have built members to adhere to CMA allocaa working model and applied for tions. a patent on it.

One of the most important de- charged with preventing indepenvelopments, in the view of James dent operators from engaging in Ryan, is what he calls a "validizor." the cigarette vending business. It prints a number on the stamp | As, according to the government, when it is issued and makes the CMA members accounted for 95 stamp valid for 5 cents.

"This," he said, "prevents theft volume here, the convictions had a of the stamps and permits the bank profound effect on the nature of to use the machines to avoid mak- local operations.

ASHLEY, Ill., Feb. 25.-Harry M. Ricker has been appointed assistant to F. A. Martoccio, president of the Hoben Candy Corporation, it was announced this week. His duties will include sales supervision of new bars and broker contact.



Experienced Operators Say:

YOU MAKE MORE MONEY WITH . . .

VENDING EQUIPMENT"

PROVE IT TO YOUR-SELF



you can make more money. It's available in 1g, 5g or 10g play. Write for complete details of this and other Northwestern money makers

THE NORTHWESTERN CORP. 216 Armstrong Street, Morris, III.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

NASHVILLE, Feb. 25.-A vend- ing an inventory of the stamps

Cost \$250

Ryan says this is the one feature which makes the machine feasible and practical.

He estimates the machines will cost about \$250 each to produce, and hopes to rent them to banks for \$32 per month if maintenance in present estimates.

The inventors propose to do their own servicing, supplying each contracting bank with spare units to replace those returned for servicing.

The machine is 23½ inches wide, 37½ inches high and 8¾ inches "I've got pool tables in all kinds many spots have tournament play, deep. Named "Save-a-Coin," it dis- of locations," Stansfield explained. with girls taking over the tables penses both the stamps and the books into which stamps are to be pasted.

The Ryans, who have been opsay this is their first invention.

Both CMA and Local 805 were

per cent of the cigarette vending

According to Richard B. O'Don-

nell, special assistant to the At-

torney-General here, the defend-

ants convicted in the criminal suit

It was reported that one of the

goals of the government will be

a requirement that all locations

contracts be filed with the Bureau

of Records as soon as it is signed

and that the location owner be

civil actions is not known. How-

ever, this much is fairly certain:

The Federal courts mean business

and the Anti-Trust Division of the

Justice Department will be watch-

ing carefully any action that even

smells of monopoly in restraint of

MANDELL GUARANTEED

USED MACHINES

N.W #39 1¢ Porc.
N.W #33 1¢ Porc, B.G.
Columbus 5¢ Bulk
Silver King 1¢ B.G. or Mdse.
Silver King 5¢

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen\$.77

Pistachio Nuts, Vendor's Mix Pistachio Nuts, Sheik

Cashew Whole

Peanuts, Jumbo

Spanish
Mixed Nuts
Tabby-Lets, 520 ct.
Rainbow Peanuts
Boston Baked Beans

Jelly Reans
Licorice Gems
Leaflets (similar to M & M), 550 ct.
Assorted Fruit Charms, 100 ct.

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything

STAMP FOLDERS, Lowest Prices Write

SALES AND SERVICE CO.

MOE MANDELL

446 W. Joth St., New York 18, N. Y.

The state of the second second second

the operator. 1/3 Deposit, Balance C.O.D.

Adams Gum, all flavors, 100 ct. ...

The third reason for the alleged

given a copy of the contract.

this spring.

BEST SINCE PEANUT BUTTER

Midwest Ops See Coin Pool As Solid Family Attraction

coin machine operators, one from challenged all comers. Winona, Minn., and the other from a real family sport.

"It's the greatest thing since said. peanut butter was invented," said and service costs can be kept with- Jim Stansfield, of Winona, who good, he said. Its popularity is

view of Russell Gherty, Baldwin, week-to buy more tables. who has 80 tables on location.

little service. And it attracts many women players and family groups."

Stansfield said he walked into a Jr., the inventors, say a number of erating a business as manufactur- supper club location which he ers' agents here for several years, serves to find a man, his wife and their two daughters playing the

New York Cig Operators

verted to dual pricing.

crease his price on filters and

A good portion of the equip-

The replacement and conversion

cost would be staggering. Of

tion are faced with the same prob-

lems, but they are probably better

erators outside New York have been

gradually upgrading equipment at

a much more rapid rate than some

of the larger Gotham operators.

What will happen next is sheer guesswork. One of the more in-

formed guesses is that a lot of

new small operators will enter the

cigarette field here. Another is that

location ownership will be more pronounced. A third is that larger

operating firms, operating on na-

tional and regional bases, will buy

some of the New York operations

Some of the local operators will

attempt to dispose of their routes piecemeal. One is reported on the

verge of selling the entire route

For one thing, most cigarette op-

able to cope with them.

manner of doing business.

will stand charges of civil counts course, operators thruout the na-

Exactly what specifically the For another, they aren't faced

up for sale.

to a larger firm.

government will press for in its with the problem of changing the

ment on location is so old that it

MINNEAPOLIS, Feb. 25.-Two game. The daughters won and

"I've been in many places where Baldwin, Wis., sang high praise the women play the game by here of the coin pool game, seeing themselves, and I've seen any it as a boon to the industry and number of mixed foursomes-one couple play against the other," he

The gross on the pool game is operates 93 tables on his route, such that he plans to add more "It's the best thing that's tables to his route as time goes on. happened to the coin machine busi- In fact, that's one of the reasons ness in at least 10 years," was the he came to the Twin Cities this

Cherty said in his territory "It's a legal, clean sport, requiring one night and men the other. Where there is no tournament play, he said, many women and family groups play the game.

"When the game first came out," Cherty recalled, "I'd place one table in a town. But it's far better than that now. I can walk into any town and put at least one pool table in every location I have. The location owners like the game because it draws players into 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 Most machines in New York perhaps the greatest location busiare on a straight 25-cent vend, and ness builder of any coin machine most of the equipment is of the in the industry, with the possible exception of cigarette vending machines. I'm sold on them 100 Any wholesale price increase per cent and expect to add more would mean the operator must in- units in the future."

Sidney Levin, Lieberman Music kings or operate at a loss. This Company, said the pool games means dual pricing will be a must, came along at "just the right psychological moment" in the industry's history in Minnesota. With a three-way drive by federal, would be more economical to replace it with new equipment rather State and local authorities causing than convert. And those machines pinball games to go down, pool which are not that old would cost tables have taken up the slack in excellent fashion, and are carryabout \$25 each, plus labor, to coning their share of the extra load.

He said there are operators who have well over 100 pool tables on location over their routes, and each brings back the same report —the tables are earning money.



F.O.B. Factory, 150 Lb. Lots AMERICAN CHEWING PRODUCTS th & Mt. Pleasant • Newark 4, N.



WAILINU Manufacturing Company 4650 W. Fulton St. Chicago 44, III.

Est. 1889-Telephone: Columbus 1-2772

Cable Address: WATLINCITE, Chicago

UP TO \$10.00 IN TRADE

Now is the time to get rid of your old outdated bulk vendors. We can offer you a very liberal trade-in allowance when you buy Victor's new "Vendorama of the Future," the Super Mart.

Send your list of machines available for trade and let us give you our generous deal.

The Super Mart is a combination 1¢ and 5¢ machine. One turn for a penny, 5 turns for a nickel. First five pennies (or a nickel) vends a ball 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 allowance on your old venders. Write today, giving description of machines you have for trade. Immediate delivery.

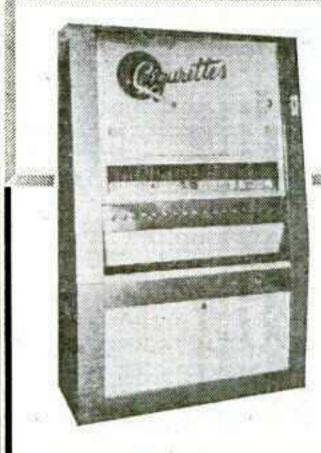
GET ON OUR MAILING LIST

LOGAN DISTRIBUTING CO.

916 Milwaukee Ave.

Chicago 22, III.

TAylor 9-6150



This machine available in all models with penny change maker, making the machine adjustable to 9 different prices on each column, from one cent to over a dollar. Eliminates pennics under cellophane.

ROYAL "17"

THE CIGARETTE MACHINE WITH **FULL 17-COLUMN SELECTIVITY**

17 fully automatic columns of sales-producers. Vends Regular, King Sixe, Parliaments and other boxed cigarettes, Capacity 400.

This 17-column machine is also available with four reserve columns-total capacity of 500 packages. With or without penny changer.

CANADIAN OPERATORS—especially designed for your market the same machine with 10 columns and the same exclusive features. With or without penny changer.

- WRITE NOW FOR INFORMATION -ROYAL MANUFACTURING CO.

San Francisco, California 1360 Howard Street

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VICTOR'S NEW

"SYMBOL OF PROGRESS IN

THE BULK VENDING FIELD"

WHAT DO YOU NEED IN BULK VENDING?







Minimum Packing: 4 to the case, 25c Co in Mechanism available at 50c extra.

HALF-CABINET STYLE
Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to That attractive ensemble—is finished in smooth, finished in and chrome ... steel construction, precision built and amazingly durable. Equipped with the large glass globe. The World Famous STANDARD TOPPER

Rugged, durable Globe Style vender finished in red and black trimmed with chrome. Chrome top and bottom available at 75c extra. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.

TOPPER DELUXE GLOBE STYLE

Minimum Packing: 4 to the Case.
All TOPPERS Have Refill Assembly Feature. \$15.00 EACH \$13.25 EACH

\$15.00 EACH

The most versatile bulk vendor ever designed! It's a combination ball gum and capsule vendor....
Or vends, in combination, 210-count gum and jumbo 15/16" (62 count) U. S. Patent Pending

Mart will take over and capture the bulk of pennies and nickels played in other vendors in every location! SUPER MART offers you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profits! Super

CHANGE-OVER

QUICK

HERE IS HOW IT WORKS - . . . 210 GUM AND CAPSULE STYLE: Every penny vends an item; every nickel vends 5 items; every 6 pennies (or nickel and 1 penny) assures customer will get five 210-count gum and one cepsule filled with merchandise. Decal on machine is self-explanatory. Capacity: 260 capsules and 6 pounds 2 ounces of 210 gum. Takes in approximately \$15.50 when emptied.

HERE IS HOW IT WORKS - - - 210 GUM AND JUMBO GUM STYLE: Every penny vends a ball of gum; every 3 pennies assures customer will get two 210-count gum and one jumbo (62 count) gum. Decal on machine is self-explanatory. Capacity: 500 jumbo gum and 5 pounds of 210 gum. Takes in \$15.00 when emptied.

The Five Star Baby Grand

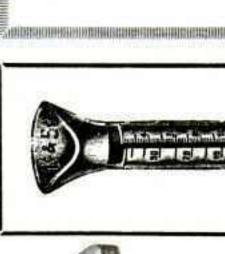
Quick Change-Over Mer-chandise Units can be purchased at only \$3.50

Price \$29.50 each

F.O.B. Chicago. Minimum Packing: 2 to the ease.

BE FIRST IN YOUR LOCALITY TO TAKE OVER THE CHOICE LOCATIONS WITH

THIS ENTIRELY DIFFERENT AND GREATEST OF ALL BULK VENDORS, SUPERMAR. . . . VENDORAMA OF THE FUTURE!



\$10.00

-Stand only

Designed for matchiess flexibility - built to accommodate any combination of 3 venders.

STAND

TRIPLE

COIN COUNTER COMBINATION 1c and 5c \$1.25

for mounting vendors on counter, stand or wall.

BRACKET

2-PIECE

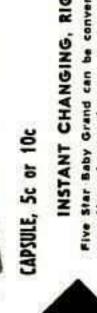
Complete with quality

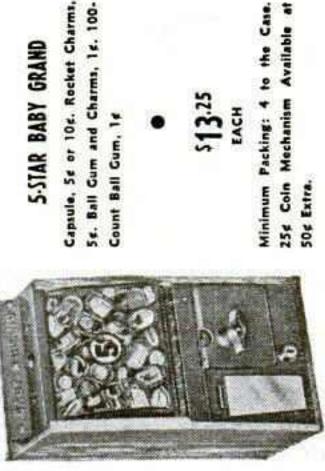
\$2.10 ea.

1/3 Certified Deposit, Bal. C.O.D.

All Prices F.O.B. Chicago

CAPSULE, Sc or 10c





Five Star Baby Grand can be converted to 1¢, 5¢ or 10¢ play in a matter of seconds; can be converted equally tast between Capsule Vending, Racket Charms, Ball Gum and Charms, Chicle Treets and 100-count Ball Gum, Capacity: Chicle Treets 6 lb. 6 ex.—Cantury Gum 4½ lb.—210-count Gum 6 lb.—Capsules 150—Rocket Charm 350. INSTANT CHANGING, RIGHT ON LOCATION

ea., giving a complete change of merchandise at any time; in a matter of seconds a brand-new machine work in g for

5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

enders PPER Famous 10 Manufacturers

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OPS CALL THE DOCTOR

Shop Foreman Repairs Games Via Telephone

By ELTON WHISENHUNT

MEMPHIS, Feb. 25.-A little guy with a big brain has combined natural mechanical ability and experience to become one of the most unique "doctors" in the Mid-South.

He is Thomas O. Butler, 45, shop foreman on novelty games for Southern Amusement Company, one of the largest in the South.

garded by the mechanical side of games. the industry as the best in the Tom asks questions, just like a

treatment to operators and repair- burns out. men all over the Mid-South (East Tom's almost 20 years of ex-

Arkansas, Northern Mississippi and Western Tennessee) and often much farther away.

Southern's distributorship territory includes Arkansas, Mississippi, West Tennessee and parts of Kentucky, Missouri Louisiana, Illinois and Alabama.

"Phone" Repairs

It is not unusual for Tom to He keeps hundreds of games in average two phone calls a day from good working order in several operators and servicemen in regard States by telephone. He is re- to mechanical breakdowns on

business here in repairing shuffle doctor, and pretty soon he deterbowlers, pinball and novelty games: mines why the machine tilts too the shop on major repair jobs or He "diagnoses" mechanical ail- easy, doesn't take money, a slot rebuilding machines burned in ments by phone and "prescribes" hang up, a fuse blows or a coil fires or beat up in burglaries.

perience in the business tells him where to go to find the trouble and how to repair it. When he finds out what's wrong he knows what to tell the repairman to do.

"Diagnosis by phone has become routine in our wide-spread operation in the Mid-South," Tom said. "Usually the operators or repairman can fix it after talking with me. Sometimes they can't and have to bring the machine in. But usually we get it repaired on lo-

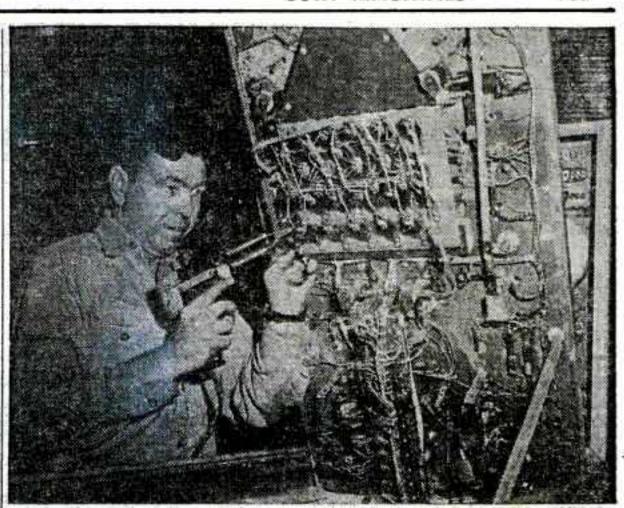
With all the many things that can go wrong with a machine, Tom says that "on no two days do we run into the same type of trouble."

Expert on Machines

Tom, amiable and easy-going worker liked by all his co-workers, has two repairmen under him who make regular route calls each day in Memphis.

Tom spends most all his time in

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's doing here in soldering a burned wire, but by telephone. He keeps many hundreds of machines in good working condition by telephoning instructions to operators and repairmen in several States,

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES MOST ACTIVE EQUIPMENT Clipper (U) (5/55). 345.00 Clipper Deluxe (U) Mean (5/55) 395.00 Average Clover Shuffle (U) (For four-week period ending with issue dated February 11, 1956) BALLY (1/53) 95.00 75.00 Comet Targette (U) Atlantic City -(11/54) 295.00 125.00 250.00 MUSIC MACHINES SHUFFLE GAMES VENDING MACHINES ARCADE EQUIPMENT (5/52)\$ 75.00 \$ 35.00 \$ 60.00 Comet Deluxe (U) Beach Club (2/53). 150.00 75.00 110.00 1. UNITED—Cascade 1. SEEBURG-Shoot the Bear 1. SEEBURG-M-100-B 1. Eastern Electric C-8 (11/54) 295.00 Criss-Cross (CC) 225.00 245.00 Beauty (11/52)... 135.00 60.00 100.00 2. SEEBURG-Coon Hunt. 2. SEEBURG-M-100-A 2. UNITED-Chief 2. Acorn 5c or 1c Big Time (1/55)... 375.00 295.00 325.00 3. National M-750 2. CHICAGO COIN-Super Homerum 3. AMI-Model D-80 3. UNITED—Imperial (11/53) 225.00 Criss-Cross Targette 225.00 Bright Lights (5/51) 95.00 45.00 65.00 4. SEEBURG-M-100-C 3. UNITED-Leader Shuffle Alley 3. PX (10 Col.) 3. EXHIBIT-Dale Gun 175.00 175.00 Bright Spot (11/51) 95.00 35.00 85.00 5. WURLITZER-1015 4. CHICAGO COIN-Starlite 3. GENCO-Rifle Gallery 3. Stoner Candy (8 Col.) Crown (CC) (4/53). 85.00 85.00 85.00 Coney Island (9/52) 85.00 25.00 45.00 5. WURLITZER---1500 Diamond (K) (5/53) 225.00 165.00 185.00 Dude Ranch (9/51). 160.00 125.00 Domina (K) (5/53). 95.00 85.00 Gayety (3/55).... 375.00 245.00 Double Score (CC) Gaytime (6/55)... 425.00 345.00 (3/53) 85.00 Feature (CC) (7/54) 225.00 PINBALL MACHINES 49.50 75.00 Hi-Fi (6/54)..... 165.00 Ice Frelics (1/54). 175.00 145.00 145.00 (Manufacturers with ten or more games listed below) Flash (CC) (9/54). 275.00 Minmi Beach Gold Cup (CC) (9/55) 495.00 325.00 425.00 (7/53) 75.00 135.00 100.00 GOTTLIES BALLY UNITED WILLIAMS Palm Beach (7/52) ... 95.00 49.50 60.00 Gold Medal (B) 1. Surf Club 1. Singapore 1. Hayburner (3/55) 400.00 375.00 400.00 Surf Club (3/54).. 175.00 135.00 100.00 2. Guys & Dalls 2. Triple Play 1. Lazy Q 2. Gayety Hi Speed Triple Variety (9/54).... 295.00 199.50 235.00 3. Beach Club 2. Pin Wheel 3. Havana 2. Dealer '21' Score (CC) (8/53) 65.00 175.00 145.00 Yacht Club (6/53). 95.00 50.00 75.00 2. Disk Jockey Holiday Match Bowler (CC) (9/53).... 340.00 245.00 295.00 GENCO Hollywood (CC) (5/55) 400.00 325.00 365.00 Mean 400 (10/53)..... 50.00 35.00 45.00 Imperial (U) (9/53) 175.00 MUSIC MACHINES 60.00 HIGH LOW VENDING MACHINES 145.00 Average Jet Bowler (B) (2/53) 85.00 60.00 Big Inning (B) (47) 85.00 85.00 (8/54) 300.00 225.00 275.00 Mean Bonus Gun (U) -Leader Shuffle Alley HIGH LOW GOTTLIEB Average HIGH LOW Average (1/55) 350.00 275.00 295.00 (U) (11/53).... 185.00 175.00 95.00 IMA Carnival Deluxe (U) 275.00 245.00 245.00 Acorn 5c or 1c...\$ 12.50 League Bowler (U) Draganette (6/54), 175.00 175.00 \$ 8.50 \$ 9.95 135.00 Model A (46) 40 sel. Carnival Gun (U) Eastern Electric C-8 155.00 (1/54) 185.00 135.00 160.00 Gold Star (3/54) .. 185.00 60.00 185.00 110.00 (78 RPM).....\$125.00 \$ 69.50 \$ 95.00 (10/54) 295.00 225.00 250.00 Electro (8 col.)... 190.00 League Bowler Deluxe Grand Slam (4/53). 110.00 110.00 84.50 85.00 150.00 Model B (48) 40 sel. Champion Baseball National M-9A (U) (4/54).... 185.00 160.00 175.00 Guys & Dolls 89.50 135.00 (78 RPM)..... 175.00 (G) 395.00 (9 col.)..... 125.00 Lightning (U) 295.00 350.00 (5/53) 110.00 125.00 Model C (50) 40 sel. Coon Hunt (S) (2/55) 335.00 National M-750... 115.00 229.00 295.00 Hit 'h' Run (4/52). 75.00 60.00 35.00 110.00 115.00 (78 RPM)..... 175.00 100.00 135.00 (2/54) 195.00 National 918..... 95.00 Jockey Club (5/54) 165.00 139.50 175.00 Lightning Deluxe (U) 130.00 160.00 75.00 75.00 Dale Gun (Ex).... 89.50 Model D-80 (51) 40 sel. National 930..... 110.00 (2/55) 325.00 45.00 50.00 295.00 325.00 Pin Wheel (11/53). 125.00 95.00 119.50 95.00 110.00 175.00 318.00 (78 RPM)..... 394.00 Magic (B) (12/54). 350.00 Derby, 4 Player National 950..... 125.00 295.00 325.00 Poker Face (9/53). 125.00 100.00 125.00 110.00 125.00 (CC) (3/52).... 175.00 Model E-120 (53) 120 Northwestern 39, 1c 7.95 125.00 175.00 Mars (U) (1/55)...295.00 225.00 294.50 Skill Pool (8/52). . 110.00 89.50 110.00 7.50 sel. (45 RPM).. 695.00 400.00 525.00 Drivemobile (M) Northwestern Deluxe Mercury (U) (12/54) 285.00 219.00 245.00 Twin Bill (1/53).. 195.00 185.00 195.00 (7/54) 165.00 125.00 165.00 1c & 5c..... 12.00 Mercury Deluxe (U). 285.00 245.00 255.00 12.00 ROCK-OLA 500-Shooting Gallery Mystic Bowler (K) Northwestern 49, 1c 12.50 12.00 12.00 1434 (50-51) 50 sel. UNITED (Ex) (3/55).... 145.00 (12/54) 355.00 75.00 PX (8 col.)..... 115.00 295.00 325.00 95.00 115.00 (78 RPM)..... 525.00 185.00 225.00 Goalee (CC) (1/46). 95.00 65.00 PX (10 col.)..... 125.00 Name Bowler (CC) 125.00 ABC (2/52)..... 65.00 125.00 50.00 65.00 1436 A (53) 120 Heavy Hitter (B).. 50.00 50.00 35.00 49.50 Rowe Crusader (1/54) 50.00 Cabana (3/53).... 105.00 sel. (45 RPM)... 645.00 150.00 275.00 45.00 50.00 Home Run, 6 Player (8 col.)..... 125.00 Olympic (U) (8/54) 95.00 49.00 B0.00 85.00 1438 (54) 120 sel. Havana (2/54):.... 145.00 125.00 60.00 (CC) (3/54) 225.00 Original 100.00 200.00 Rowe Crusader 50.00 70.00 (45 RPM)..... 565.00 439.00 499.50 King of Swat (W) Hawaii (6/54).... 125.00 (10 col.)..... 125.00 Pacemaker (K) 90.00 110.00 85.00 1446 Hi-Fi 120 sei. Silver King 1c (9/53) 85.00 (5/55) 375.00 345.00 345.00 115.00 85.00 Manhattan (4/55).. 345.00 225.00 295.00 (45 RPM)..... 725.00 595.00 645.00 Batt Gum..... Moon Rides (B)... 350.00 224.50 Rainbow Shuffle Alley 250.00 Mexico (3/54).... 150.00 100.00 100.00 Pistol (CC) (1/49). 50.00 Silver King Hot Nut 9.95 150.00 50.00 50.00 (U) (8/54).... 235.00 185.00 9.00 SEEBURG 9.00 Ranger (K)..... 310.00 Nevada (8/54):... 175.00 120.00 145.00 285.00 150.00 295.00 Stoner Candy Rocket (B) (8/54).. 275.00 275.00 M-100-A (49) 100 Rifte Gallery (G) (6 col.)...... 135.00 Royal (U) (8/54).. 140.00 110.00 125.00 Rie (11/53)..... 125.00 50.00 90.00 90.00 sel. (45 RPM)... 445.00 200.00 250.00 (6/54) 250.00 175.00 195.00 Shuffle Alley Deluxe Stoner Candy Singapore (10/54), 165.00 85.00 135.00 M-100-B (51) 100 sel. Set Shot Basketball (8 col.)...... 165.00 90.00 110.00 6 Player (U) (45 RPM)..... 510.00 425.00 465.00 Stars (6/52)..... 60.00 40.00 60.00 (10/51) 195.00 (M) (6/52).... 295.00 175.00 40.00 50.00 295.00 Victor Model V, M-100-C (53) 100 Tahiti (8/53).... 125.00 8/G Wheel 9.50 Shoot the Bear (S). 150.00 75.00 60.00 90.00 125.00 Shuffle Alley, 10 8.50 8.50 475.00 sel. (45 RPM).. 625.00 589.00 Shooting Gallery (Ex) Player (K)..... 95.00 50.00 75.00 Triple Play (8/55). 395.00 295.00 395.00 M-100-W 845.00 735.00 800.00 (6/54) 175.00 129.50 150.00 Shuffle Alley, 11th Tropicana (1/55).. 195.00 150.00 195.00 Six Shooter (Ex).. 145.00 SHUFFLE GAMES Frame 295.00 195.00 75.00 95.00 195.00 WURLITZER Tropics (7/55).... 125.00 50.00 125.00 Silver Chest (G)... 95.00 Sky Gunner (Ge) 110.00 110.00 1015 (46) 24 sel. (9/53) 150.00 85.00 145.00 210.00 Speedy (U) (8/54). 295.00 195.00 (78 RPM)..... 35.00 95.00 65.00 Ace Bowler (U)....\$250.00 Star, 5 Player (U) Sky Rocket (G) \$175.00 \$225.00 WILLIAMS 1100 (48) 24 sel. (7/52) (5/55) 435.00 375.00 395.00 Advance Bowler (CC) 45.00 (78 RPM)..... 150.00 70.00 95,00 Space Ranger (D).. 295.00 (5/53) 175.00 Big Ben (9/54)... 165.00 95.00 125.00 224.50 295.00 115.00 Starlite (CC) (5/54) 225.00 195.00 165.00 140.00 1250 (50) 48 sel. Space Ship..... 350.00 American Bank.... 250.00 225.00 325.00 150.00 250.00 Super Bonus Deluxe (78 RPM)..... 245.00 149.50 C.O.D. (9/53).... 115.00 115.00 95.00 75.00 Arrow (CC)..... 375.00 Sportland (Ex) (U) 395.00 345.00 335.00 275.00 365.00 1400 (52) 48 sel. Dealer "21" (2/54) 125.00 125.00 75.00 (11/51) 350.00 225.00 Banner (U) (8/54). 275.00 175.00 225.00 245.00 Super Frame (CC) (78 RPM)..... 325.00 175.00 250.00 Disk Jockey (11/52) 85.00 60.00 85.00 Sportsman (K) Bikini (K) (6/54).. 195.00 145.00 175.00 150.00 (5/54) 225.00 150.00 1500 (53) 104 sel. Four Corners (11/54) 285.00 Bonus Bowler (K) 195.00 245.00 Targette (U)..... 225.00 125.00 225.00 (45-78 RPM Mix) 385.00 225.00 295.00 Star Series (W). Targette Deluxe (U) (12/52) 90.00 (3/54) 175.00 84.50 125.00 90.00 125.00 (4/49) 89.50 Bonus Score Bowler 175.00 195.00 60.00 89.50 (8/54) 195.00 Hayburner (6/51).. 85.00 50.00 50.00 ARCADE EQUIPMENT Super Home Run (CC) (4/55).... 395.00 345.00 350.00 Team Bowler (U) Lazy Q (2/54).... 125.00 95.00 100.00 (CC) (3/54)... 249.50 225.00 (1/54) 195.00 165.00 125.00 Capital Deluxe 105.00 Screame (4/54).... 135.00 110.00 135.00 Super Jet (CC) Shuffle 395.00 225.00 365.00 Triple Score Bowler (4/53) 395.00 Carnival Bowler (K) ABT Challenger 345.00 395.00 (CC) (6/53) 95.00 75.00 85.00 Struggle Buggle (5/46)\$ 30.00 \$ 20.00 \$ 30.00 Super Slugger (U) (5/55) 125.00 85.00 Triple Strike Bowler (12/53) 125.00 119.50 125.00 (7/55) 395.00 345.00 Cascade (U) (2/53) 85.00 (CC) 395.00 295.00 Baseball, 2 Player 395.00 60.00 295.00 75.00 Thunderbird (5/54). 149.50 115.00 135.00 (Ge) 150.00 75.00 150.00 Teleguiz (1/40) (T) 125.00 Century (K) (6/54). 225.00 85.00 99.50 200.00 210.00 Venus Deluxe (U) Times Square Basketball (G).... 225.00 185.00 Voice-O-Graph (M) Champion (B) 275.00 100.00 (3/55) 325.00 (4/53) 89.50 60.00 75.00 (4/46) 495.00 (5/54) 225.00 Bat-A-Score (Ev) 350.00 195.00 Victory Bowler (B) (8/48) 179.50 Twenty Grand 75.00 Wild West (G) Chief (U) (11/53), 175.00 125.00 (5/54) 250.00 145.00 225.00 85.00 | Big Bronche (1/51) 375.00 319.50 350.00 (2/55) 395.00 350.00 395.00 Classic (U) (6/53), 100.00 (12/52) 85.00 74.50 65.00 95.00 Vinus Bowler 325.00 299.00 325:00

Explanation of Coin Machine Price Tridex

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more, "Highs" and "lows" are most meaningful when used with the mean average

Mean Average. The Inean average is a computation based on all prices at which a machine has been suvertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all catego appear in order of frequency advertised. Numbers indicate position.

Gotham Arcade Men Gottlieb Cites Launch Association

40 Operators Meet, Elections Set; Group Will Fight Excessive Fees

York's areade men have closed their ranks for combat against what they feel would be legislation calculated to drive them out of business.

In a meeting at the Hotel Park Sheraton Tuesday (2) some 40 ar-

Boston Game Licenses Show **Upward Trend**

BOSTON, Feb. 25.—City of Boston figures for privilege licenses and fee show an upward trend in the total revenue and number of \$1 an attendant. The arcade men amusement games in the city last point out that there is considerable year over 1954.

In 1954 there were 580 automatic devices (games) which brought in \$17,900, while last year the figures rose to 699 machines for that the License Department is rea revenue of \$20,070. Cost of the considering the move to charge \$50 license for one year is \$30. The a unit and modify the tab somegames included pinball machines, what. A delegation from the shuffle bowlers and all types of Ar. Coppy Library Chamber of Co. shuffle bowlers and all types of Ar- Coney Island Chamber of Comcade equipment.

that both operators and distribu- that the Department is not yet tors had always given good co-op- committed to any new fee schedule. eration to the tax program.

Fewer Boxes

the mayor's office, which issues Commissioner O'Connell. permits for Sunday operation of While amusement game operaphonographs, issued figures show- tors will not be included in the asing that while the total revenue for sociation, they s' are-tho to a smalljuke boxes was higher in 1954 er degree-the problems of the arthan last year, the number of pho- cade men. nographs licensed was lower.

412 divided between 328 licenses rently covered by the \$50 common at \$50 per year and 1,006 at \$2 show license. The current licenses per week. Last year the revenue expire March 15. was \$18,250 with 324 at \$50 per year and 1,025 at \$2 weekly.

It was in 1954 that the law was changed on Sunday licenses to allow operators to pay by the year. Some operators are apparently not still aware of the shift and pay by the week, thus dropping considerable revenue. There is also a similar set-up by the State, making the year.

For week-day operation of phosaid that license applications were ket in the near future. coming in for this year at just two years.

The city estimates its total revenue for all types of privilege fees the big league baseball teams get and licenses for 1956, which in- into action and turns the attention cludes liquor, will be in the neigh- of the public to the national pasborhood of \$1,673,097.

NEW YORK, Feb. 25.-New cade operators agreed to form an areade association and named a committee to get the organization on its way.

> Committee members are Charlie Rubenstein, Max Shaffer, Nat Chodaker, Leo Weisskopff, Murray Handel, Sam Holzman and Al Blendow. The area le men meet Tuesday (28) to elect officers and draw up a code of ethics.

The wheels were set in motion by a recent report that City License Commissioner O'Connell had proposed changing the common show liceuse requirements from \$50 a location to \$50 for each mac, ine on location. Many areade operators feel the proposed license schedule would make it unprofitable for them to continue in business.

Another sore spot with the operators is the \$10 license fee for each attendant. Originally the fee was production run for the firm. employee turnover Juring the year, and they are hit for another \$10 each time a man is replaced.

However, it was reliably reported merce met with Deputy Commis-The Boston License Board said sioner O'Neil, who told the group

A delegation from the to-beformed areade association will dis-The Licensing Department of cuss the license fee situation with vertible to two or three-hole play

Many locations in New York The 1954 total revenue was \$18,- have several games, and all are cur-

United Preps

CHICAGO, Feb. 25.—The base total \$4 weekly and \$100 by the ball season is starting early at United Manufacturing Company.

Bill DeSelm, sales manager, said nographs, a permit must be ob- this week the firm is already pretained from the city for which paring a new coin-operated basethere is no charge. City officials ball game which will hit the mar-

about the same rate as in the past generally hit their stride in the amusement game industry during the spring and early summer, when

Mfrs. See Variety Key To Spring Game Sales

CHICAGO, Feb. 25.-With an Genco Manufacturing & Sales eye toward spring purchases by Company, United Manufacturing the nation's Arcades, coin amuse- Company and Williams Manufacment game manufacturers are turing Company. planning to introduce a top variety of new pieces in the coming er type .22 rifle units-are high months.

ment to turn their thoughts to tributers report orders for these games other than pool units, man- units already coming in for the ufacturers have new ideas in base- spring season. ball games, gun games and other novelty units already on the drawing boards.

games has been a standard oc- cations such as tayerns and restau- will handle the full line of Wil- mile radius of the site. This figure eago Coin Machine Company,

Gun games-especially the newin demand from the Arcade opera-Hard as it may be at the mo- tors, and manufacturers and dis-

Arcade, Park Pieces

Last year at this time, the new type guns were popular pieces not | York City office. The spring swing to baseball only in Arcades, but in regular lo-

(Continued on page 123) week.

Top Test Run On New 5-Ball

Harbor Lites Aims At Record Output Mark for Pin Firm

CHICAGO, Feb. 25.-D. Gottlieb shipped to its distributors this week a new single-player five-ball pin game, Harbor Lites, following what was regarded as a record test run by the firm.

Alvin Cottlieb explains sample shipments of the game to distributors drew more advance orders than any five-ball game Gottlieb has made. Both domestic and export advance orders are at a record high mark.

Expectations are that production volume will surpass that of the multiple-player Gladiator five-ball, latest multi-player to hit the market, which enjoyed an all-time high

Main new play features in the Harbor Lites game are four targets near the center of the playfield, which score double if hit on (Continued on page 120)

Marvel Ships Pla-Pool Game

CHICAGO, Feb. 25. - Marvel Manufacturing Company this week expanded its coin-operated pool game line with a new model conwith a center hole plug.

Ball holes are set out six inches from the table ends on the Pla-Pool model. The game is available with or without lined playfield for three-side play at no extra cost.

The convertible model is also available in regular 36 by 52-inch size, or in the 36 by 72-inch kingsize unit.

The Marvel pool game line, which includes the regular Pla-Pool 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 now in shipment, according to Ted Rubenstein, president of the firm.

New Orms Pool et in the near future. Coin-operated baseball games Game Shipped

DALLAS, Feb. 25.-Orms Man ufacturing Company this week shipped a new coin-operated pool game, the Texan.

A regular-type bumper pool unit, the Texan is available with double nickel or double dime coin chutes.

The two-hole table has six ball bumpers at the center of the playfield and two bumpers flanking each of the ball holes at the ends of the table.

Williams Names Seaboard N. Y. C., Conn. Distribs

CHICAGO, Feb. 25.—Seaboard New York Corporation, New York and Hartford, Conn., was appointed as distributor for Williams Manufacturing Company in New York City and Connecticut.

The Seaboard Hartford office is headed by Mac Pearlman. Meyer Parkoff heads the Seaboard New



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; Harry Freeman, recording secretary; Sam Greenberg, president; Milton T. Raynor, legal counsel, and Don Mitchell, secretary.

Chi Game Ops Elect **Arbitration Board**

toward improving coin - operated amendment to the Bagatelle Ordiamusement game operations here nance which would ban games took shape Tuesday (21) at the played with a puck or disk from monthly meeting of the Chicago operation is expected to get under Independent Amusement Associa- way early in March. The CIAA

Chicago elected an arbitration board to aid in settling location difficulties between operators and heard Milton T. Raynor, legal counsel of the group, discuss action being taken toward changing Exhibit Plans tion being taken toward changing the city licensing system.

Picked by the operators as initial members on the five-member arbitration board were Dave Brodie, Murray Holland, Dick Cienko, Norman Schlossburg and Orville Clothier. Dave Polonsky and Isador Tuchalski were picked as alter-

The board is elected for a three month term.

tion board, members will be asked tional Vendors' Association convento sign a pledge agreeing to ad- tion at the Morrison Hotel here here to the rules of the associa- May 10-13. tion, respect the rights of fellow Frank Mencuri, Exhibit Supply

Minn. Coin Ops **Hold Meeting**

ST. PAUL, Feb. 25. - Coin machine operators from thruout Minnesota met here Tuesday (21) at the call of Tom Crosby, Faribault, one-time head of the State association which is coming to life again after several years of comparative inactivity.

Few oper tors from the Twin Cities attended the session, and those from outstate who came in AAMONY Election Set for the meeting were hesitant to disclose what took place.

last two months, with the activity crators of New York holds its anstarted up as result of the federal, and dinner meeting and election of State and local action against coin officers at the Skylight Roof of the game operations.

CHICAGO, Feb. 25. - Action : City hearings on a proposed will testify against the amendment. Operators representing about Raynor expressed optimism the one-third of the total games in amendment would not be passed.

Next step of CIAA in the legal (Continued on page 111)

CHICAGO, Feb. 25. - Exhibit Supply has contracted to display In connection with the arbitra- coin machine products at the Na-

members, and abide by the board's vice-president and director of sales, said this week the firm has not yet. decided what products it will show.

Exhibit is currently in production on coin-operated pool tables. The Exhibit line also includes post card vending machines and other types of venders.

Other amusement game firms may sign for exhibit space as convention time draws nearer. Paul Crisman, convention chairman, said non-member firms, manufacturers and suppliers have been invited to exhibit products. Crisman said reservations indicate the exhibits will be the largest and most complete ever presented at the annual show.

NEW YORK, Feb. 25.-The As-This is the second meeting in the sociated Amusement Machine Op-Shelburne Hotel Thursday.

DINAH, BLOW THAT HORN

Railtown, New Wis. Pk. To Spot Arcade, Games

By BENN OLLMAN

MILWAUKEE, Feb. 25.-Coin machines and Arcade equipment play a sizeable role in the plans for the huge amusement park, "Railtown-U.S.A.," now being built just 14 miles south of Milwaukee, on Highway 41.

Sponsors of the project, which has been several years in the making, feel "Railtown-U.S.A." will be able to rival the success of the fabulous Dispeyland in California when it is completed.

Several factors in its favor, they say, include the fact that a total of Seaboard New York Corporation 10,000,000 people live within a 75- back.

of "Railtown-U.S.A." is slated for

some time in June. Installation work is now in progress.

Walter McCullough, veterin coin machine operator, has been given the concession for the Arcade, and will also operate most of. the vending equipment in the park. A former Milwaukee comman, he has been in the business since 1945. Several years ago, he sold his route and moved to Miami, where he worked as a games, serviceman. He also served as a mechanic at Waukesha Beach amusement park near Milwaukee, before it folded several seasons

50 Arcade Pieces

Among the firms that are expected Manufacturers do not generally games in these areas, Art Weinand, Disneyland area.

According to McCullough, he plans to use about 50 pieces of to produce baseball units are Chi- expect the gun games to come Williams sales manager, said this Target date set for the opening coin equipment in the Arcade, (Continued on page 123)

Call the Doctor

Continued from page 109

lated a large collection of tools, material and equipment and can make any repair necessary. If he doesn't have the needed material on hand, he knows how to make short cuts and substitute a part to get the machine in good working order.

He has found silicone grease works best on all games in lubrication and uses it exclusively. The grease is thin enough to spread 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, ne estimates, is about a year becore some parts wear out, burn out or need replacing. He rebuilds or remodels machines once a year on the average and is kept continually busy with that and his Mid-South telephone doctoring service.

Extended Service

Besides the many hundreds of games in the territory Tom looks after, Southern has 150 on location in Memphis he also keeps in working order.

Tom's most-used tools are soldering iron, pliers, screw driver, emory wheel, drill press and a welder 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 for a woodmill business when it 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 mechanical ability the word spread. 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 before submitting it to the arbitration board.

Complaint Procedure

If the matter cannot be settled, the operator should then file the complaint with the arbitration office, with as much data on the case as can be furnished

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 board.

Because of lengthy discussion on the arbitration system, action on the proposed group insurance plan and a public relations program were postponed until the next meeting.

Officers of the association are Sam Greenburg, president; Joe 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.

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2 12.50	800L Spec.	52"x36"	Lights in Bumpers. End Holes. Set in 3" From Rails.
KING SIZE	750	70"x36"	End Holes Set in 3" From Rails.
SKILL POOL	750L	70"x36"	End Holes Set in 3" From Rails. Lights in Bumpers.
All Models Convertible to 2-hole or 3-hole	750 Spec.	70"x36"	End Holes Moved Back to Rails.
All mount convenience to 2-note of 5-note	CANADON WAY	AT BURN THAN THE PARTY NAMED IN	

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750L Spec.

play

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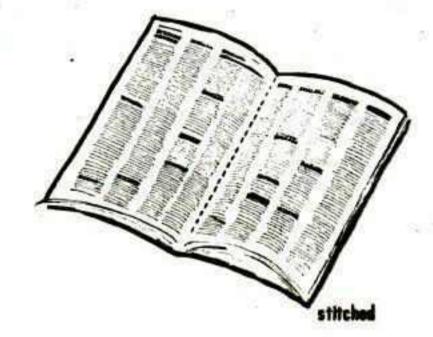
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JUNIPER B-1814

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Court Delays Sentence of Minn. Locations

MINNEAPOLIS, Feb. 25. - A delay until March 12 was ordered by District Judge Gunnar H. Nordbye, of U. S. Federal Court here, for the sentencing of location owners 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 the delay was caused by innocent pleas entered by seven other de-fendants arraigned before Judge Nordbye Tuesday, as well as a number of innocent pleas filed in 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 and Martin Kantar, partners in Har-mony Music Company, changed their innocent pleas to guilty on indictments charging they permitted one of their machines to be used for gambling purposes.

These indictments had been returned by the county grand jury in December as aftermath of an arrest of a tavern owner more than a year ago. The machine confiscated at the time belonged to Harmony.

Arraigned before District Judge John A. Weeks in Hennepin County district court Monday, Berenson and Kantar changed their pleas, and each was given a 30-day term in the Minneapolis workhouse. Sentences were stayed until March I 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 Minnesota, who obtained the indictments against 40 location owners a week ago, disclosed for the first time some of the evidence reportedly found by federal Internal Revenue agents during the year-long investigation into pinball machine operations.

Speaking at a meeting of the Minneapolis Optimist Club, Mac-Kinnon claimed one Minneapolis location "has had a gross income of \$25,000 annually" from pin games; four machines in another location open 24 hours a day had a 'gross 'take' of \$1,500 to \$2,000 a

New Products

TyniSwitch, a small, snap-action switch that can be used in vending machines has been developed by the Detroit Controls Corporation. 800 Union Avenue, Bridgeport, Conn. Fully enclosed, it is extremely compact as connecting elements 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 produces a fast snap operation with positive maintenance of contact. It is available in four designs, varying in operating force from three ounces up to 12 ounces in pinoperated models, and from 11/2 to 12 grams in wire-operated models. No prices were announced.

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Fibre Points, Tips and Bumpers Attached. Grade #1 \$2.75 \$30.00 Doz. Grade #2\$2.50 \$27.00 Doz.

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Solid Red or White Balls, Ea. 1.90 Cue Balls, Red or White w/Spots, Ea. 2,00 CUE TIPS

ELK MASTER-12mm, or asst.

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Rubber Mushroom Bumpers. Ea. 504 Plated Bolts and Nuts. Ea. (Set of 12, \$2.75) Lite-Up Bumpers w/Nuts. Ea. . (Set of 12, \$5.75)

> ABT DOUBLE DIME COIN CHUTES \$9.75 Ea. Per Doz. \$8.75 Ea.

STANDARD KITS—Consist of 1 pkg. 25 Rocket Tips, 1 tube Tip Cement, 2 Cue
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Wms. KING OF SWAT	\$345
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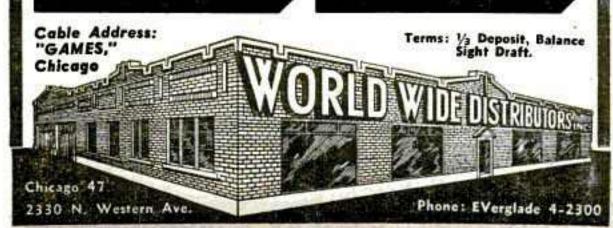
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BINGO **SPECIALS**

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l	United	TRIPLE	PL	AY	****	31

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GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 106

of Uncle Sam's Navy wield a mean cue. . W. Mercer Stillman, Richmond branch manager for Berlo Vending, is vacationing in Winter Haven, Fla., with his wife and two small sons. They are visiting Stillman's only daughter, who acquired an Air Force husband, Stuart Lawrence, in December. . . Wurlitzer's new model seems to be liked by most everyone around Tidewater, Va., and in North Carolina, reports Kenneth A. O'Connor after a visit in those areas last week. 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 Richmond Music Operators' Association will meet soon to discuss action against 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 some discussion about the trials and tribulations of the music business.

Another singing the praises of the pool games is Jack Bess, of Roanoke Vending Exchange, Inc. Roanoke's showroom looks like a rainbow with the line-up of the new, varied colored AMI juke boxes. 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 locations 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' 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 television set at his home when a swinging door closed on him. . . . 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. . Ed Wilkes, of Paul Laymon, Inc., is shopping around for a new truck.

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 called the hospital to inquire about his condition. . . . Harvey Kirby and Bill 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 the Plaza Hotel there. . . . Jack Gutshall, of Covina, in town on a buying trip. . . . T. R. 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 Middle West. . . . Bill 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 other than we are terribly sorry.

Jean Garcia, of Garcia Music Company, Key West, visiting Miami 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 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 Amusement Company, much smarter. They were spending their money enjoying a good meal at Darby's. Don't think Jack should be eating liver and onions at 1:30 a.m. in the morning tho.

Barney Sugarman, of Runyan Sales Company, in Newark breaking up his vacation at the Beach to make a quick trip to Mexico. His lovely wife, Molly, who never seems to get older, will stay with friends, 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 recording of the "Phonograph Song." Ruth Hoskinson, who left Budisco to go back to her native Texas, back again. She says Texas is wonderful but too darn cold, and there is still no place like Miami. Welcome back. Paul Bell, Capitol Records salesman, rushed to the hospital for an emergency appendix operation. Paul came thru in fine shape and hopes to be back on the job very shortly. In the meantime Bob Klein, Jacksonville branch manager, down in Paul's territory to cover his accounts for Give to the

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Exhibit Sportland

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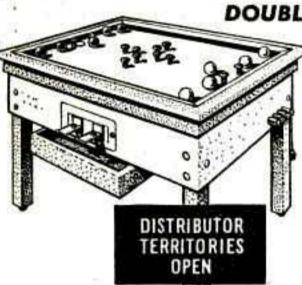
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HOLLYWOOD 325 REGULAR PLAY

UNITED CAPITOL\$350 UNITED CLIPPER 325 UNITED LIGHTNING .. 295 UNITED MARS 275 UNITED MERCURY ... 235 UNITED SPEEDIE 225 UNITED CHIEF 165 UNITED LEAGUE 155 UNITED ROYAL 125

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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 Philip Morris, Inc.

THE BILLBOARD

The meetings began 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 Tuesday (27 and 28).

O. P. McComas, president, and Joseph F. Cullman III, executive vice-president, will have special visual presentations. Ray Jones, 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 selling.

Brand managers for Philip Morris, Marlboro and Parliament cigarettes will outline plans.

Accomodation

Continued from page 103

A. Garrick Alex, head of Vendall Service Corporation, remarked he believed candy manufacturers should include something in consumer advertising about vending machines and candy.

"All candy salesmen will agree that vending operators co-operate fully in helping to push sales on new bars, and that we do everything in our power to increase sales, but...."

Alex pointed out cookie sales are increasing with marked rapidity, with the profit better than candy, and that the candy volume definitely has not increased to the extent of offsetting the increased costs of labor, equipment, main-tenance and sales tax.

"It takes a service man three times as long to service a candy machine and collect the money as it does for a coffee or allied vender," 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, Inc., Blue Island, Ill., stated: "We are always being presented with spe-cial deals, but when it comes to advertising, manufacturers think only of selling across the counter.'

Quite frankly, he, too, pointed out the need for dime bars, and an all-out drive promoting such products which would offer operators a fair margin of profit for huge investment in machines.

Bill Garrett, owner of Allied Vending Company, was of the 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 several years and should take cognizance of the small profits being derived from 5-cent bars," he stated. "Considering all factors, I 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

Net income rose slightly to \$11,-526,261 equal to \$3.63 a common share from \$11,375,276 equal to \$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 it did not have three years ago-Philip Morris kings, Parliaments and Marlboro filters.

Peak year for the firm's sales was 1953, when the company grossed \$314,895,000. McComas said that with PM regulars and kings in new packages, with Marlboro in the flip-top pack and with other projects under way, the company is in a good position to meet competition successfully.

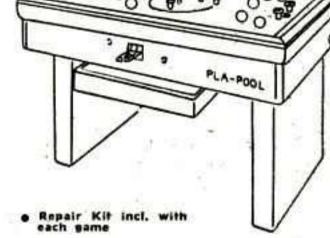
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SENSATIONAL BUMPER-TYPE POOL GAMES

CHECK THESE

EXCLUSIVE FEATURES: · Pockets set in from end

- permit rebound action Dimensions: DeLuxe Model, 72"x34"x32" Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges with 2 locks
- a Cash Box inside, also
- with Lock · ABT Double 10¢ Chute Finest obtainable pure gum rubber cushions and playing field cloth
- Center Hole with Removable Plug New Plastic Light-Up
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8	Bally Big Inning	
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	Sidewalk Engineer (Like New)	Write
	Muto, Voice-o-Graph	395.00
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.00	Wms. Super Pennant	175.00
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THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

THE HOUSE THAT COINS BUILT

Bowling Lanes Flank Jukes In Schuler's Olympic Park

ROCHESTER, N. Y., Feb. 25 .- | several cigarette and one cigar Joe Schuler, local game and mu- vender. The juke box, which is in sic operator, has just installed a the center of the 32 lanes, is set for new juke box in the most unlikely 10-cent play. of locations, but then Schuler makes a habit of doing the unpredictable and making money in so doing.

the middle of a bowling alley, with feels the drier aids the patrons in 1900 flanked by 16 lanes on either The idea for the driers, by the side.

to Schuler's Olympic Park, one of Schuler's. the top funspots in Central New 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, N Y., Wurlitzer distributor and game dealer.

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 next dozen years, as Schuler poured back nearly all of the profits into expansion.

Olympic, just across the road from the Rochester airport. The park, with a 4,000-foot frontage, was designed by Schuler's son, Al. Another son, Joseph Jr., is a senior at Syracuse University.

The new bowling alley houses

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 The location is right smack in is an American Han Drier. He Wurlitzer Centennia! Model getting a better grip on their clubs. way, was not Bilotta's, who rep-The alleys are the latest addition resents the firm in the area, but

A.B.T. Sells Games

• Continued from page 103

of directors of Atwood Company; Seth G. Atwood, president, and myself."

The firm has but one objective today, he declared, and that is to build capacity beyond demand. A.B.T. is currently working two shifts and plans to hire more than 50 persons within the next few weeks to bring its total of employees to about 200.

Stampings Moved

Further, he explained, production of certain parts - specifically stampings-have been moved to other Atwood plants and will sub-Two years ago Schule: built stantially supplement the firm's production.

> Howard M. Feldman, Atwood's planning director, has been named co-ordinator in the Chicago-Rockford expansion plans, Patzer said. Reorganization of manufacturing facilities should be completed within 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 as develop new ones."

Within 60 days he announced A.B.T. will introduce new component parts specifically designed for vending machines.

The company now manufactures slug rejectors, electric and mechanical money changers, mechanical coin releases for vending 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 present, at least, manufacture of the three-way milk vending machines will be confined to the firm's Bald Knob plant. At Hot Springs, production will be limited to the new home milk dispenser, 3014 inches high by 2514 inches wide and 151/2 inches deep. The unit carries two 12 quart cans with a single valve and wholesales at \$115 each.

The three-way milk vending machine unit wholesales at \$595 and is 78 inches high, 30% 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 quart bottles of milk. The National Rejector coin chute handles nickels and dimes.

"We have had wonderful reception on this unit," Miss Gale said, "and are deluged with more orders than we can fill. Production will work upward until it can match the demand at Bald Knob."

The firm also operates a plant at Laurel, Miss., where its commercial 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 coins were asset and a right

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We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

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CHICAGO COIN HOLIDAY	290
UNITED ROYAL	125
HI-FI	125
UNIVERSAL BOWL-O-MATIC (New)	300
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UNITED BONUS GUN	325
WMS. MAJOR LEAGUE BASEBALL	190

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Bakery, Ice Cream Combo Boosts Sales

Outdoor vending of ice cream can dition. be highly successful-even in the coldest weather-provided the proper location is selected.

satisfied with the results shown or rent. from the sales of its first outdoor pint ice cream vender.

"Sales have been highly satisfactory in spite of the unseasonable weather we've 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 sales of bakery goods, which in turn complements the sales of the automatic salesman.

Playing an important role in the promotion of sales at the point of sale is the use of an endless recorded message. It suggests to customers buying bakery goods to take home a pint of ice cream, stressing pie a la mode and other 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 many others will do the same," Burbidge disclosed.

Central Creameries placed the pint vender, said to be the first in Canada, on location in November. 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 intersection. The restaurant was patronized by hundreds of diners.

Burbidge reported they first believed it would be an ideal spot for the vender. However, sales did not live up to expectation.

Investigation revealed there was 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 they 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," Bur-bidge declared, "and that's when we came upon the drive-in bakery."

Thoroly sold on vending machines, 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-

"Our city has only licensed cigarette machines in the past year. We hope to persuade the bakery owner to install a cigarette vender as well as a bread machine as we are sure the more vending machines there are at the same location 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 potential. The firm has a number of other locations in mind and is

planning an expansion move. He named the downtown parking lots of department stores, saying very little ice cream is sold in the area as buyers expect it to melt before they can get home. With vending units near cars, the shopper can purchase ice cream as they are returning home.

Vending machines will be wel-comed to downtown locations for the following reasons, he pointed

"Consumer convenience, plus 24hour service, 365 days a year. Extra sales after a customer has completed shopping. Extra sales from impulse purchases. Product reaches

VANCOUVER, B. C., Feb. 25.- the consumer in freezer fresh con-

"The product will last one hour longer when purchased from a vender. Four-flavor selections. La-Central Creameries, Ltd., here bor saver, no check-out, wrapping, has come to this conclusion and is change making, labor, floor space

"Most important, vending machines will sell 168 hours a week year in and year out as against the 40 employee hours per week."

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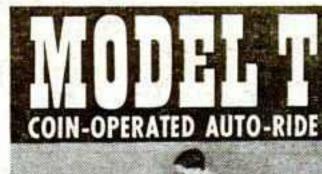
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City..... State.... Zone.... State.... Occupation

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

February 28-Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

March 1-California Music Merchants' Association, Sacramento 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, Evans Hotel, Columbus.

March 6-Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

March 6-Washington Music Merchants' Association, monthly meeting, Seattle.

March 6-West Virginia Music Operators' Association, monthly meeting, Richmond.

March 6-Anthracite Music Operators' Asociation, monthly meeting, Wilkes-Barre, Pa. March 6-California Music Merchants' Association, Los

Angeles Division, monthly meeting, association headquarters, Los Angeles.

March 7-Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.

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

of Indiana, monthly meeting, association headquarters, Gary. March 14-Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

March 19-Westchester Operators' Guild, Inc., monthly meeting, 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 Association, first annual banquet, Terrace Room of Mosque Theater, Newark. March 24-Region IX National Automatic Merchandising

Association, regional meeting, Baker Hotel, Dallas. March 24-25-Kansas Music Association, monthly meeting,

March 26-Central States Phonograph Operators' Associa-

tion, monthly meeting, Peoria. April 1-West Virginia Music Operators' Association, board

of directors meeting, Daniel Boone Hotel, Charleston. April 7-Region V National Automatic Merchandising Asso-

ciation, regional meeting, Sheraton-Cadillac, Detroit. April 15-Music Guild of New Jersey, 19th anniversary banquet, Elizabethan Room, Hotel Essex House, Newark, N. J. April 21-Regions II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadel-

phia. May 5-Region I National Automatic Merchandising Association, 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 Merchandising Association, regional meeting, San Francisco Hotel, San Francisco.

Augusta, Ga., Lifts Fees on **Vending Units**

AUGUSTA, Ga., Feb. 25.-License fees no longer will be reand cigarette venders in Richmond County, according to action taken machines. by the board of commissioners.

board announced.

Primary purpose for passing the chines."

license fee law last year was to control coin-operated amusement games and juke boxes. The section governing games and phonographs remains in effect. The deadline for securing licenses is February 29.

Under the rescinded section of the law, vending machine operators would have had paid \$1 a year for the 1 to 4-cent variety of bulk maquired on bulk, candy, beverage chines; \$5 for 5 and 10-cent machines, and \$10 a year for eigarette

Commissioner Henry W. Poteet The board recently rescinded the stated: "We felt the fees would section of the county law pertain- work a hardship on the small mering to the licensing of the venders. chant in the county. Further we Operators who have paid for 1956 don't believe it is feasible at this licenses will receive refunds, the time to require general business licenses for merchandise in ma-

JUKE BOX ROUTE FOR SALE—LOS ANGELES COUNTY

Old-time 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.

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Genco Baseball, new	Write
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Standard, new	Write
Drive Yourself Drivemobile, new	Write
Auto Test Conversion, Drive-	
mobile, new	Write
Williams Sidewalk Engineer, new	Write
Whip. Kiddle Ride, new	325.00

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Ba.	Surf Club	160.00
Ba.	Beauty	135.00
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W. Va. Smoking More; Taxes Increase 16.7%

CHARLESTON, W. Va., Feb. 25.-Net receipts from the 4-centsa-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.

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40 WALTHAM STREET BOSTON 18, MASS Tel Liberty 7-3160

CHICAGO 51, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND



10c play:

Davis

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Worn Parts Replaced
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WALBOX DISTRIBUTING CO. 3909 MAIN STREET DALLAS 26 TEXAS Victor 1671

Properly converted routes require modern 45 R.P.M. phonographs.

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SMART OPERATORS INSURE THE SUCCESS OF THEIR 10c PLAY CONVERSIONS WITH

DAVIS 6-POINT GUARANTEED EQUIPMENT

Write, wire or phone us regarding these location ready money makers available pre-set for

ALSO many other late model phonographs

Private Western Union Wire

Cable Address: "DAVDIS"

1/2 Dep. Required

Florida Citrus Firm Has 30th Anniversary

ORLANDO, Fla., Feb. 25. -Southern Fruit Distributors, Inc., producers of Bluebird brand canned and fresh-frozen citrus products, is celebrating its 30th 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.

9.95

WURLITZER

1500-1550 \$295.00

1600-1650 375.00

ROCK-OLA

1436 FIREBALL 120 259

Write For

"10c Play Fact Sheet"

WANTED TO BUY

Wurlitzer Service Manuals

1100-1250-1400...\$3.00 each

WORLD EXPORT

WESTERN EXPORT

DISTRIBUTING

3020

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 on the backglass.

Bull's-eyes on targets also light up a special A-B-C-D sequence on the playfield which in turn lights up the center ball hole for replays. "mystery" light doubles replays

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 more skill on the part of the player.

Harbor Lites is also equipped with six alternating light ball bumpers, and other playfield features common to other Gottlieb five-balls.

The game has all-steel legs, plated cigarette holders on the side

"The Fastest Growing Company in the Coin Machine Industry"

NEEDS MECHANICAL & ELECTRICAL ENGINEERS

and **ENGINEERING ASSISTANTS** For All Phases of GAME DEVELOPMENT

PRODUCTION

Top Pay-Life & Hosp. Ins.-Pension. All Other Benefits. Wonderful Ground Floor Opportunities,

Come in for a confidential conference— SEE FOR YOURSELF!

Call Mr. Lewis or Mr. Binks

SHUFFLE ALLEY GAME Special Offer—Reduced Prices MARS\$215.00 MERCURY..... 200.00 CHICAGO COIN "FIREBALL"... 200.00 CLIPPER 240.00 CAPITOLS 260.00 1/3 deposit with order. Local deliveries

84 Jackson Avenue, Jersey City 5, N. J. HE 5-4986

MUSIC SALE!

SEEBURG ROCK-OLA 1446, Like New\$645.00 1438, Like New 565.00 120 Sel. Wall Boxes 69.50

D-80, 45 RPM 325.00

United Bingo Caravan....

All Exhibit Pool Tables We have the largest variety of Pool Tables in the entire State.

Horoscope Vending Machine Brand New. Complete and ready to go. 10¢ operation. Requires small space. \$35.00

We Are Distributors for EXHIBIT—ROCK-OLA—BUCKLEY So You Can Depend on Us

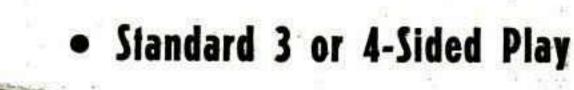
Orders under \$100—cash in full. Otherwise 25% Dep., Bal. S/D or C.O.D.

CEACOACT

Gottlieb Proudly Presents ... SPOT POOL

YOUR DISTRIBUTOR

In a NEW Series FEATURING



Fast Playing Advance Hole Model

Optional Center Hole Play

All Models Available With Colorful Light-Up Bumpers and Indirect Playfield Light!





1927-1956

THE RESERVE OF THE PARTY OF THE PARTY.

29 Years of Leadership!

SEND FOR OUR LIST OF BARGAINS

USED SEEBURG, WURLITZER, AMI PHONOGRAPHS USED POOL GAMES LEADING MAKES AND MODELS BOWLERS, BINGOS AND 5 BALLS PRICE LOW

W. B. DISTRIBUTORS, INC. 1012 MARKET ST. LOUIS, MISSOURI Serving the Operators for 25 Years

Keeney Installs Compensator Bar On Pool Models

CHICAGO, Feb. 25. - J. H. Keeney & Company introduced this week a compensator bar for checking warpage of pool game playfields.

The bar will be installed on all Keeney pool games coming off the production line as standard equip-

The bar consists of a steel brace with an adjustable screw attachment with which, according to Paul Huebsch, general sales manager, operators can readily adjust pool table playfields on location.

FOR BIG VALUES—Southern Automatic!

SINGAPORE . . . \$125 YACHT CLUB \$60 TOPICS \$50 RIO \$75

SEEBURG RS-1—8" Tear Drop Speakers. Ea. . \$7 Write for Complete Price List

"The House That Confidence Built"

SOUTHERN AUTOMATIC

MUSIC COMPANY, INC. ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky 735 S. Brook St., Louisville 3, Ky.

1000 Broadway, Cincinnati, Ohio 120 W North St., Indianapolis, Ind.

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD

BALLY BRIGHT SPOTS BALLY BRIGHT LIGHTS SEEBURG 100A-B-C-G-R WURLITZER 1100-1250-1400

EXHIBIT 3-HOLE

SKILL POOL

• 50% faster. Earns 50% more

Regular and King Size

2-hole play

Convertible in seconds to

FROLICS MIDGET MOVIES GOTTLIEB 5-BALL WILLIAMS KING OF SWAT

New! EXHIBIT POOL TABLE that is NOT a Coin Machine!

Special meter-NO coin mechanism

Should open any closed territory

> Complete Stock of All BALLY

POOL TABLES

BALLY PIN POOL BALLY LIGHT-UP BUMPER NEON LIGHT RAIL BALLY HAZZARD

LOWEST PRICES

TRADES ACCEPTED

FULLY GUARANTEED

> LIBERAL CREDIT TERMS

CHICAGO COIN "HOOLIGAN" POOL

Combines top features of Automatic Pool plus playing features of regular four-sided pool CREMO games. A money-maker from the word go. Cash in on "HOOLIGAN'S" high profits now!



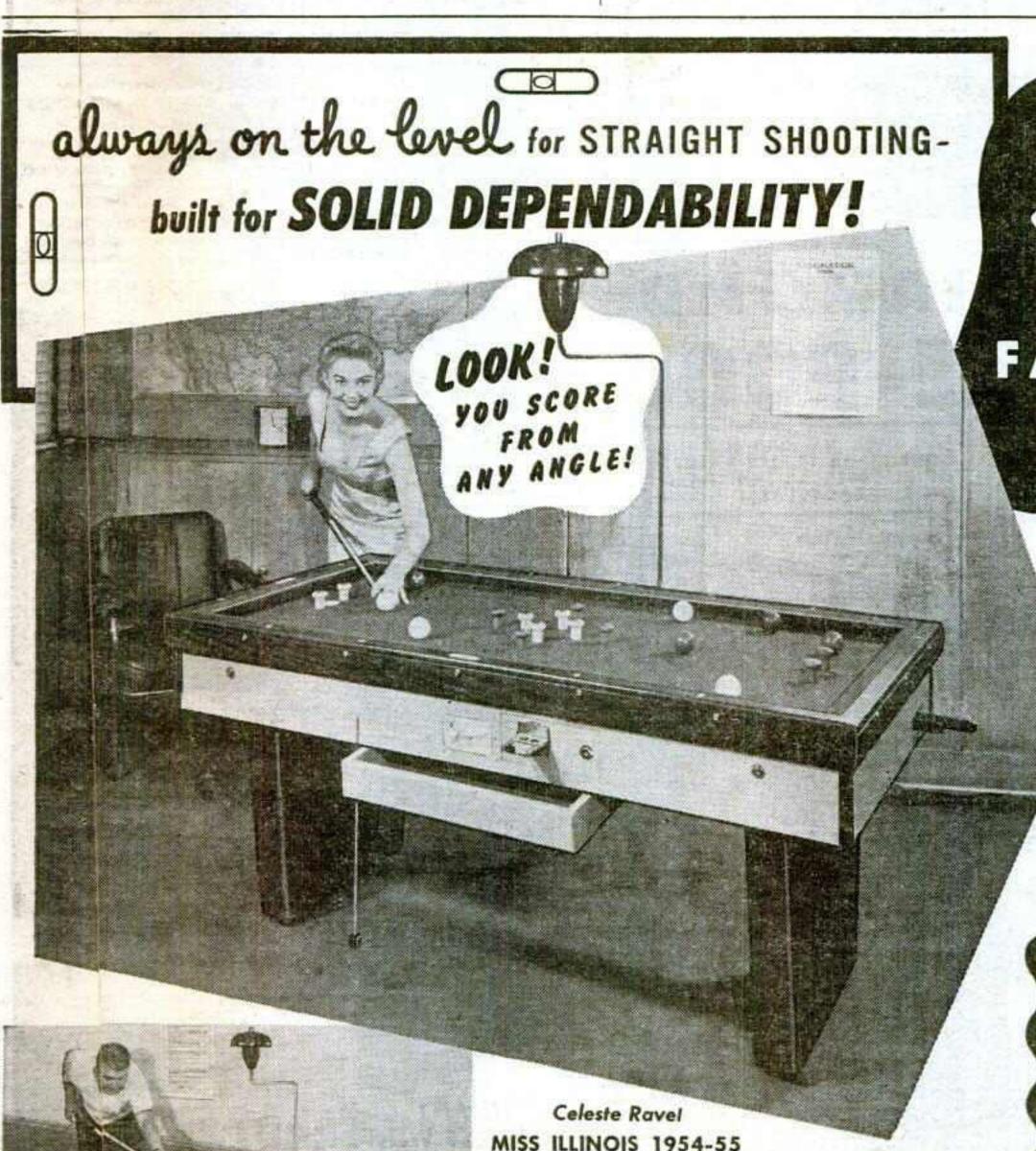
WRITE-WIRE-CALL!

DISTRIBUTING CO., 298 LINCOLN ST. ALLSTON 34, MASS.-AL 4-4040

Exclusive distributor for

WURLITZER - BALLY - EXHIBIT - CHICAGO COIN

Your American Red Cross Is Always There After Disaster Strikes



MISS ILLINOIS 1954-55 likes to play Keeney's FASCINATION Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

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Teeneys JUMBO DELUXE (18 inches longer)

FASCINATION

FEATURES 3 or 4 sided play

Available with Center Hole (Removable Plug)

Available with Lited Bumpers in both Regular and Jumbo models



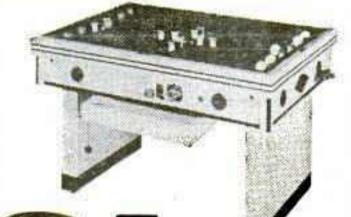
REGULAR SIZE 52" L x 36" W. x 32" H.

2600 WEST FIFTIETH STREET . CHICAGO 32, ILLINOIS

YOUR LEADING DISTRIBUTOR FOR

COIN MACHINES





CHICAGO COIN

*BLINKER \$395 *BULL'E-EYE 375 *HOLLYWOOD 365 *ARROW 335 *THUNDERBOLT ... 310

TRIPLE STRIKE ... 295 *PLAYTIME 250 CRISS CROSS

TARGET 175
FEATURE 195
*STARLIGHT 185
SUPER FRAME ... 175
ADVANCE 155

*GOLD CUP 125 TRIPLE SCORE— HI SPEED 95

15 MODELS NOW AVAILABLE - IMMEDIATE DELIVERY!

Chicago Coin

CHAMPION POOL CHAMPION POOL NO. 35 JUMBO POOL HOOLIGAN POOL

Exhibit SKILL POOL

Regular and King Size

SHUFFLE GAMES -FIRST-Conditioned

ALL NEW FEATURES!

CONVERTIBLE 2 OR 3-HOLE! LIGHTED BUMPERS! END HOLES IN OR OUT! ANTI-WARP STABILIZERS and many others.

10c, 25c.

Orig.

ZIPPERS ARE

OPENING

NEW LOCATIONS for

ALERT OPERATORS!

BINKS ZIPPER

ris an Outstanding COUNTER GAME with 3 Great Play Principles: (1) Bingo Scoring, (2) High Score. (3) Steeple Chase (Zig Zag

Ball Action, Takes 1¢, 5¢,

\$79.50 ONLY

NOW SZ5

TARGET GUNS

EXHIBIT

500\$295 SPORTLAND 225 SIX SHOOTER 95 DALE GUN 65 GENCO WILD WEST C.C. ...\$375

RIFLE GALLERY ... 195

SKY GUNNER 115

UNITED DELUXE CARNIVAL \$245



COIN MACHINE

UNITED

*DeL. FIFTH INN. \$265

*DeL. MARS 265

*DeL. TARGETTE .. 185

*BANNER 245

*LEADER 175

RAINBOW 235

LEAGUE 175

CHIEF 145

ROYAL 125

OLYMPIC 85

BALLY

*MAGIC\$295

*Indicates Match Play

*CLASSIC 95

CHICAGO 27, ILLINOIS . Dickens 2-0500



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 machines 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 lockers for servicemen's products.

"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 business," Mr. Nechanicki said.

IMMEDIATE DELIVERY

THIS WEEK'S SPECIALS!

BALLY CONEY ISLAND \$ 39 BALLY ATLANTIC CITY 49 UNITED CLASSIC :..... 45 UNITED LEADER 145 CHICAGO COIN HOLIDAY 245 CHICAGO COIN STARLITE 145 SEEBURG MODEL 100-C

IRV OVITZ

ACME-INTERNATIONAL DISTRIBUTORS

3643-45 W. Montrose Chicago 18, III.

COrnella 7-7272

GIVE TO DAMON RUNYON CANCER FUND

Now you can buy the finest reconditioned games at below trade-in allowances. Games have been overhouled, rails scraped and lacquered and ready for location. Every game is guaranteed by a firm which has been in business continually since 1915.

BIG TIME GAYETY 215.00 GAYTIME 315.00 HI-FI 125.00 ICE FROLICS

VARIETY 225.00 MIGMOR TRIPLE PLAY 275.00

811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

TAKE IT FROM Williams HERE ARE YOUR "BEST BUYS" IN POOL TABLES!

LITE-UP

BUMPERS

TABLE LITE AT SLIGHT EXTRA COST Williams DIAMOND SCORE-POOL

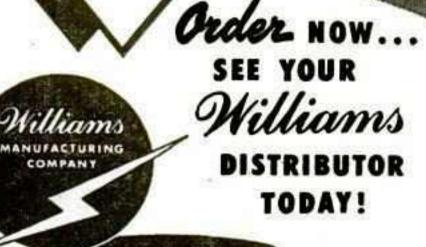
ON THE BACKGLASS!

New SCORE ADVANCING Features!

LIVELIER HIGHER **ACTION** SCORES

2 DIMES PER GAME!

Two or Four Players!



CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.



DIAMOND SCORE POO

PLEXIGLASS TO ELIMINATE REPLACEMENT

SENIOR

DIAMOND

SCORE-POOL

18 inches longer

same width

A REAL

SPACE SAVER IN ANY

PLACE OF BUSINESS WITH FRONT END PLAY!

- Transfer Scoring from one player to another Accurate Scoring
- @ Progressive Score Build-up @ Totals Score Automatically on lite box
- € Lively Rails Perfect Bank Shots

2-WAY DE LUXE BANK POOL

2-WAY SPECIAL DE LUXE / BANK POOL

2-WAY SENIOR DELUXE BANK POOL

ALL MODELS Convertible to 2 Hole or 3 Hole Play with Center Hole Plug

All Models Available with or without LITE-UP BUMPERS

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Judd Names P. R. Distrib

CHICAGO, Feb. 25.—Judd Industries, export subsidiary of D. Cottlieb & Company, this week appointed Horatio Garcia, San Juan, Puerto Rico, as distributor of the Cottlieb 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 Arcade.

Since the major appeal of "Railtown-U.S.A." is being made toward the moppet trade, McCullough states the Arcade will be limited to equipment strictly in the amusement category.

He is considering leasing out the cigarette, candy and juke boxes to other operators. Such an arrangement, 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, Land of the Future, Storyland, Picnicland, Pioneerland, Main 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 summer while heading for Wisconsin's vacationlands.

A big factor in its success potential is the nearness to Chicago and a number of other populous centers in northern Illinois and southern Wisconsin. A traffic survey taken last sommer revealed that during July and August more than 2,000,000 people rode past the site in their automobiles.

Another factor that should keep the traffic count high in the amusement park, says McCullough, is that there will be about 80 acres of free parking. Admission to "Railtown-U.S.A." will be only a dime.

See Variety

• Continued from page 110

back this spring as a regular location piece, but they do expect them to do a good business in Arcades and amusement parks.

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 locations not covered during the winter months.

Ralph Sheffield, Genco director

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 spring compared to other years. "Pool games will help to diversify the market," he concluded.

Ball Game

Bill DeSelm, United Manufacturing Company, reported a new baseball game already is being prepared for production—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.

Art Weinand, Williams Manufacturing Company, said the firm is planning new games to meet spring demands. Baseball games will definitely be among them. He expected five-ball sales, presently at a high level, to continue very good thru the spring.

Meet GENCO'S ROYALFAMIA TOURNAMENT POOL GAMES for 3 OR 4-SIDED PLAY ALL MODELS AVAILABLE WITH LIGHTED BUMPERS SUPREME Center hole plug DE LUXE provided **DE LUXE** with each 3 hole game (with outside holes game 3 hole moved in and exgame tra bumper posts) for more skill and fastest playing time. GENCO FIRST in the FIELD with **ALL THESE FEATURES: Optional Playfield Light Built-In Adjustable Levels** Mother-of-Pearl Rail Markers **Clog-Proof Ball Troughs** Steel-Sheathed Cash Box **Hinged Cash Box Door** SUPREME KING-SIZE HINGED PLAYING FIELD KING-SIZE FINEST QUALITY 3 hole game Billiard Table Materials! (18" longer) 3 hole game SAME AS DE LUXE SUPREME BUT 18" LONGER NEW! STANDARD **EACH TABLE EQUIPPED** WITH CUE REPAIR KIT THIS ECONOMY MODEL AND TABLE BRUSH **ONLY MADE WITH 4-LEGS** plus BACK-BAR AND Same playfields as WINDOW BANNERS De Luxe Games FREE SEE YOUR DISTRIBUTOR FOR Genco's SUPER BIG TOP RIFLE GALLERY MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

Word-Puzzle Skill-Game

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 5-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 SKILL 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.





BALLY MANUFACTURING COMPANY . 2640 Belmont Avenue, Chicago 18, Illinois



Hooligan Pool Combines The Top Features of Automatic Pool Plus The Scientific and Most Interesting Playing Features of 4-Sided Pool Games . . .

Plus . . . Advance Scoring!

Plus . . . The Fascinating Hooligan Hole! Plus . . . The Natural Cue Swing Afforded by

the Elimination of the Foul Line!



Available in 2 or 3 Hole Models With The **Exciting Center Hole Feature!**

New Type Ball Drop Mechanism . . . Simple . . . Positive . . .

Fool-Proof! New Plastic Light-Up Bumper Posts!

New Super Sensitive Rebound Rails!

2 Color Grid Screened Playfield For 3 Sided Play!

2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!



00 2100

Lites Are Optional 2 or 3 Hole Models With or Without Lighted Bumpers!

18 inches longer than regular size (70 inches by 36 inches)

3 or 4 Sided Play



End holes are located 4 inches closer to center!

Choice of 2 or 3 hole models!

3 or 4 Sided play!

Super sensitive rebound rails!

chicago

MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, IIL.

MUSIC-RADIO

BUILT INTO ONLY Bally



STANDARD MODELS

52 IN. BY 36 IN.

WITHOUT LIGHTS, priced to permit blanket-coverage of all types of locations. 4-Point Stabilizer standard equipment.

LIGHT-UP BUMPERS for spots that demand extra flash, 4-Point Stabilizer standard equipment.

NEON-LIGHTS under side-cushions, flooding table with no-glare illumination. 4-Point Stabilizer standard equipment.

SENIOR MODEL

68 IN. BY 36 IN.

Available with or without Light-up Bumpers. Heavy-duty 4-Point Stabilizer standard equipment.

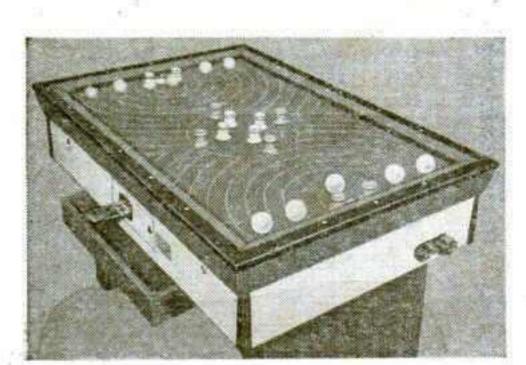
All models quickly CONVERTIBLE 2 or 3 Pockets

Either side may sink balls in center pocket, speeding up play, stepping up average earnings. Plug furnished with each table closes center pocket, converting table to regulation 2-pocket game.

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

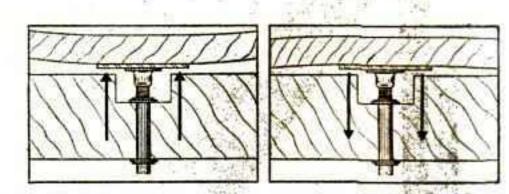
with precision-marked spacer-dots...standard in all models of Bally PIN-POOL ... end arguments on starting-shot ... and insures accurate se positioning of balls, when table is against wall (3-SIDE PLAY).

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 pressure and 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 Stabilizers may be adjusted in any combination of PUSH and PULL, guarding all 4 quarters of table against play-killing, 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 Push 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.

See Bally-Stabilized PIN-POOL at your Bally Distributor today.

2640 Belmont Avenue, Chicago 18, Illinois





ROTO FEATURE 8-IN-1 CARD COMBINATION

PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS

DOUBLE-SCORING DIAGONAL FEATURE

FIRST COIN LITES LARGE CARD SECOND COIN LITES DIAGONALS

WITH DIAGONAL PANEL LIT PLAYER CAN OBTAIN REGULAR CARD SCORES PLUS DIAGONAL SCORES

ADDITIONAL WAYS

TO SCORE 3-IN-LINE SCORES ADDITIONAL WAYS

TO SCORE 4-IN-LINE SCORES

> 3-IN-LINE SCORES 4-IN-LINE

4-IN-LINE SCORES 5-IN-LINE

8 BALLS NEXT GAME

ADVANCING SCORES

NUMBER SELECTION

SPELL NAME

PENNANT FEATURE 4 CORNERS SCORE S-IN-LINE

EXTRA BALLS

JUMBO CLUB POOL

NOW AT YOUR

DISTRIBUTOR

6-Player

Shuffle-Alley

BOWLING

GAMES

CLUB POOL

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HI-SCORE POOL

See Your Distributor

UNITED MANUFACTURING COMPANY 3401 H. CALIFORNIA AVENUE, CHICAGO 18, IIIINOIS

UNITED **OPERATORS** ARE SUCCESSFUL





V-200

PLAYS 45 R.P.M.

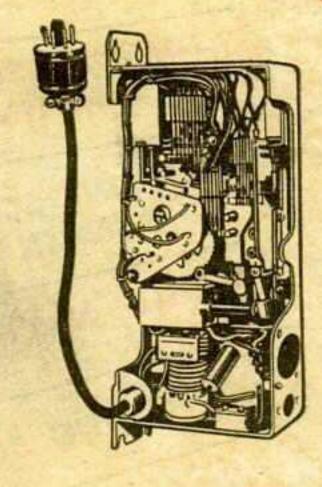
SINGLE

AND 45 R.P.M.



E.P. RECORDS

WITH A SEPARATE CREDIT



SYSTEM FOR EACH

It's the world's FIRST



DUAL MUSIC SYSTEM

America's Finest and Most Complete Music Systems

