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The Billboard

begins page 43

MAY 12, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Top H'wood Names' TV Ratings Slight

Big Stars' Appearances Rare, But Don't Usually Mean Big Audiences, Anyway

By BOB SPIELMAN

HOLLYWOOD—Can the top Hollywood stars be gotten for TV drama? If so, are they worth the price?

The answer seems to be that, once in a while, under special circumstances the top luminaries will make television appearances. In general, however, TV does not have the money to lure the major box office attractions, although other featured actors and stars are showing up on dramatic anthologies as a matter of course.

As far as ratings are concerned, marquee value apparently has small or no effect on attracting and holding the TV audience. Some of the shows which have had the biggest names have the lowest ratings. Conversely, programs which can't afford the biggies still get a top viewing audience.

MCA Uses Names

The organization which has done the best job of providing names for its dramas is MCA. "G. E. Theater" leads all the rest with such attractions as Joseph Cotten, Ronald Reagan, Ray Milland, Judy Garland, Ethel Merman, Rosalind Russell, Joan Fontaine, Charlton Heston, Alan Ladd and Kathryn Grayson.

Another Music Corporation of America program, "Star Stage," has featured Jeanne Crain, Joseph Cotten, Yvonne de Carlo, Teresa Wright, Betty Grable, Greer Garson, Cornel Wilde and Ralph Bellamy.

Yet, "G. E. Theater" regularly has an ARB count in the 30's, while "Star Stage" is down around 17.0 or 18.0.

Of the major motion picture studios who entered TV during the past year only 20th Century Fox

Keys to Lure Movie Talent

NEW YORK — What are the factors that influence top Hollywood dramatic talent to prefer one TV show over another? The two keys seem to be the property they are being showcased in and the production talent associated with the program.

Important vehicles assure prestige; important and experienced production talent insures the success of the show. This is the opinion of a top executive of Showcase Productions, the packagers of "Producer's Showcase," which will bring Audrey Hepburn and Mel Ferrer to video next February on NBC-TV.

has attempted to place stars in the vehicles and, in general, both the number that have appeared and the results have been disappointing.

The "Fox Hour" has come up with Bette Davis, George Sanders, Linda Darnell, Raymond Massey and a number of others, but in comparison to MCA, most of the really big ones have escaped the studio.

"Steel Hour" Holds Own

The alternating "U. S. Steel Hour" has had almost no marquee draws on its dramas. Yet the ratings of the two series have been almost identical, both around 20.0 (ARB).

One series which has done well from both star and rating value is "Ford Theater," produced by Screen Gems, which has had Edward G. Robinson, Rhonda Fleming, Joan Bennett, Joseph Cotten, Linda Darnell, Arlene Dahl and Irene Dunne, and an American Research Bureau of around 30.0.

On the other hand, "Schlitz Playhouse" has done almost as well, 25.0 to 30.0, although featuring none of the top names. Conversely, "Screen Directors Playhouse" which has had the biggest ones of them all, John Wayne, plus Laraine Day, Peter Lawford, Charles Bickford, Yvonne de Carlo, Fred MacMurray, Erroll Flynn, Ray Milland and

(Continued on page 3)

FAIRS AT PEAK ON BOOKING TV, RECORD NAMES

By JIM McHugh

NEW YORK—Name artists from the recording and television fields will appear at more fairs this year than ever before. Included among the sponsoring show place annuals are a number of hinterland events which, until now, had never dreamed of being able to swing a real name personality as a grandstand lure.

Big and little fairs will share such artists as Russell Arms, the Mills Brothers, Eydie Gorme, Lillian Briggs, Denise Lor and Jill Corey. These artists alone will play more than 100 dates, virtually all in conjunction with the GAC-Hamid packages, produced and offered this year for the first time. The Mariners, Pat Boone and Dorothy Collins are also set for a number of outdoor events.

The renewed interest of the Music Corporation of America in the fair field made for more name dangling and buying with the fairs, in some instances, put in the pleasant position of choosing among good names with the money differential nil as competition sharpened. The solidly entrenched Barnes portfolio agencies had their coffers filled with offerings when the occasion demanded, with the result that fairs everywhere, and for the first time, were peppered with name offerings.

(Continued on page 15)

Music Goes 'Round 25,000,000 Times In Juke Boxes' Day

440,000 Machines in Nation Now; Bigger Figure Promised Tomorrow

By BOB DIETMEIER

CHICAGO — Over 25,000,000 record plays a day are spun on the nation's estimated 440,000 juke boxes.

That's an astonishing figure, but for the looks of things, tomorrow it may well be even greater.

The simple fact contained in this figure—and the question it raises—are the most significant for both juke box and music-record industries. The fact: People like to select their own music on the juke box. The question: How much can this figure be increased? Both industries are busy preparing answers to that one.

(Editor's Note: For those interested in figures, the one above was arrived at by using statistics supplied by the Ninth Annual Juke Box Operator Poll. The average operator's share of the average per machine weekly gross—\$12—was multiplied by two to get total weekly per machine gross or \$24 weekly. This will buy 240 plays at a dime, 480 at a nickel. Again using Poll statistics, the average weekly play total per machine comes to 400, or 57 a day. Multiplying 440,000 juke boxes by 57

equals 25,080,000 plays a day).

Expansion, Adjustment

The juke box industry is experiencing a new period of growth, change and adjustment which is full of significance not only for the industry itself but for the music-record industry as well.

It is a period brought on by new developments in juke boxes and records, by increasing importance of buying and programming tunes properly, by rises in costs outstripping rises in income.

The requirements of successful music operating today are becoming more exacting; the juke box business, always geared to hard competition, is becoming even more sharply competitive.

These are the basic facts which color the thinking of the nation's juke box operators.

These are the facts which form the basis of reports of 400 music operating companies participating in the Ninth Annual Juke Box Operator Poll which appears in this issue.

Heart of Industry

Records, tunes and hearts—all of which make up the heartbeat of the juke box—are spotlighted in the Poll.

Besides reporting on equipment and record buying, income, expansion, locations, dime play and other major business subjects, operators came up with their top five favorite recording artists in pop, rhythm and blues, and country and western categories.

In addition, they named five new artists in each category they

(Continued on page 43)

Juke Boxes' Buying Aids

CHICAGO — What prompts a juke box operator to buy one record in preference to another?

The Ninth Annual Juke Box Operator Poll, which appears in this issue, again confirms that no less than a dozen sources of information can effect an operator's disk purchases. And heading the list in importance by more than twice the votes of its closest competitor, is the category "trade paper charts, editorial features, and ads."

Location requests, personal opinion, dealer advice and actual juke box play meter count also pulled well, as did current artist popularity and disk jockey recommendations.

NEWS OF THE WEEK

Choice Fall Time on CBS, NBC Rapidly Eaten Up . . .

The start of the new TV season is still four months away, prime time availabilities on CBS and NBC are fading fast away. A spurt of buying activity at NBC last week cut down greatly the amount of choice time available for sponsorship. . . . Page 2

19 Network Film Shows to Bid For Syndication in Fall . . .

The reruns of approximately 19 network film shows which are going off the air at the end of this season will probably be made available for syndication sale. Many of these shows are already earmarked for distribution by specific syndication firms, and four of them are up for grabs. . . . Page 4

Educational Music Field Grows To New High; Sales Beat Pops . . .

So-called "educational" music has taken up the slack in the music printing business. Latest estimate of the American Music Conference indicates that about 27,650,000 persons in the U. S. A. now play musical instruments. Choral groups also abound. Some educational sales surpass hit songs. . . . Page 11

Goody Record Club Under Way; Offers Disks of Major Labels . . .

The Goody Record Club, Inc., brings the

famed record discounter into yet another branch of the disk field. The first mail-order club to offer members disks from virtually every major label will make disks available at 38 per cent under list. Dealers thruout the nation can take part in the plan via signing members up at a \$5 commission per member. . . . Page 11

Huge Crowds Attend Opening Of Gotham's New Coliseum . . .

The world's largest exhibit structure, New York's Coliseum, opened gloriously with some 200,000 people attending the ceremonies and its three simultaneous shows. The 391,000 square feet of rentable space will bring in to the owning Triborough Bridge and Tunnel Authority a guarantee of \$300,000 plus a healthy percentage of the net. . . . Page 15

DEPARTMENTS AND FEATURES

Amusement Games . . .	134	MOA Convention Sec. . .	43
Carnival . . .	28	Music . . .	41
Circus . . .	24	Music Charts . . .	78
Coning Events . . .	34	Music Machines . . .	120
Classified Ads . . .	38	Parks & Pools . . .	22
Coin Machine . . .	42	Pipes . . .	36
Coin Machine Market . . .	123	Radio . . .	11
Fairs & Expositions . . .	26	Rinks . . .	23
Final Curtain . . .	27	Routes . . .	20
General Outdoor . . .	15	Television . . .	2
Honor Roll of Hits . . .	78	TV Film . . .	4
Letter List . . .	41	TV & TV Film Reviews . . .	6
Merchandise . . .	36	Vending Machines . . .	126

GOING, GOING, - - -

Anyone Wanting Prime Time On CBS, NBC Better Hurry

NEW YORK — Network sponsors who want time on CBS-TV or NBC-TV had better move fast. A survey of sales made up to now by both networks reveals that they will again be virtually sold out in the prime time period when the new season rolls around, four months hence. And they are actually not too far from that situation now, except for spectaculars.

The greatest sales strides were made this week by NBC (see other stories this issue), but CBS wrapped up several of its key sales in previous weeks. Both networks are in the position of selecting clients for some of their open time periods.

Here are the available time periods on CBS:

- Monday: Completely sold.
- Tuesday: If Maytag cannot afford an alternate half hour of the Herb Shriner variety hour, it may be on the market. The show is slated for Tuesdays 8:30-9:30 p.m.
- Wednesday: The 7:30-8 time period is open for both show and sponsor. It is being sustained this season.
- Thursday: Alternate weeks of the 10-11 segment of "Playhouse 90," which begins at 9:30, is for sale.
- Friday: Half of "Person to Person" in the 10:30-11 slot is available.

Rem'ton Eyes Half of NBC 8

NEW YORK — Remington is evincing interest in picking up half of the Wednesday 8-8:30 time period on NBC-TV. The network is offering the advertiser a choice of two shows—"Impact," its new dramatic property, or "Medic" reportedly has been canceled by Procter & Gamble effective at the conclusion of its current contract.

Crider Quits Veep Post at K&E; New Officers Apointed

NEW YORK—Wick Crider last week resigned as veepee in charge of TV and radio at Kenyon & Eckhardt. Crider is leaving the agency to accept an important position elsewhere, probably with another agency. No successor has been named, but conjecture is that Jim Bealle, his assistant, is being given consideration.

K&E also named a new vice-chairman of the agency, Edwin Cox, and appointed five senior vice-presidents, who include Don C. Miller, David G. Stewart, Maxwell Ule, Anderson F. Hewitt and Barrett Brady.

Saturday: This is still the most confused day of the week. (See other story this issue.) Sylvania wants to deal off half of "The Buccaneer" which it has bought for 7:30-8. Half of the Jackie Gleason show may be available in its present half-hour state or if it goes to an hour. And alternate weeks of "High Finance" in the 10:30-11 period is also up for grabs, tho another show may be used.

Sunday: Completely sold.
NBC Situation
The NBC situation is:
Monday: One-half of "Lancelot" 8-8:30 and at least one-half of "Medic," 9-9:30 are still open.
Tuesday: About 20 weeks of

8-9, most of which will be programmed by the network's new Ray Bolger stanza, "Washington Square," are available.

Wednesday: The 8-8:30 slot is still open and is likely to be occupied by "Impact."

Thursday: Completely sold out.

Friday: NBC's newest spectacular, which goes 8:30-10 once monthly, is available.

Saturday: Completely sold out.

Sunday: One-third of the new Steve Allen 8-9 show is up for grabs.

All these time periods are not for sale, since many are tied to options. But sponsors who plank their baggage down can move in.

MUSICIAN-ACTORS

AFTRA and AFM Spat Over Dorseys

NEW YORK—A strike threat is the whip being used by the American Federation of Television and Radio Artists against "Stage Show," the Saturday night 8:30-9 p.m. show on CBS-TV, to force Tommy and Jimmy Dorsey to join the union. The performers are caught in a dilemma as James C. Petrillo, head of American Federation of Musicians, the union to which they belong, is reported to have told them not to join the rival labor group.

The AFTRA position is that their function on the program is more than just being musicians and for that reason it wants them as dues payers. Petrillo claims they are primarily musicians. This dispute as to when a musician becomes a performer has been a long-time bone of contention between the rival entertainment unions.

Also in the middle is Jackie Gleason Enterprises, which owns the "Stage Show" package and has

a contract with AFTRA stating that its talent must join the union.

The Dorsey brothers have asked that the dispute be taken to arbitration, but AFTRA is having none of it and will strike "The Honey-mooners," Gleason's own starring vehicle, if necessary to get him to make the Dorsey brothers AFTRA members. The dispute could effect other video shows which are built around musical stanzas, such as the Lawrence Welk program.

'Wide World' Eyes Europe

NEW YORK — NBC-TV's "Wide, Wide World" will scan Europe beginning next October, if discussions with the European Broadcasting Union (Eurovision) pan out in late May.

Davidson Taylor, vice-president in charge of public affairs, and Barry Wood, director of special events, will begin discussions with Eurovision on May 23 about kinescoping coverage in Great Britain, France, Germany, Italy, Switzerland, Holland, Belgium, Denmark, Monaco and Luxembourg. Actual programming will be worked out with Eurovision.

Miner Due for Kaiser Drama

NEW YORK — Worthington Miner will probably become the producer of the new Kaiser dramatic show on NBC-TV, alternate Tuesdays 9:30-10:30. The agency is talking to the producer, with a favorable decision expected imminently.

Miner will probably also produce several Friday spectaculars for NBC next season.

CONCENTRATION

Dodge Nears Banking Its All on Welk Hours

NEW YORK—Dodge is almost ready to throw all its eggs into the Lawrence Welk basket. The sponsor is close to dropping both "Break the Bank" and "Make Room for Daddy" in order to bankroll a second hour-long Lawrence Welk show on ABC next season.

The new Welk stanza, which will be in addition to Dodge's current highly successful Saturday night Welk music show, will air

on ABC Mondays 9:30-10:30 p.m. next season. The two Welk hour-long shows on ABC will be Dodge's only stake in network TV.

Dodge's unusual decision, if consummated, to tie itself completely to Welk for two hours of weekly programming is the results of Welk's phenomenal success this season with his ABC Saturday night low budget show.

The program not only has been providing the bankroller with a terrific cost per thousand, but Welk has been selling Dodge cars. Its latest Nielsen rating, a 25.4 average audience, beat both its CBS and NBC competition in the 9-10 p.m. period.

WABD Alters 'Tune In' to Include Kids

NEW YORK — WABD, here, has made a modification in its "Tune in Anytime Theater" based on its rating experience since its January start. The program, which presents features as do theatrical exhibitors in a grind fashion, from 10 a.m. continuously to 3 p.m., has had a spectacular increase in ratings from 10 to 12 p.m. At that point, however, it begins losing audiences.

Consequently, WABD will do a "Children's Tune in Anytime Theater" from 12 to 1 in the afternoon to get the attention of those kids who are home from school. The morning show will resume at 1 to run until 3. Its April rating was 2.7. The competing shows on WABC, here, and WRCA are down 10 and 58 per cent, respectively. WABC has a 1.9 and WRCA a 1.6.

Cowan Named CBS, Inc., VP

NEW YORK—Lou Cowan, the creator of "The \$64,000 Question," will join the staff of CBS, Inc., as veepee in charge of creative services. While Cowan will have no direct operating responsibilities, he will advise on obtaining maximum effectiveness in each of the company's divisions dealing with creative product — CBS-TV, CBS-Radio and Columbia Records.

He has been with the network since August, 1955, as a veepee in the program department, handling such shows as "Good Morning!" and "Captain Kangaroo."

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SELLS TO FOUR

NBC Wraps Up Fall College Grid Package

NEW YORK — NBC-TV last week sold its college football package, to be programmed next fall, to four different advertisers, each of whom will sponsor a quarter of the package. The sponsors are Sunbeam, Bristol-Myers, United States Rubber and an unnamed Midwestern appliance manufacturer.

Last year's sponsors were Avco, General Cigar, Schick and Gulf for a regional network. One-quarter of the show was sold by

the stations co-operatively. The network undoubtedly made better deals for the football programming this year than last when it bought the package at the last minute, and did not have the time to corral all the clients who might be interested.

The sale of college football by NBC so rapidly again makes this property important commercially. It was only two years ago that ABC bought college football and had to take an enormous loss to dispose of it.

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EYES RIVETED ON 'LANCELOT,' 'JIM'

NBC to Test Show Combining Adult, Kid Appeal at 8 on Mondays; ABC, Fridays

NEW YORK — The eyes of many TV executives will be focused next season with more than usual interest on two 8-8:30 p.m. network time slots — Mondays on NBC and Fridays on ABC. That's where "Sir Lancelot" (NBC) and "Jim Bowie" (ABC), two shows of the type that have been so successful in the 7:30-8 p.m. periods on ABC and CBS, will be slotted. If they prove to be equally successful in the 8-8:30 p.m. period, they will probably usher in an all-out, three-network battle to dominate 8-8:30 p.m. with adventure shows with kid appeal. It will be a battle similar to the one that CBS launched this season in an effort to grab away some of the glory and business that ABC captured by airing kid adventure shows in the 7:30-8 p.m. slot.

The belief that "Sir Lancelot" and "Jim Bowie" can do as well in the 8-8:30 p.m. period as their forerunners have done a half hour earlier is based on evidence provided by ratings of "Disneyland" and the "Cheyenne" portions of "Warner Bros. Presents," which show that kids, notorious for their tight grip on TV set dials, can and do stay up until 8:30 p.m. But perhaps an even more important factor is that audience composition studies of the high-rated 7:30-8 p.m. so-called kid programs show that approximately 50 per cent of the audience of these shows consist of adults.

Kiddies Added

A show with adult-only appeal, it's felt, would have a hard job competing against an 8-8:30 p.m. show which attracts the youngsters who are still in viewing position as well as adults. This theory, at any rate, will be given a thorough test next season by "Sir Lancelot" and "Jim Bowie."

NBC refused this season to jump aboard the 7:30-8 p.m. adventure

'Matinee' Racks Up Two Sales

NEW YORK — NBC-TV last week racked up two sales for "Matinee," its hour dramatic show. Brillo and Whirlpool each bought a quarter hour of the daytime stanza, giving further insurance that the program will remain on TV. The future of the program was shaky for a time, but its improvement in ratings and now its new business make doubly certain of its continuance.

Brillo also became the first client to buy into the network's new daytime stanza, "It Could Be You." The advertiser also bought a quarter hour of the Ralph Edwards vehicle, which is slated to go into the 12-12:30 slot shortly.

Hollywood Names

• Continued from page 1

others, has never gotten higher than around 15.0.

The two dramatic anthologies with consistently the highest ratings, "Climax" and "Lux Video Theater," both in the neighborhood of 35.0, have used fewer big names than any of the others. Similarly, "Fireside Theater," 30.0, hasn't depended on the star attraction, altho Jane Wyman hosts the show.

The conclusion seems to be that, for setsiders, names mean very little, and, if the show doesn't attract, the dial's going to be turned no matter who happens to be emoting on the screen.

show gravy train, which is now duopolized by CBS and ABC. It is, however, learning from the success of the rival networks, if the theory it is helping to test turns out to be accurate.

'Ford Theater' Eyes ABC-TV

NEW YORK—Ford is casting covetous eyes at ABC-TV in the search for a new time slot for its "Ford Theater," which is giving up its long-held Thursday night NBC 9:30-10 p.m. berth next season. Ford has decided to use that NBC time period for a new Tennessee Ernie show.

In the search for a new home for "Ford Theater," ABC-TV reportedly has the inside track. The show, a Screen Gems property, will start its fifth year under Ford sponsorship next season in its new, as yet unselected, time period.

Closed Circuit Sells 'Bowie'

NEW YORK — The swiftness with which network sales can be wrapped up and the use to which closed circuit TV can be put in closing such deals among parties separated by hundreds of thousands of miles is exemplified by ABC-TV's sale of "Adventures of Jim Bowie" to Chesebrough-Ponds.

The show was screened for McCann - Erickson, the Chesebrough's ad agency, on Tuesday, April 24. The next day, thru a swiftly set up closed circuit telecast, the program was shown to Chesebrough's president, Jerome Straka, who was attending a convention in Florida.

After the closed circuit presentation, a long distance telephone conference was held between Straka and the executives in New York, which resulted in the closing of the deal.

McCann to Get Chesterfield?

NEW YORK—Reports still persist in the trade that the Chesterfield account will move from Cunningham & Walsh to McCann-Erickson. The rumors originally started before the L&M brand was shifted from Cunningham & Walsh to Dancer-Fitzgerald-Sample, but they still are getting heavy play. Chesterfield's only current network property is "Gunsmoke."

Gisele MacKenzie Sought for Shriner

NEW YORK—CBS-TV is negotiating with Gisele MacKenzie to be featured on its new Herb Shriner show, Tuesdays 8:30-9:30 next season.

The deal is close to being wrapped up. The singer is now featured on Lucky Strike's "Hit Parade."

NBC and CBS to Co-Op On St. Lawrence Show

NEW YORK — NBC and the Canadian Broadcasting Corporation will co-operate in a TV program describing the new St. Lawrence waterway and its significance to both the United States and Canada.

Details of the show will be announced next week.

PROBLEMS NEAR OVER

CBS-TV Fall Programming Comes Gradually Into Focus

NEW YORK — Tho it's still wrestling with a batch of nighttime spots where programming plans are far from settled, CBS' fall schedule is beginning to take on the semblance of its final shape.

Saturday night, however, still remains the night where anything can happen. Reports were circulating last week that CBS and Jackie Gleason are again entertaining thoughts of Gleason's reverting to an hour-long format. Such a move, it's felt, would give CBS a powerful weapon with which to combat the NBC Perry Como hour and would permit Gleason to keep his stake in the 8:30-9 p.m. period, from which his current season's offering, "Stage Show," is being ousted.

Buick, reportedly, has given up its opposition to such a move and, in fact, is even willing to sell off half of the Gleason show should it remain in its present half-hour form. In the hour form it wants a complete show every other week.

'Gunsmoke'

So far as the Saturday 10-11 p.m. period is concerned, CBS-TV last week gave up on its plans to slot a new hour long "Perry Mason

Show" there. It's now considered all but certain that Liggett & Myers will keep "Gunsmoke" 10-10:30 p.m. CBS has an order from Menen for half of 10:30-11 p.m. for the new "High Finance" five quiz show, and it seems likely that the web will accept this order as soon as an alternate bankroller appears on the scene.

One of the problems that may be holding back Gleason's expansion to 60 minutes is that Gleason has become too rich a property for the pocketbook of Nestle's, the current sponsor of the 8:30-9 period. Nestle's, furthermore, has made a deal with Hal Roach Jr. for "Oh, Susanna" for airing 8:30-9.

One way in which the Saturday night deadlock might resolve itself would be for Gleason to go 8-9, sponsored by Buick, Lorillard and Bulova (the latter two would give up 9-9:30 p.m. in order to move into the Gleason show). Nestle's would take over 9-9:30 for "Susanna" or another show, and Procter & Gamble would hold down 9:30-10 with its new "Hey, Jeannie" show. Such a line-up, however, is strictly speculative as is any other attempt to outline CBS' Saturday night schedule at this time.

The major problems facing CBS-TV executives these days concern the juggling of shows and keeping sponsors happy, two tasks which are often incompatible. There's many a CBS exec who finds that working for a sold-out network like CBS is much more frustrating than pounding the pavements and pitching available time and shows.

The only spots that seem ripe for programming changes, in addition to Saturday night, are: Tuesday, 8:30-9:30 p.m. (where Herb Shriner will probably wind up); Wednesday, 7:30-8, maybe Wednesday 8-9 (tho Godfrey reportedly may change his mind and return to that time slot); Thursday, 8-8:30, and Friday, 8-9:30 p.m.

Savarin Success Proves TV Sales Power on Local Level

NEW YORK—Savarin Coffee is proof positive of the sales power of local TV for a local advertiser. The coffee brand is outranked only by Maxwell House as a seller in the important Metropolitan area where it tops such important brands as Atlantic & Pacific and Chase & Sanborn.

More than 80 per cent of its estimated \$600,000 spent for advertising in 1955 went into the broadcast media, the large majority in TV. And Savarin's Saturday night newscast, 11-11:15, on WNBT here, featuring Bob Rogers as newscaster and commercial announcer, is mainly responsible for the success of the brand, tho the sponsor has recently bought "Great Gildersleeve" on the same station, 7-7:30.

The news show gets ratings running as high as a 25 Nielsen on occasion, which tops several network newscasts.

Ziv Programs To Economee

NEW YORK — Ziv-TV is reported to be turning over two of its more important properties, "The Eddie Cantor Theater" and "Meet Corliss Archer," to Economee TV, its library sales division.

Among Ziv properties already handled by Economee TV are "Times Square Playhouse," "Your TV Theater" and "Story Theater." The division is headed by Stan Florsheim.

Hurok Signs Pact With NBC for Yr.

NEW YORK—S. Hurok, international impresario, has signed another one-year contract with NBC as a TV consultant and producer.

The agreement calls for Hurok to create and produce TV events of the character and scope of his previous "Festival of Music" and the Sadler's Wells Ballet production of "The Sleeping Beauty" on "Producers' Showcase."

It is the only news show presented on a network owned and operated station on Saturday evening, which accounts for its large public, since it inherits the audience watching "Hit Parade," which precedes it.

The show, now in its sixth year, has been on for 52 weeks each year to maintain the consistency of Savarin's sales approach. Rogers, an NBC staff newscaster, has been with the show all during its six years.

Sponsors Turn Eyes to ABC

NEW YORK — The sudden surge of network time purchases closed last week (see other stories) has focused advertisers' attention even more firmly on ABC-TV, which has more time open.

Among the bankrollers still seeking choice prime time are Procter & Gamble, Pontiac, Swift, Ford, Westinghouse and Pharmaceuticals, Inc. With the choice time fast dwindling, it's expected that these and other bankrollers will soon take the plunge or risk being frozen out.

ABC-TV's sales force, headed by Bob Kintner, Buzz Chapin and Chick Abry, reportedly have made a number of deals not yet disclosed.

NBC CLIMBS ON 'BEANSTALK'

NEW YORK—NBC-TV is preparing a spectacular based on the fairy tale, "Jack and the Beanstalk," with which it hopes to duplicate its "Peter Pan" success.

The property is being written by Helene Deutsch, the movie scripter, and music will be by Jerry Livingston. The web is dickering with Mary Martin to play the lead.

316,000 WATTS



AMERICA'S 10TH TV MARKET

LANCASTER, PENNA. NBC and CBS

Representatives
The MEKKER Company, Inc.
New York San Francisco Los Angeles Chicago

Channel 8 Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Harrisburg	Reading
York	Lebanon
Hanover	Polysville
Gatysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomersburg
Westminster	Lewisburg
Carlisle	Lock Haven
Sunbury	Hagerstown
Martinsburg	

This One



9L6W-K7J-DJCK copyrighted material

REISSUES NEAR 62

19 More Web Shows to Bid For Syndication Come Fall

NEW YORK—Another 19 network shows will be candidates for syndication next season. That is the number that have been canceled by their network sponsors or are shaky at this moment. If they all get into the syndication market, it will swell the number of reissues to 62 series.

Only four of these series stand uncommitted to any distributor. How readily they will be picked up for syndication depends on the climate of the market in the months ahead. By and large, reissues have done well in syndication the past couple of years. But a pile-up of reruns could make the distributors resistant to any more such product.

The other 15 shows are pretty clearly committed for syndication by ownership or sales representation.

Three of this season's shows on ABC-TV are possibilities for syndication. "TV Reader's Digest" is all but definite. It would probably be handled by MCA-TV, with whom the producer is closely linked. The Danny Thomas show and "Ozzie and Harriet" have both been dropped by their sponsors and will be candidates for syndication unless the network succeeds in reselling them. ABC Film Syndication would almost certainly handle their distribution.

A half dozen CBS-TV film shows are due to be turned over to

'Capt. Gallant' To Show 3rd Summer Runs

NEW YORK — Going into a new slot for the summer, "Captain Gallant of the Foreign Legion" has so far had a second run of only 25 of its 39 existing episodes. However, it is reserving the other second runs until next season. Over the summer it will carry third runs.

When it moves back to Sunday, 5:30-6 p.m., on September 16, it will go into first runs of the 26 films soon to go into production by Frantel, Inc., thru Television Programs of America. In December it will go into four to six weeks of second runs and then finish out the first runs in the new cycle.

"Gallant," sponsored by H. J. Heinz thru Maxon, first went on NBC-TV, February 13, 1955. Over the summer it is running Saturday, 12-12:30 p.m.

CBS-TV Film Sales for syndication. They are "The Search," "Favorite Husband," "That's My Boy," "Brave Eagle," "Navy Log" and "Our Miss Brooks."

"The Damon Runyon Theater," which is being bumped off CBS-TV will be syndicated by its producer, Screen Gems. The Bob Cummings show may be coming to the end of its network run. Its syndication would be handled by MCA-TV, which agented the original deal with Camels.

"It's Always Jan" has been canceled from its CBS-TV run by Procter & Gamble. But who would handle it in syndication remains to be seen.

"It's a Great Life" and "Frontier" have been axed from NBC-TV. Their syndication would likely be handled by NBC Television Films in view of the fact that their producers are under NBC contracts. NBC Film is said to be most

interested in reissues at this juncture, since it does not yet have any first-run show definitely lined up for the fall.

'Directors' Playhouse

"Screen Directors' Playhouse" is on its way out of network booking. But who would handle its syndication is unsettled. Its producer, Hal Roach Jr., now has distribution deals with ABC Films and Official Films.

MCA-TV will probably put this season's "Big Town" into syndication. It is now distributing last season's series under the title "Headline."

"Star Stage" is reported to be doomed as far as network is concerned. MCA-TV would probably put the 26 filmed dramas into its "Famous Playhouse" library. It usually reserves the fresher product for national spot and regional deals. Two other NBC-TV shows

(Continued on page 10)

RATING GIANT

'Mighty Mouse' Is Man-Sized Show

NEW YORK—"What makes a mouse mighty?" is the question both CBS and ABC are bewilderedly asking themselves in the wake of the latest Nielsen report, which has projected CBS' low-budgeted Saturday morning "Mighty Mouse Playhouse" into the role of top-rated daytime stanza, beating even ABC's "Mickey Mouse Club."

The show hit the air quietly about six weeks ago. It's still half unsold, but probably won't be for long inasmuch as it shapes up as the sleeper of the year on the basis of its first Nielsen rating, issued last week. According to Nielsen, "Mighty Mouse" pulled a 20.1 Average Audience rating and a 22.6 Nielsen rating in the Saturday, 10:30-11 a.m. time slot. Its share of audience was 70.8 per cent, competing against NBC's "Children's Corner."

Even ABC's small fry show, "Mickey Mouse Club," didn't fare as well. "Mickey" pulled an average 15.6 Nielsen AA rating and a 16.4 NR for the week.

"Mighty Mouse Playhouse" consists of Terrytoons cartoons originally shot for and released in movie theaters. General Foods bought half of the show and put it into

Saturday, 10:30-11 a.m. on CBS April 7. It had gone on the air two weeks earlier sustaining in the 11-11:30 period.

CBS is now toying with the idea of putting in another batch of Terrytoons in the Wednesday, 7:30-8 p.m. spot against "Disneyland" for the summer.

THREE NEW REPORTS

Distrib Studies Show Big Values in Reruns

NEW YORK—Evidence of distributors' continuing interest in rerun sales is the fact that in the past couple of weeks three different distributors have published studies showing the value of reruns.

MCA-TV published a presentation titled "Repeat Performance." It demonstrated that there is no appreciable difference between first-run and rerun potential audience. Using "Waterfront" as an example, the study showed that its potential audience in February, 1955, was

LANDAU CALLS DISTRIBS TO AID OF NETWORKS

NEW YORK — Ely Landau, president of National Telefilm Associates, this week called upon his fellow film distributors to come to the aid of the networks. In a letter to the heads of 13 other TV film distributors, handling feature films as well as half hours, he declared that the current Washington investigations in which the networks have been under so much fire obliges the distributors "to make our stand public and crystal clear."

He stated, "It is my conviction that you and I should shout 'Hurray for the TV networks, without which TV as we know it today would not exist!'"

"I say," he continued, "that there is absolutely nothing wrong with the networks' role in the industry that couldn't be cured by precise and concise governmental action that will allow for steady and stabilized expansion of the TV market. I believe that our hue and

cry can only be addressed to those in government who control the growth of our industry, calling on them to aim their sights in the right direction, that of increasing and stabilizing the TV station allocation picture."

Landau has thus taken a position opposite to that of Dick Moore, president of KTTV, Los Angeles, in his testimony before the Senate Commerce Committee. Landau's position is more in line with that of Ernest Lee Jahncke, ABC-TV vice-president, before the committee.

"There should be more networks," Landau states. "There must be more stations before there can be more networks. There must be positive and sound government action before there can be more stations. If we can induce those that have the power to do so to give us more stations, we'll have more networks tomorrow, in a freer, more competitive industry."

Crowell-Collier Eyes Tele Production Biz

HOLLYWOOD — Crowell-Collier Publishing Company is planning to enter the TV production field, following the organization's purchase of four television and five radio stations.

Altho the exact nature of these production enterprises has not yet been decided on, Vance Johnson, the company's vice-president, said here that C-C has already been approached on the purchase of an established telefilm production company.

Similarly under consideration is a tie-in with or buy of a film syn-

dication company, altho this appears more distant.

The TV production operation is part of an over-all plan by C-C to establish the first organization cutting horizontally thru all mass communication media. What this means, in effect, is that magazine purchases of properties will be made partially with a view of their potential as television, book and theatrical motion picture vehicles.

Paul C. Smith, C-C president, believes that this is the way to attract top writers since no other organization can offer them such a large degree of exposure or concomitant revenue.

When TV and/or motion picture as well as magazine rights are bought for a piece, C-C will endeavor to sell these for the author. In the case of TV film C-C will most likely supply part or all of the financing for pilots.

C-C's first video entry will be via the "American Traditions" series, two or three of which will be aired on live dramatic anthologies.

Several Saturday Evening Post serials, e.g., "Tugboat Annie," "Hiram's Holiday" and "Crunch and Des," have been piloted for TV, but Crowell-Collier has no direct interest in these. The C-C operation therefore will be in the manner of a unique experiment.

Management of the new enterprises will probably be left to C-C subsidiaries to be set up, with expansion taking place just as rapidly as finances permit.

'Lone Ranger' Extends Ride

HOLLYWOOD — "The Lone Ranger," already the longest lived and most-filmed series on TV, will push farther away from its nearest competitors this coming season, with 39 more half hours scheduled for production.

When these are completed, 221 separate episodes will have been canned since the Western debuted on video in 1949. Of these, Jack Chertok produced the first 182.

This season, for the first time, Jack Wrather, owner of the property, will have his own production unit, with Earl Bellamy and Oscar Rudolph directing. Shooting gets under way later this month.

The program continues in the 7:30-8 p.m. Thursday time on ABC for General Mills and American Bakeries.

'General Electric Theater' Renewed

HOLLYWOOD — "General Electric Theater" has been renewed for next season in its 9-9:30 p.m. CBS-TV Sunday time slot. Program next year will consist of 20 filmed and 26 live half hours.

Reruns of 13 filmed "GE's" and 13 filmed "Star Stages" will be syndicated by MCA-TV next year in the "Favorite Playhouse" package.

Jerry Weisfeld Quits Hygo-Unity for C&C

NEW YORK—Jerry Weisfeld has resigned as Western sales representative for Hygo-Unity to join C&C Television. Bob Seidelman, Hygo-Unity executive, is going out to Hollywood this week to interview applicants for the open position.

ZIV HAS THE HOT SHOWS!

"SCIENCE FICTION THEATRE"

31.5

IN 2-STATION TULSA

beating Arthur Godfrey, Perry Como, Jackie Gleason, Robert Montgomery and others.

ARB—Nov. '55

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



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

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

PROVIDENCE (2 Stations) 201,200 TV Homes

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

Table with 2 columns of show titles and ratings for Providence. Shows include Groucho Marx, Ed Sullivan, Fireside Theater, Perry Como Show, I Love Lucy, \$64,000 Question, Big Story, Lux Video Theater, Robt. Montgomery, and Mama.

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

Table with 2 columns of show titles and ratings for Providence. Shows include News Caravan, Late News, Sully-Shack, News Weather Misc, Mickey Mouse Club, CBS News, Dinah Shore, Reporter Weather, TV Sports Page, and Guiding Light.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns of film titles, stations, and ratings for Providence. Films include Count of Monte Cristo, Liberace, Highway Patrol, Amos 'n' Andy, Annie Oakley, Mr. District Attorney, Capt. Gallant, Superman, Passport to Danger, I Led Three Lives, Buffalo Bill Jr., Soldiers of Fortune, Death Valley Days, Wild Bill Hickok, and Science Fiction Theater.

SALT LAKE CITY-OGDEN-PROVO (3 Stations)..... 129,000 TV Homes

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

Table with 2 columns of show titles and ratings for Salt Lake City. Shows include \$64,000 Question, Ed Sullivan, What's My Line?, Your Hit Parade, George Gobel, Groucho Marx, I Love Lucy, Lux Video Theater, Perry Como, and People Are Funny.

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

Table with 2 columns of show titles and ratings for Salt Lake City. Shows include Mickey Mouse Club, Howdy Doody, Funtime Express, Pluky Lee, Today Pictures, Big Payoff, Bob Crosby, Weather Sports Misc, KTVT, and Main Street Theater.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns of film titles, stations, and ratings for Salt Lake City. Films include Dr. Hudson's Secret Journal, Highway Patrol, Guy Lombardo, I Led Three Lives, Badge 714, Life of Riley, Liberace, Mr. District Attorney, Death Valley Days, Waterfront, I Spy, Stories of the Century, My Little Margie, Science Fiction Theater, Soldiers of Fortune, and Search for Adventure.

SAN ANTONIO (3 Stations) 131,300 TV Homes

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

Table with 2 columns of show titles and ratings for San Antonio. Shows include Ed Sullivan, \$64,000 Question, I Love Lucy, Dragnet, Red Skelton, G. E. Theater, Millionaire, Burns and Allen, Alfred Hitchcock, and Godfrey's Talent Scouts.

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

Table with 2 columns of show titles and ratings for San Antonio. Shows include Mickey Mouse Club, CBS News, 6 p.m. News Weather, Eddie Fisher, 6 o'clock News, Weather Sports, CBS News, News Caravan, News Roundup, and Little Rascals.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns of film titles, stations, and ratings for San Antonio. Films include Confidential File, Celebrity Playhouse, Badge 714, Highway Patrol, Dr. Hudson's Secret Journal, Waterfront, Passport to Danger, Eddie Cantor, Annie Oakley, Great Gildersleeve, I Led Three Lives, Mr. District Attorney, Superman, Buffalo Bill Jr., Soldiers of Fortune, Sherlock Holmes, and Foreign Intrigue.

ROCHESTER, N. Y. (3 Stations) 151,500 TV Homes

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

Table with 2 columns of show titles and ratings for Rochester. Shows include Ed Sullivan, Groucho Marx, \$64,000 Question, I Love Lucy, Phil Silvers, This Is Your Life, Perry Como, Big Story, Person to Person, Godfrey and His Friends, and Lux Video Theater.

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

Table with 2 columns of show titles and ratings for Rochester. Shows include Mickey Mouse Club, News Caravan, Dinah Shore, Eddie Fisher, News (11 p.m.), CBS News, Edition's for a Day, Queen for a Day, Almanac Sports, and News (11 p.m.).

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns of film titles, stations, and ratings for Rochester. Films include Wild Bill Hickok, Dr. Hudson's Secret Journal, Highway Patrol, Mr. District Attorney, Soldiers of Fortune, Waterfront, Liberace, Rin Tin Tin, Superman, Championship Bowling, Amos 'n' Andy, Ramar of the Jungle, Passport to Danger, and Long John Silver.

THIS WEEK'S FILM BUYS

- List of film sales under categories: CBS-TV Film Sales, Range Riders, Gene Autry, Long John Silver, Guild Films, Liberate, Looney Tunes, I Spy, MPTV Western Package, Frankie Laine-Quarter Hour, Frankie Laine-Half Hour, Confidential File, International News Service, Daily Newsfilm, Headline, Waterfront, NBC Television Film, and Crunch and Des.

- List of film buys under categories: Burg, Miss.; KGeo, Enid; TBA, Kten; Steve Donovan; The Great Gildersleeve; Victory at Sea; Badge 714-B; Dangerous Assignment; The Falcon; Inner Sanctum; Captured; Hopalong Cassidy-1 Hour; Sterling Television; and Tapes of Tomorrow.

Vitapix, Teleradio: Which Comes 1st, Sponsor or Time?

NEW YORK—RKO Teleradio and the Vitapix Corporation have been having talks about clearing time on the 58 Vitapix stations for RKO's "Finest 52," as well as others of the 150 RKO feature films that Teleradio has for one run only. Teleradio is understood to have had interest from a dozen agencies which wanted it to get time clearance before proposing the movies to their clients. But Teleradio seems to have been caught in a vicious circle, since the networks have refused to clear the necessary hour and a half of time until it brings them firm sponsor orders. A Vitapix clearance, such as is being done for the half-hour "Blondie" show, might prove the solution to RKO's problem.

- List of film sales under categories: Movie Museum, Little Theater, and Lash Larue.

Commercial Cues

ZIV'S COLOR TESTS: Ziv has been testing various types of color commercials on audience panels for the past several months. The result, says Maurice Unger, production veepee, is that too gaudy a use of color can create a state of "color-blindness." Also, sales effectiveness and remembrance of these commercials is less than that of similar ones in black and white. Unger suggests use of close-ups because of good flesh tones, location shots, use of solid color, avoiding dominant ones; avoidance of busy patterns and utilizing distinct colors which won't blend into each other as making the best use of color on TV spots.

ID'S: John T. Ross, general manager of Robert Lawrence Productions, Ltd., in Canada, has been elected a vice-president of the company. . . . Paul Petroff, from Transfilm, has joined MPO-TV as art director in charge of scene design and creation of special effects. . . . Lux-Brill Productions, Inc., makers of industrial, sales training and TV film commercials, has opened offices at 1733 Broadway, New York.

FILM MEN NEEDED: The question of getting filmed trained personnel into ad agency staffs was raised at the 79th semi-annual convention of the Society of Motion Picture and TV Engineers last week. Bob Klaeger, of Transfilm, replied that the agencies have hired many good film men in the past five years. Another member of the forum said this was true only of the top 15 or 20 agencies. Reid Ray, Minneapolis producer, told how he offered to run courses for local agency people with no response.

Output of 28 Albums by Cap For May, June

HOLLYWOOD—A total of 28 new albums consisting of 19 popular sets, 3 country and western packages and 6 classical albums was set by Capitol Records this week as its May-June release.

Company again relied on material supplied them from Electric & Musical Industries to swell the release. Twelve of the packages stem from Capitol's tie with EMI.

Highlight of the new material is a Jackie Gleason package titled "Jackie Gleason Presents Night Winds," in which 21 flutes are featured. Other popular albums include four Ray Anthony albums two by Stan Kenton, wax by Jackie Davis, Ben Light, Joe (Fingers) Carr and an all-star jazz package titled "Session at Midnight."

Country packages are by Hank Thompson, Ferlin Huskey and Jean Shepard, while the firm's classical highlight is "Shostakovich Plays Shostakovich," acquired thru publisher Lou Levy.

Decca Plugs 'Holiday' LP's

NEW YORK — Decca Records has launched one of its heaviest promotion efforts, aimed at dealers, jockeys and consumer, in connection with its newly augmented "Holiday" series of LP's. The diskery, with six new entries has brought the total to 15 disks.

The promotion, tagged "Your Passport to Profit and Pleasure," includes a 12-inch "Holiday" jockey sampler, containing a selection from each of the disks.

For dealers, the promotion includes a window display contest. The winning dealer and the Decca salesman in his territory each will receive an all-expense vacation for two in Rio de Janeiro. Dealers will receive all promotion material in an attractive canvas airplane case from Varig Airlines, which will fly the winners to Brazil.

Judges for the contest include Paul Ackerman, The Billboard; Bob Austin, The Cashbox; Neil Harrison, Record and Sound Retailing; Lowell Thomas and Mrs. Marilyn Hartson, record dealer winner of another Decca window display contest.

Consumer promotion includes ads in national magazines and newspaper reviews of the new LP's.

Doris Day Inks New Col. Pact

HOLLYWOOD — Doris Day has inked a new five-year pact with Columbia Records, according to an announcement made late Friday (4) by James B. Conkling, Columbia president, thus ending weeks of speculation that had her switching to virtually every other major label.

Miss Day will do a session on the Coast this week with Paul Weston, Columbia a.&c. director.

Jo Stafford renewed a similar pact with Columbia two weeks ago after a flood of rumors had her shifting affiliation.

KEEPS 'EM HAPPY AT THE PUMPS

LUFKIN, Tex. — One of the biggest headaches for orchestra leaders in past years has been the problem of keeping a band together between dates. Country and western batoner Bob Green has solved this puzzler in a unique way.

Greene also operates a service station here, and the boys in his band man the gas pumps in between engagements. When Greene and his Country Boys go out on the road, the service station simply shuts down.

'Tin Pan' New Musical Tele Seg at KCOP

HOLLYWOOD — "Down Tin Pan Alley," a new musical tele show starring Songwriters' Protective Association coast chairman Ben Oakland and tunesmith Harold Spina, has been set to make its bow here via Station KCOP, Los Angeles, May 9.

Show will depict the careers of veteran American Society of Composers, Authors and Publishers songwriters via a re-enactment of their song hits in addition to pictures and mementoes of their times. Initial program will star guest writer Jack Norworth, who partnered with Nora Bayes in the early 1900's.

Fumes Fatal To Jim Beck

DALLAS — Jim Beck, well-known recording technician and owner of the recording studios here bearing his name, died early Thursday (3) at Baylor Hospital from the effects of inhaling hydrachloride fumes.

He was rushed to the hospital earlier in the week after collapsing while he and an assistant, Jimmy Rollins, were cleaning recording equipment at Beck's studio.

Fumes from the cleaning compound caused Beck's lung to collapse and induced other ailments that caused his death.

Goody Launches Own Record Club

New Gimmicks Look to Give Vet Club Deals Hot Run for Money

NEW YORK—The Sam Goody Record Club, latest, and perhaps most sensational, in a string of moves aimed at biting out a bigger chunk of the total retail disk market for the New York discounter, crystallized this week.

Several unique features of the plan figure to give various clubs already now in operation, a strong run for their money.

For the first time, a club oper-

No More Crying Towels For Sharp & Flat Printers

'Educational' Cleffery Fills Gap In Drop of Pop Sheet Music Sale

By BILL SIMON

NEW YORK—Only about one year ago, many of this town's music printers were ready to throw away the clefs and staves and go in for commercial printing instead. But today there's a new music publishing business, and the printers are thriving as they hadn't in years.

The reason for their new prosperity is the development of the so-called "educational" or standard business, a field that is rapidly taking up the slack caused by the decline of regular pop sheet music sales. Virtually, every publisher who can develop the proper kind of song material (and many who can't) is now jumping into the market with arrangements for band, orchestra, choruses of all sizes, solo

instruments, etc. The market for this material apparently is solid, eager and swiftly expanding. Its growth stems mainly from the emphasis on musical participation in most of the country's schools. More and more educators have been sold on the idea that music instruction is their most effective check on juvenile delinquency, and they have made it a major subject. Twenty years ago, it is recalled, the majority of schools considered music an "after school" activity.

Today, the American Music Conference estimates that there are more than 60,000 instrumental musical organizations in schools, plus a comparable number of choral groups. Approximately eight million children are playing

instruments, as compared with only two and a half million in 1947. The total is increasing by about 350,000 children each year. In all age categories, AMC estimates that there are 27,850,000 persons who play instruments. In 1936, the number was about half that figure.

Potential Market

Then, of course, there are all of the vocal duos, trios, quartets, etc., up to full, mixed glee clubs. The potential market for publishers is demonstrated, tho the figure is hardly typical, by the fact that Sam Fox, an old established "educational" music firm, has sold as many as 400,000 choral editions alone of "The Happy Wanderer." Actually, this sale reflects pop style exploitation based on a hit pop recording. This indicates the route pop publishers may follow, if they have the songs that can meet with the educators' approval. Fox has printed more than 20 different arrangements of "Wanderer."

However, some musical material that never gets recorded attains sales figures that any pop publisher would consider worthy of a hit song. There are many piano and accordion methods, for example, that sell up to a half million copies a year. The Schaum Piano Method, published by Belwyn, an educational specialist firm, is believed to sell close to a million copies each year.

Where such of the older firms as Fox, Carl Fischer, G. Schirmer, Belwyn, Rubank, etc., once had the educational market pretty much sewed up, in the last dozen years, some of the big pop firms have built themselves into major factors in the field. These would include Chappell, the Big Three (Robbins, Feist and Miller), Mills Music, Music Publishers Holding (the Warner Bros. group), Bourne, E. B. Marks, Leeds, Shapiro-Bernstein and Edwin H. Morris. Charles Hansen has specialized in putting out educational editions of other publishers' songs, and Fred War-

(Continued on page 103)

Music Rights Talks By Crowell-Collier

Move Tied to Disk Club Bowing in Fall; No Commitments Yet; Urania Deal Reported

HOLLYWOOD — While definite plans for the debut of the Crowell-Collier mail order record club are still being formulated, the firm is currently in the process of negotiating for the acquisition of music rights for its upcoming product.

William Birnie, executive vice-president in charge of the firm's new radio, record and television division, disclosed that commitments have as yet been made, tho he acknowledged that C-C is dickering with a number of music sources. Birnie, along with President-Publisher Paul Smith and a host of Crowell-Collier executives, were here last week for the formal dedication and opening of their new Coast headquarters.

It is known, however, that some agreement has been reached with Urania Records whereby the new

disk club will have mail-order rights to some of the label's masters. Urania was recently purchased by Allied Record Manufacturing Corporation, who will also handle some of the Collier pressing.

Birnie averred that no target date has as yet been set, altho he expects the firm will be actively in operation by the fall. The firm is expected to test the market at the outset via a direct mailing to potential club subscribers, the list for which ostensibly would be supplied from existing Crowell-Collier subscription lists. Advertising pages of the three C-C consumer magazines, Collier's Women's Home Companion and the American Magazine, with a combined circ-

(Continued on page 103)

Vox Promotes Feyer LP

NEW YORK — Vox Records, exclusive purveyor of disks by the pianist Georges Feyer, has set up a joint promotion deal with 20th Century-Fox pertaining to that film company's forthcoming version of "The King and I."

A new Feyer LP, his first 12-inch, which couples medleys from "The King and I" and "Carousel," will be issued some time in June, approximately three weeks before the picture bows in. The flickery is taking over a large quantity of these disks to send, along with other promotional material, to a large disk jockey list. The Feyer disk also will be included in 20th's press books, sent to the first 300 exhibitors of the film, for use as intermission and exit music.

Juke Bill May Pass in 1956

WASHINGTON—"This may be the year when the juke box exemption bill is passed." That was the opinion expressed by members of the Washington Music Guild at a strategy meeting last week (27), when 30 Guild members heard MOA President George Miller call for unity of purpose.

Rep. Emanuel Celler, (D., N. Y.) and Sen. Joseph O'Mahoney (D., Wyo.) were mentioned as "elements in Congress" who are pushing bills which would require juke box operators to pay performance rights to ASCAP and other groups. Washington Guild President Evan Griffith called the juke-ASCAP hassle "a never-ending fight."

Griffith pointed out that while local operators will let Congress know their sentiments, any final policy will be determined by MOA at its Chicago convention.

Rumors that the much-debated Kilgore juke box exemption bill

(Continued on page 124)

For This Issue Only

THE MUSIC POPULARITY CHARTS

will be found in the Special MOA Convention Section starting on page 78

B'DWAY TOUCH

Orient Not
Tranquil at
'Shangri-La'

BOSTON—It may well be that the spate of recordings from "Shangri-La" will outlive the musical which opened at the Shubert this week. If only the producers had heeded Rudyard Kipling's admonition about East being East, etc., the show, one of the most beautiful visually, might have been sensational.

As the adaption of James Hilton's "Lost Horizons" unfolds amid some breath-taking settings, including a \$35,000 transparent floor, it becomes apparent that Tin Pan Alley has sneaked into the tranquil Orient. Synthetic Asiatic acrobats, hot licks and other strong flavors of Broadway mar what should have been treated as a fantasy, and make something of a hodge podge of the proceedings.

On the credit side, there are enchanting background and costumes, some first-rate dances and a number of talented people. There are Harold Lang and Joan Holloway, whose dance and potential hit, "Your Second Time in Love," stops the show. There are Alice Ghostly and Martyn Green delighting with their wonderful brands of showmanship.

The only trouble is that Green comes out of a fine High Lama character to do his "Mikado" stuff, and Miss Ghostly's contribution would bring down the house in a revue. Filmster Lew Ayres, while pleasant as the diplomat, lacks power, and Susan Cabot, who is being replaced by a Japanese star, is less than adequate.

From the amount of creative
(Continued on page 14)

'Opry' Talent to
Regale Execs

NEW YORK—An unusual program of entertainment has been lined up for the next monthly get-together of the Radio and Television Executives luncheon, which will be held in the Grand Ballroom of the Hotel Roosevelt, May 21.

A Grand Ole Opry unit will perform for the Madison Avenue coterie, with such headliners as Chet Atkins, Carl Smith, Minnie Pearl, Ferlin Huskey, June Carter and an Opry ork.

A number of execs from the Opry's home station, WSM, Nashville, will attend, and the principle address will be given by Tennessee's Governor Frank G. Clement.

DECCA, ASPEN
IN COURT BOUT

HOLLYWOOD—It's not very often you'll get a recording company to admit that one of its records didn't do too well in sales. This was the case, tho, when Decca Records filed an action in Los Angeles Superior Court last week, seeking approximately \$4,000 from Aspen Pictures.

Complaint charges that in Decca's pact with Aspen to produce the sound track album from the score of "Return to Paradise," the diskery was entitled to recoup its cost of recording unless the earnings were sufficient to offset such cost. The album, tuned by Dimitri Tiomkin and narrated by film star Gary Cooper, has not earned its keep, according to the complaint.

CORAL MAY SET
NEW TREND WITH
COUNTERPOINT

NEW YORK—Coral Records is cashing in on counterpoint this season, with three of its current releases—two already in the click class—utilizing the tune-on-tune technique.

George Cates' waxing of "Moonglow" and the theme from "Picnic," and Dick Jacobs' recording of "Main Title" and "Molly-O," introduced the gimmick, which may very well develop into a trend. Coral's latest contribution in counterpoint is Ray Bloch's platter-blend of two themes, "Shangri-La" and "Lost Horizon" from the forthcoming Broadway musical, "Shangri-La."

The counterpoint arrangement of "Picnic" and the oldie "Moonglow" originated on the sound track of the "Picnic" movie, but Coral artist and repertoire chief, Bob Thiele, was the first to spot its possibilities as record material. Shortly thereafter, Coral's parent company, Decca, hopped on the counterpoint cart and brought out Morris Stoloff's sound track version.

Warner Bros.
Sell-Out: 'It's
News to Me'

NEW YORK—Published reports of the impending sale of the Warner Bros. Pictures interests have left one question unanswered. In any acquisition of the Warner holdings, what is the status of the Music Publisher's Holding Corporation, the Warner music publishing affiliate, reportedly worth over \$1,000,000 annually in American Society of Composers, Authors and Publishers performance money?

Interest in the effects of such a transfer of stock on MPHC is said to be running high within various segments of the ASCAP organization.

Meanwhile, direct attempts to learn the status of the publishing firm, should the sale of Warners take place, were greeted generally with such comments as: "It's all news to me."

Herman Starr, MPHC prexy, said he felt there was no truth in the first place to the rumors of the sale and that even if true, his organization was not likely to be affected.

RECORDING BONANZA

'Happy Fella' a Blend of
Met & Lindy's, Will Sell

NEW YORK—Columbia Records may very well corner the market on best-selling show albums this season, judging by the rave reviews accorded Frank Loesser's new musical, "The Most Happy Fella," which opened here at the Imperial Theater Thursday (3) night. Last month, Columbia hit the LP jack pot with its original cast album of the smash legit click, "My Fair Lady," and the original cast waxing of "The Most Happy Fella" should prove an equally potent counter item for the label.

Frank music has lined up more than 18 records on seven tunes from the show, with the Four Lads waxing of "Standing on the Corner," the score's standout candidate for pop single honors, already No. 17 this week on The Billboard's best-seller chart. The bouncy ditty has also been sliced by Dean Martin, the Mills Brothers

REPORT ON BAND BIZ

Ills of 1955 Still Plague
Trade; DOLA Drags Its Feet

By JOEL FRIEDMAN

HOLLYWOOD—Despite the numerous well intentioned efforts of intraband business figures to get together and raise the level of the industry, spread the musical gospel and lick some of the mutual problems, the band business is in no better shape today than it was a year ago. This is the considered opinion of leaders, managers, bookers and others vitally concerned with the state of the business. To some the patient is believed to be fighting a losing battle.

An indication of the health of the band business is seen in the limited interest and concrete action thus far taken by DOLA (Dance Orchestra Leaders of America). At its first convention in Chicago last year it indicated that some positive remedial steps were to be taken.

DOLA has not held a meeting since last February when a membership drive was opened at a New York conclave. Les Brown, president of the group, this week declared that some progress is to be made shortly with a meeting expected to be called in Hollywood during June.

Festive Week in Abeyance

DOLA's plan to sponsor a national dance festival week has also

been temporarily halted, according to Brown, because of lack of funds. Brown averred, tho, that no drive has at all been made for financial aid, with a concerted effort of some sort, not yet decided upon, to be made this summer.

The health of the ailing band business extends far beyond any lack of organization. It is particularly highlighted in the West where fewer locations are available for the big name Eastern bands. Basically it is a problem of an insufficient number of dates at prices promoters are willing to gamble on. It's pointed out that there aren't enough one-nighter bookings west of the Rockies to make it profitable for the big name band to travel the long distances required.

Where in past years there were usually a number of locations a band could set down in for several weeks in either Hollywood or San Francisco, these locations have dwindled. In Hollywood only the Palladium, and more recently Zardi's, still uses traveling bands. The hotel locations have apparently found it easier to buy bands by offering long-term bookings at cut-rate prices.

In the case of the Palladium, they, too, have somewhat de-

creased booking of traveling bands in favor of local organizations and their reduced scales. During 1955 a total of eight local bands were used of the 15 orchestras to play the spot, with Harry James working the Palladium three times during the year. With bookings set thru August of 1956, six local bands are already booked.

Bookings Available

Altho ballroom dates are scarcer out West, there are bookings available
(Continued on page 108)

Keith Prowse
To Launch Own
Disk Label

LONDON—The Keith Prowse Organization, British music publisher, theater ticket agency and operator of a chain of music stores, plans to launch its own record label this autumn.

Primarily, the firm intends the projected disk works to operate as a mail-order club deal. However, it will also sell thru regular disk shops. The outfit points out that in the past year, Keith Prowse's own shops have sold over half a million disks on other labels.

Westminster
To Produce
For New Label

NEW YORK—Spoken Arts, Inc., a new record company specializing in a varied spoken word repertoire, will make its debut here in the next few weeks. The outfit, headed by Dr. Arthur Luce Klein, will have its recording, production and distribution handled by Westminster Records.

The first releases on the label will include disks in several categories. In a "Distinguished Composer" series, composers will discuss their own works, with musical illustrations. The first will be "Marc Blitzstein and His Theater Compositions."

An "Informal Hour With . . ." series will feature such writers as S. J. Perelman, J. B. Priestly, Dorothy Parker and Erskine Caldwell reading their own works. A "Great
(Continued on page 105)

Disk Sales Up
In Canada Mkt.

TORONTO—Record sales in this country continue to climb, with February showing an increase of approximately 7 per cent over January.

Total sales in February, at the distributors' level, was \$775,079, reported the Dominion Bureau of Statistics. Sales in January were \$724,177.

A total of 976,000 records were sold at the retail level, for a value of \$1,338,714. Yet, in January, reflecting possibly the post-Christmas sales, 1,080,353 records, valued at \$1,384,221, were sold.

Production was up 156,000 records in February over January, reflecting a healthy Easter market for the manufacturers.

Cosnat to Float Stock
Issue in Expansion Plan

NEW YORK—Cosnat Distributing Corporation will float a stock issue in the near future as part of an expansion blueprint, it was stated last week by topper Jerry Blaine. Simultaneously, it was announced that Morty Palitz, one-time pop a.&r. director of Decca Records, has acquired a 25 per cent interest in the Jubilee and Josie labels and will be vice-president and general manager of that operation. Palitz will head up both the sales and a.&r. functions. Herb Dexter, currently doing a.&r. will report to Palitz, who will add personnel as he wishes.

The developments at Jubilee and Josie will enable Blaine to devote more time to building his distribution network. Cosnat currently has branches in New York, Philadelphia, Newark, Cleveland and

Pittsburgh. Blaine expects to have as many as 10 distributing branches in operation by the end of the year, doing a business totaling \$10,000,000.

Plans for Jubilee and Josie include a push in the album field and a heavier—and regular—schedule on single record releases. Palitz expects to issue a minimum of two albums per month for the remainder of this year. Jubilee currently has some 50 packages now. Palitz will supervise the album production, altho production of some packages by contractual arrangement, i.e., Kermit Schaefer's "Bloopers" series, will be continued.

The expansion in the singles and package fields is expected to encompass all categories—pop, country and western, etc.

Tying in with this will be greater activity on the publishing level. Palitz, too, will head this up. The firms are Jubilee Music, affiliated with the American Society of Composers, Authors and Publishers, and Benell Music, affiliated with Broadcast Music, Inc.

Infringement
Suit for 250G

HOLLYWOOD—A copyright infringement action asking \$250,000 in damages was filed in U. S. Federal Court here last week (1), naming five major platteries as defendants in the action.

Suit was brought by attorney Harry Gershon in behalf of Joseph P. Brier and Robert M. Degnan, who allege that the lyric of the song, "Hokey Pokey," was infringed by a recent composition of the same name.

Named in the action were writers Charles D. Mackak, Taft Baker and Larry La Prise, along with Capitol, Decca, M-G-M, RCA Victor, Mercury, Old Time Records Company, C. P. McGregor, Four-Star Records, Bourne, Inc., and Mills Music.

(Continued on page 14)

THE POOR PEOPLE OF PARIS

(Jean's Song)

*Recorded by:

- Larry Clinton Bell
- Les Baxter Capitol
- Philippe Clay Columbia
- Sammy Kaye (Album).... Columbia
- Lawrence Welk Coral
- Russ Morgan Decca
- Winifred Atwell London
- Roger Roger MGM
- Les Anthony Tops
- Chel Atkins Victor

*Records listed alphabetically by companies.

REG. CONNELLY MUSIC, INC.

MUSIC AS WRITTEN

SORIA TO EUROPE UNTIL JULY . . .

Dario Soria, president of Electric and Musical Industries, Ltd., U.S.A., producer of Angel Records here, will fly to Europe next Tuesday (15) on a combined business and vacation trip. He plans to return here early in July.

BMI CLINICS START SECOND SESSION . . .

Second half of the 1956 series of clinics held by Broadcast Music, Inc., started Monday (7) in Des Moines, Ia., and Trenton, N. J. The series includes 21 clinics and will wind up June 15 at Estes Park, Colo.

New York

The editors regret the inaccurate item in this column in last week's Billboard. The item represented an attempted jest on the part of a reporter, which had no basis in fact.

George Avakian and Errol Garner will attend the Junior Achievement Luncheon in Bridgeport May 14. During the week before, jockeys in the area will plug Garner disks. . . . Columbia will cut the original cast album for "The Most Happy Fella" at two Sunday sessions, May 13 and 20. . . . Duchess Music has published the tune "The Somewhere Voice," the theme melody from a show of the same name, aired on NBC's Frontier series.

Stanley Borden of Unique Records will attend the MOA Convention in Chicago. On the same trip, he will push the label's new releases in Detroit and Cleveland. . . . Monique Van Vooren, French chanteuse, has been pacted by Request Records. . . . Sammy Kaye has signed gal singer Ruth Gillis. She'll use the name Betty Baxter, selected for her by the maestro. . . . The story in last week's Billboard on Irving Feld's Bill Haley Rock and Roll Show, should have listed the Platters as one of the acts in the package.

Jeanne Harrison, exec producer-director for Emil Mogul agency received an award from Ohio State University for her directing and producing of "Foundations of the State," a 30-minute broadcast, sponsored by the New York State Commission against Discrimination.

Hollywood

Singer Bill Norvas inked to a Starlite Records contract, with two originals he penned due out shortly. . . . Adeline Fidler agency booked the Hank Penny show at the Golden Nugget, Las Vegas, beginning June 7. Firm is also lining up dates for Tex Williams thru Oregon and Washington and recently added newscaster Mike Henry at KFWB as a client. . . . Hal Neely, Christopher Stone at St. Joseph's Hospital, Burbank, last week (28). . . . Peggy Stuart has been signed by producer Fred Fedtkamp to score "The Silken Affair." . . . Ray Heindorf has been set as music director of the Warner Bros. filming of "Pajama Game." Heindorf and Dick Adler will add an additional song for the movie version. . . . Oliver Berliner will devote all his time to Oberline, Inc., expanding the firm's activities into the Latin-American disk field. . . . Wolfie Gilbert's "Waiting for the Robert E. Lee" is the big production number at the New York Music Hall.

Goody Moves Up Annex Debut

NEW YORK—Opening of Sam Goody's "Annex Number One," originally set for June 1 has been moved up to next Tuesday (15). The store, which will be directly across the street from the current layout, will feature EP's, 45 and 78 r.p.m. singles and pop and jazz LP's.

Goody will start the operation with an inventory of 150,000 records. One rack in one corner of the store will carry 28,000 records alone.

Singles of the 45 r.p.m. speed will normally sell for 75 cents but continuing sales on specific items will bring the average price level down to about 69 cents. The 78 r.p.m. singles will carry an 85 cent tag but sales in this category will bring the average to 79 cents.

Other features of the new 7,000 square foot outlet will include a tape center, which will carry all current recorded tape repertoire, a store, and a department featuring paper backed books of all price current recorded tape repertoire, a needle department four times bigger than the one in the original store, and a department featuring paper backed books of all price levels, representing Goody's first departure from disks and related items.

Goody also confirmed reports of further expansion into other territories. He said negotiations are now underway for the opening of additional Goody Annexes in New Jersey, Connecticut and Philadelphia.

Movies Go Rural

* Continued from page 12

c.&w. warbling is the hottest thing in the record business right now, so if the Williams revival is sparked by the film, as hoped, the over-all pay-off may be an unprecedented renaissance.

At the same time, c.&w. music continues to gain in TV, with ABC-TV exposing millions of viewers to it, via "Ozark Jubilee," "Grand Ole Opry" and a new Eddy Arnold seg on Wednesday nights. The web is currently contemplating alternating "Ozark Jubilee" and "Grand Ole Opry" on Saturday nights from 10:30 to 11 p.m., which would put the arch rivals in an interestingly competitive position.

Faron Young is active in both movies and TV. He recently completed his first Hollywood film and his "Young Sheriff" TV film series is ready for marketing. NBC airs "Midwestern Hayride" on Wednesday nights from 10:30 to 11 p.m., and country and western artists such as Carl Perkins, Tennessee Ernie, Presley and Arnold, are continuing to double over into the pop market, via their own programs and guest shots on pop network airers.

Beechurst Buys Haydn Disks

NEW YORK — Sale of the Haydn Society to the Beechurst Press, which owns a 50 per cent interest in Heritage Records, has been confirmed. The purchase follows, by a month, a deal for the label by the Record Hunter, which was terminated by the death of George Seaman, former president of the retail disk chain.

Reported sale price is \$63,000, which includes acquisition by the new owners of well over 50,000 Haydn Society disks. Heritage and Haydn will be operated as two separate labels under the same Beechurst management. Thomas Yosseloff is president of the latter firm. Over all sales activity will be handled by James Richman, current Heritage sales chief.

No new releases will be made on the Haydn label until a substantial share of the current inventory is marketed.

'Happy Fella'

* Continued from page 13

touches to guarantee a strong box office. Style-wise, however, it's a rather puzzling blend of La Scala and Lindy's, and the operatic form—the performers sing much of their dialog—doesn't always blend too smoothly with the straight Broadway musical technique utilized in several production numbers.

The saga of the aging Italian immigrant (Robert Weede), whose young mail-order bride (Jo Sullivan) is seduced by his virile ranch boss (Art Lund) is most effective, when handled in the semi-operatic form. Metropolitan baritone Weed is completely delightful as an actor and, of course, is an impressive vocal talent. Miss Sullivan (who has the fluffy, waif-like appeal of a lost kitten) and Lund essay their acting assignments competently, but they score better on the show's pop ballads than its operatic-styled passages, which at times seem over their heads.

Audience-wise, comedienne Susan Johnson and Shorty Long, heretofore a country and western talent, almost steal the show from its star with their sock showmanship and deft handling of the score's happiest tunes, "Big D," "Standing on the Corner," and "I Like Everybody."

June Bundy.

Diskeries Race

* Continued from page 12

reports on this side, however. Other new rock and roll-c.&w. artists are Link Davis, on Starday with "Sixteen Chicks" and "Grasshopper Rock"; Joe Clay, recently signed to Vik, and Mae Curtis, who recently cut "If I Had Me a Woman" for King.

New country artists of the traditional style have also come into the field, but not in large numbers. Examples of the latter are Wynn Stewart on Capitol, with "Waltz of the Angels," and Billy Mize on Decca, with "Who Will Buy the Wine?"

Broadway Touch

* Continued from page 13

imagination already shown, it may be that the wrongs can be righted with six weeks before Broadway. Perhaps with a flock of recording companies now pushing out numbers from the show with such artists as Vaughn Monroe, Margaret Whiting, Ray Block and others, it may be possible to popularize the show on the strength of the music.

Cameron Dewar.

CARL PERKIN'S SMASH! BLUE SUEDE SHOES

* Recorded by:

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

*Records listed alphabetically by companies.

HI LO MUSIC, INC.

HILL & RANGE SONGS, INC.

- Watching the World Go By
- Who's Gonna Take You To the Prom
- It's Easy
- WHILE THE CITY SLEEPS

Bourne, Inc. 136 W. 82nd St. N.Y.C., N.Y.

ANOTHER **BMI** "PIN-UP" HIT



KISS ME ANOTHER

Recorded by GEORGIA GIBBS. Mercury

Published by E. B. MARKS MUSIC CORP.

a big one . . .

"Can you find it in your heart"

Recorded by **tony bennett**

M. WITMARK & SONS Col. 40667

Once Heard, Never Forgotten

Heart of Paris

Recorded by: DON COSTA on Am-Par, EDDIE BARCLAY on Mercury, RICHARD MALTSBY on Vik, ROBERT CLARY on Epic and more on the way.

B. F. WOOD Inc. 1619 Bway, NYC

Another Smash!

JOHN HENRY

(By Merle Travis)

"Tenn." ERNIE FORD

Capitol #3421

AMERICAN MUSIC, INC.

9109 Sunset Blvd., Hollywood, Calif.

TWO BIG RELEASES

A Walking Ballad

WALK FAST

Jerry Adams—Col.

Two Fabulous Instrumentals

CARIBE


and

POINT LOBOS

Sy Mann and 50 Men—Dot

JIMSKIP MUSIC, INC. 1650 B'way (Larry Taylor) N. Y. C.

From The Broadway Production "STRIP FOR ACTION"



TOO YOUNG TO GO STEADY

ROBBINS MUSIC CORPORATION

DOTI MALONE

EVERYTHING BUT YOU

b/w

I OUGHTA

Wing 90060

Valleybrook PUBLICATIONS, INC.

112 E. 5th Street CHESTER, PENNA.

The everglowing standard

MOONGLOW

Sensationally featured in the Columbia Picture "Picnic"

MILLS MUSIC, INC.

NEW RELEASES

"RED HOT"

Johnny Latoro—Grand

"HOUSE ROCKER"

b/w

"BLARNEY ROCK"

Rockin' Horses—Grand

"JUMP, JUMP, JUMP"

Great Gates—Aladdin

MYERS MUSIC, INC.

122 N. 12th St., Philadelphia 7, Pa.

Our 67,000 ACTIVE BUYERS read The Billboard classified columns each week

J. J. Conway Dies, 49 Yrs. In Ticket Biz

NEW YORK—The show world last week mourned the passing of John J. Conway, co-founder and for many years the New York representative of National Ticket Company. Conway, who was 82, died Tuesday (17) and was buried in his home town of Shamokin, Pa.

National was established in 1907 by the three Conway brothers, Alphonse E., William, and John, and by Nicholas Ludes. Only surviving partner is A. E. Conway, whose son, John (Jack), is active in the business, as are William Conway, son of another of the brothers, and Joseph Ludes, son of Nicholas Ludes.

John Conway sold his interest in the company in 1939 and took over the New York office management. The present location at 1564 Broadway, Palace Theater Building, has been occupied since 1944. Conway was instrumental in procuring most of National's major accounts in this area, including legitimate, indoor and outdoor theaters, carnivals, circuses, race tracks, parks, fairs and other users of tickets.

Ticket Pioneers

National, under the Conways and Ludes, was one of the first companies to go exclusively into the ticket business, and the company was among the pioneers in roll tickets. In 1908 National reportedly built the first reserve seat ticket machine.

John Conway was a Broadway actor for some 10 years before the firm was organized, and its current president, A. E. Conway, acted in some of the earliest motion pictures.

The Pennsylvania headquarters said that Beverly Schwartz, who has been in the New York office since 1951, will continue as office manager for the time being, and that plans for expansion of that office will continue despite the loss of its veteran representative.

Survivors are the widow, Matilda, of 229 Cleveland Avenue, Hasbrouck Heights, N. J., and Conway's brother, Alphonse E.

Hunt in Rain

PENNS GROVE, N. J.—Hunt Bros. Circus had a three-quarter afternoon and one-third night house here Wednesday (2) under Jaycee auspices. Rain hurt at night, but kids turned out despite an afternoon shower.

Elwood Hughes Dies; 'Architect' of CNE

Hughes, 69, former general manager of the Canadian National Exhibition—frequently described as its architect—died Tuesday (1) at his home here.

He served as general manager 18 years until his retirement in 1952. He had been connected with the CNE more than 40 years, having started in 1909 as its sports director and later as publicity director and assistant manager before becoming general manager.

While some of his methods provoked controversy, Hughes is generally credited with having demonstrated the courage, big thinking and ability to sell an idea that enabled the CNE to grow steadily.

HOT DOG STAND GOES TO SEA

TORONTO—Patrons of the island recreation area here this year will be able to purchase their hot dog sandwiches from a floating stand. W. E. Schmidt was recently granted a concession to operate a refreshment barge around the island. Schmidt said the boat will cost him \$2,000. He's paying \$200 for the privilege.

Only French Ride Park Shaping Up

PARIS—A large new suburban funspot is being developed on a large plot of wooded ground on the banks of the River Marne, near Meaux. Promoters foresee a spot that will vie with Copenhagen's century-old Tivoli.

Spot has possibilities for a year-round resort and the location is favorable, being on a main highway, with a heavily populated area to draw from. Actually set is a large year-round restaurant, snack bar, parking lot for 800 cars, service station, camping space, picnic grounds, "baby" zoo, kiddie park, boating and some spectacular features, such as a large exhibition building and a historical museum designed by a well-known painter, Alex Chevreux. Head of the project, which is dubbed Joy Park, is M. Andre.

There are no big carnival outfits in France but there are hundreds of important ride operators, many of (Continued on page 16)

MORE THAN EVER

Fairs Reaching Peak On TV, Record Stars

• Continued from page 1

Declining grandstand interest and grosses felt at many events prodded the change. The association of the Hamid agency interests with the powerful talent-holding General Artists Corporation made possible the offerings of known talent to virtually all fairs.

The healthy-wealthy big fairs which have relied on name talent in recent years, and could afford to buy whatever they thought their public wanted, seldom made the problem category. All other events,

and most of their patrons, seldom got closer to the name artists than the records they made and their video appearances.

Efforts to match the names and the fairs, always a major problem, have been successful. GAC-Hamid's TV Discoveries is now set for about 25 fairs with such names as Russell Arms, Jill Corey, Eydie Gorme and the Milis Brothers. "Midwestern Hay Ride," which will feature the regular talent from that nationally televised show, plus Pat Boone on occasion, is set for more than 30 dates, and Rock 'n' Roll, with Lillian Briggs, is set for a like number.

New Show Places

On the TV Discoveries route are such fairs as Whitney Point, N. Y.; Barton, Vt.; Contacook, N. H., and Honesdale, Pa., all of which boast longevity and success commensurate with the size of their communities, but none of which has been tagged before as showcase for name talent.

These special units are booked in for one or two days only. The bookers and the fairs look for hefty crowds with proper promotion. There is no admitted concern that the innovations in grandstand entertainment will fail to pay off. If they hit, it will probably mean more of the same, both in terms of units and variety of talent.

An outstanding athlete in his (Continued on page 18)

PLAN TWO-WEEK SPRING OKLA. CITY EXPO FOR '57

Weather Belts Eight-Day April Event; Loss Put Between 40-50G

By HERB DOTTEN

OKLAHOMA CITY—This city will have another big spring exposition as well as the usual Oklahoma State Fair at the fairgrounds here again next year.

Preliminary planning for the 1957 expo already was under way this week as officials wrapped up details connected with the eight-day Southwest American Exposition, which closed Sunday (29).

That event, a smash success from the standpoint of the majority of exhibitors, finished a money-loser, with the loss put at "somewhere between \$40,000 and \$50,000."

But for inclement weather on the final weekend, the expo would have approached, if not covered expenses, according to Jimmy Burge, expo manager, who will also guide the '57 event.

Violent weather hit the State Saturday (28), with numerous tornado alerts broadcast and with Oklahoma City lashed intermittently thruout the day by hard rains and hit by sporadic showers at night. Sunday's weather, while less violent, was not much better, being cold and wet.

Fortunately, the expo's sponsors, headed by the progressive Okla-

homa Publishing Company, had been prepared for a loss and will pick up the tab for it.

Eye On '57

The underwriters, pragmatic lot, had one eye on '57 as they went into the expo. They figured that lessons learned this year at a loss they might sustain in the maiden run of the expo would pay off next year when a bigger expo will be staged to observe Oklahoma's 50th anniversary as a State and at the same time focus attention upon the potentials that the State holds for new industries.

Current planning for '57 calls for a two-week event, to be held in May, rather than in April, in a try for better weather, with the exhibit phase to be developed as "a world's science fair." Entertainment, according to present thinking, will be topped by a huge pageant depicting the State's history or the use of topflight TV names and talent, or a combination of both.

To Ask State Aid

The expo, in aiming at a pageant, will need State support and will ask the Oklahoma Centennial Commission to sponsor such a spec. The Commission, which has received an appropriation, will have to ask the Legislature for an additional appropriation if it is to sponsor the spec.

The financial loss suffered by the (Continued on page 16)

\$35 Mil Coliseum Opened in Gotham

Three Shows Occupy 4 Exhibit Floors; Booking Listed at 80% of Capacity

NEW YORK—The press and public gave it everything last Saturday (28), and this city's mammoth new Coliseum opened in lavish fashion. Three shows got under way simultaneously and all newspapers in the area gave coverage ranging from news stories to special supplements.

Civic ceremonies marked the formal opening, and crowds in vast numbers got the new building off to an auspicious start. Aggregate

attendance for the three shows ran into the hundreds of thousands thru today.

Some 200,000 persons attended the first day, a gala event at which Mayor Wagner and other dignitaries took part in the ribbon-cutting, following which the \$35,000,000 structure was thrown open to the public. Each of the shows had its own marquee, lobbies and ticket boxes.

Largest of Its Kind

By collecting rent on 391,500 square feet of exhibit space, the building was the largest of its kind in the world. Occupants were the National Photographic Show in the first and mezzanine floors, International Automobile Show on the second floor, and Fifth International Philatelic Exhibition on the third and fourth floors. All close Sunday (6).

Most spectacular of the events was the auto show, which featured a Dancing Waters unit and eight American and 142 foreign cars. Ninety per cent of them were being shown in America for the first time, (Continued on page 18)

Westcott Rodeo At Conn. Date

PLAINVILLE, Conn.—The Circle W Ranch Rodeo of Jack Escott will play under Lions Club auspices at the Stadium here, Friday and Saturday (26-27). Performances will be at 3 and 8 p.m., with a rain date in reserve for Monday (28). Sixteen Lions Clubs in District 23B are sponsoring the show. Joseph E. Tinty is promoter for the Stadium, and Robert Irving is district governor for the sponsors.

Carson Matinee Pulls

BUFFALO, Okla.—Tex Carson Circus, doing an afternoon show only here Sunday (29), pulled a three-quarter house. Local reception to the show was good. Area is having an extended drought.

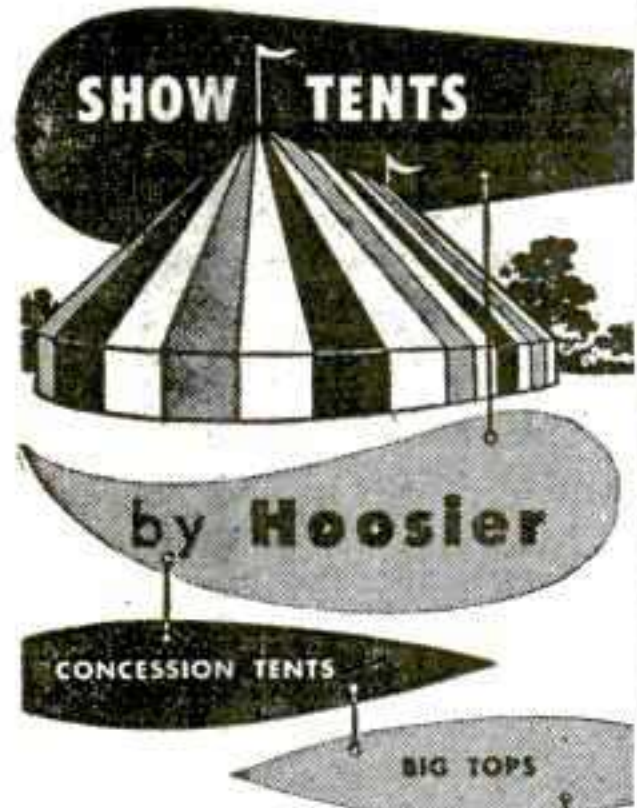
WLW Hayride Set for Long Tour of Fairs

CINCINNATI—Units of "Midwestern Hayride," Crosley Broadcasting Corporation feature that appears on WLW and WLW-T here as well as the NBC network, have been set for an extensive tour of fairs this year, it was announced by WLW Promotions, Inc., talent-handling arm of the Crosley firm. The units are being used as feature attractions with GAC-Hamid units in a number of cases, it was reported.

Heading up WLW Promotions is Bert Somson, a Crosley executive vice-president. Assisting him on the booking end is Bill Querner.

Fair engagements set to date include the following: Proctorville, O., July 27; Harrington, Del., 28; Whitney Point, N. Y., 30-31; Canandaigua, August 1; Xenia and Clarksburg, O., 2; Oscaloosa, Ia., 6-7; Middletown, N. Y., 6-10; Croton, O., 9; Butler, Pa., 9; Fairmont, Minn., 10; Celina, O., 12; Sandusky 16; Barton, Vt., 17-18; Marion, O., 19; Superior, Wis., 19; Lewisburg, W. Va., 20; Lyons, Ind., 21; Indiana, Pa., 21-22; Bellefontaine, O., 23; Wellington 24; Cumberland, Md., 24; Rhinebeck, N. Y., 25-27; Kentland, Ind., 28; Morris, N. Y., 29-30; Caldwell, O., 30.

Mansfield, Pa., 31-September 1; Warsaw, Va., 3; Staunton, 4; Dayton, O., 4; Port Royal, Pa., 6-7; London, Ont., 10-11; Hughesville, Pa., 12; Brockton, Mass., 13; Cincinnati 14; Rochester, N. H., 21-22; Trenton, N. J., 23-24; Logan, O., 28; Greensboro, N. C., October 2-3; Frederick, Md., 4; Charlotte, N. C., 5-6, and South Boston, Va., 15-16.



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CONSIDERS SPRING EXPO

Schultz Sees Possibilities For Neb. State Fair Event

LINCOLN, Neb.—The Nebraska State Fair may stage a spring exposition as well as its usual fall fair, Ed Schultz, fair secretary, disclosed here upon his return from Oklahoma City, where he attended the Southwest American Exposition, which closed Sunday (29).
"We have several spring shows of various kinds now that are spread out over several months, and by combining them in one big exposition and adding suitable attractions and special exhibits, we can probably come up with a big spring exposition that would succeed," Schultz observed.

Any spring expo that the fair might attempt would be on a State-wide, rather than a regional basis, as was the case with the Oklahoma City expo, Schultz emphasized.

He added that the amusement attractions would be presented indoors, rather than in front of the grandstand.

He said that Nebraska manufacturers are eager to put on a show and that business and mercantile leaders have evinced interest in supporting such a show.

Schultz indicated that he will outline the possibilities for a spring exposition at the next meeting of the State Fair board May 14.

Besides Schultz other fair secretaries who attended the Oklahoma City exposition included Douglas K. Baldwin, Minnesota

State Fair, St. Paul; Walter Jackson, Western Fair, London, Ont., and Othel Neely, Heart of Texas Fair, Waco.

Rudy Lists Acts, Staff

PORTLAND, Ore. — Talent line-up being carried by Rudy Bros. Circus, currently playing towns in Washington and Oregon, is reported as follows:

Escalantes, horizontal bars; Rudy Bros.' military ponies; Miss Escalante, Miss Annette, R. Escalante, web; Dwight Moore's dogs; Victoria, cyclists; Marget and Tony Gentry, chimps; Miss Annette, cloud swing; Carters, trampoline; Miss Annette, iron jaw; Escalante girls, swinging ladders; Victoria Daughters, cycling novelty; Great Hughs, juggling, and elephants worked by Rudy Mueller and the Gentrys.

Rudy Jacobi handles the announcing chores and Betty Willis provides the organ music.

Hinkle Promotes Gulfport Rodeo

GULFPORT, Miss. — Milt Hinkle and Bill Gamble produced a Texas Rangers Wild West Rodeo here under Civil Air Patrol auspices recently. Ten thousand leaflets were dropped from planes to advertise the show.

While on hand Hinkle and a newspaper editor recalled that in 1908 a deputy and a 101 Ranch cowhand were in a shooting match here. They also harked back to the show produced here by Hinkle and Zack (101) Miller in 1949.

French Ride Park

• Continued from page 15

whom own a large number of big rides of all types. These operators are finding it difficult to place rides, as the so-called street fairs in big cities are rapidly disappearing. Since Luna Park, Paris, went out of existence there has been no

Plan Tenting Season for Film 'Hansel'

NEW YORK — An under-canvas tour is being planned for "Hansel and Gretel," the feature-length puppet film which has grossed close to \$1,000,000 since being released in October, 1954.

Michael Myerberg, producer of the movie, said he is planning to show it under a tent at summer parks and various amusement areas. In addition to the film, the tent will reportedly house the electronic puppets and film sets used.

Myerberg, in telling his plans, cited the success of theatrical tent productions in recent years, and said the novelty of "Hansel and Gretel" should result in a successful tour. He said the scheme is imaginative, something needed in show business today, and should find a willing market among children in areas where the film has not been seen.

Leonard Bros. Advance Light; Ohio Spot OK

MIDDLETOWN, O.—Leonard Bros.' Circus did pretty good business here despite a weak advance. Show used no paper here and had only one radio spot announcement and two mentions by newspaper columnists. Auspices was the Council for Retarded Children. Afternoon house was half filled. Night show drew three-quarters of capacity.

Lack of billing and other publicity reportedly hurt the show in other spots.

real amusement park in France. Joy Park is in a section which would make it simple for ride operators to book their rides in during the summer and also to play some of the big street fairs, usually early or late in the year, in Paris or other large cities. This is what the park promoters are counting on.

Two-Week Okla. City Expo

• Continued from page 15

recent event was chalked up to poor patronage received by the grandstand attractions. Together, the grandstand attractions dropped an amount about even to the loss the exposition received.

Weather was an important factor in the poor business. Nights were generally cold and on some days early in the run winds were high and there was much dust, while rain hit the closing days.

Midway Clicks

But, veteran showmen here point out that weather wasn't the only factor. Running horse races, rodeos and Indian pageants have failed to pull here in the past—and for this reason the State Fair abandoned them years ago. The ice show (Holiday on Ice) held forth the possibility of doing good business, but it received extremely bad weather.

From an attraction standpoint, the midway was the brightest spot. Rides and shows grossed a thumping \$92,000 in face of bad weather, turning in more than \$30,000 on kid's day, when the weather was with it. The gate for that day, Friday (27), was announced at 107,000. Attendance for the full run was given at 367,000.

The midway rides and shows were assembled by Don Dowis of Dowis Rides, Inc., and Al Osborne of Forsythe and Dowis Rides, Inc. There were 32 rides—18 major devices and 14 kiddie rides—and 8 shows, and the rides grabbed all but a small part of the take. No games operated.

Practically every exhibitor who had indoor space was delighted with the results and eager to re-contract for next year. Only exhibitors who had outside space were not satisfied; the weather had hit them hard.

In all possible ways, the expo was planned to be as different as possible from the State Fair. The expo's grandstand program, for example, did not step on the fair's night revue or its matinee auto race-thrill show programs.

Exhibit-wise, the expo offered a Do-It-Yourself Show, Sports Show, Atoms for Peace Exhibit, Festival of Cotton, and Fashion Show, none of which are offered at the fair. And, whereas the fair has as many as 1,200 head of cattle, the expo offered a standard of perfection show, showing only the best of breed as decided at leading livestock shows. The same policy will prevail next year.

C. W. McCafferty Leaves Geo. Hunt To Operate Icer

HOLLYWOOD — The Hunt-McCafferty Agency here will be known as George B. Hunt & Associates in the future, with C. W. McCafferty bowing out to take full charge of the office-produced "Stars Over Ice" show.

McCafferty became associated with Hunt, for years with the Bert Levey office, about two years ago. McCafferty purchased the interest of Wally Webb, who was associated in the then Hunt-Webb Agency.

McCafferty is taking full charge of "Stars Over Ice," and has set up a corporation for it.

Hunt will direct the agency, which will act as exclusive agents for the icer. Wally Webb and Frank Konyi will continue as associates in the newly titled firm.

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Herb Dotten Two-In-One Experiment

OKLAHOMA CITY—Skies were dark and ominous. Tornado warnings were out thruout the Sooner State. Bo Belcher, press chief for the Oklahoma State Fair, his ears cocked to the radio, traced the reported movements of wind funnels on a map.

Out on the midway, Don Dowis issued orders. Canvas banner lines were downed. Ferris Wheel seats were dismantled, rides were lashed, and guy lines were tightened.

Almost a half mile away in his headquarters in the Oklahoma Publishing Company buildings on the fairgrounds, Jimmy Burge cast aside the latest weather forecast and studied some figures to determine how much more receipts from the gate, grandstand and midway the Southwest American Exposition he was managing needed to break even.

In his commodious office under the grandstand, Pete Baker, manager of the Oklahoma State Fair, listened intently to an aide report on make-ready for the menacing storm, then dismissed the aide with a nod, and settled back in his chair.

"So you want to know how our experiment is going? You want to know whether a big spring exposition and a fall State fair can be staged each year on our fairgrounds?"

"My answer is 'yes'. Here it is Saturday (28), the seventh day of its eight days, and the exposition has been a huge success from several viewpoints. Certainly, the exhibitors are pleased. And, the customers are delighted with the many interesting exhibits. Attendance, considering the weather, has been satisfactory for the first run of the exposition. Next year, with some changes, the spring show should really click.



BAKER

Aim to Be Unlike as Possible

"And, I don't believe the spring show will hurt the State Fair one bit. As I figure it, no more than 10 per cent of the people taking part in the exposition are participants in our fair, so that actually there isn't much duplication on that score.

"Besides, our attractions are so different from those of the exposition. We've been featuring thrill shows and auto races in the afternoon and a Barnes-Carruthers revue at night. The exposition, on the other hand, has offered horse racing, an Indian pageant, and a rodeo, and these we gave up some years ago because they didn't pay out. As for the expo's ice show, the fair doesn't present one, so there is no conflict there.

"At the fair, we don't have building space for, say, the Atoms for Peace exhibit, which has been such an outstanding success at the exposition. Nor do we have space for a Do-It-Yourself Show. And, a sports-conservation show is more timely in the spring than in the fall.

"It always has been our plan to develop the State Fair plant so that it could be used the year round for many varied events. Moreover, we believe we must appeal increasingly to the mounting number of people in our State who are engaged in agriculture and that we should try to bring new industries into the State. Just so long as we keep the appeal of the two shows as different as possible, the spring show, if given time to develop, and the fair should both win."

Weather Common Factor

The one thing the Southwest American Exposition had in common with the past two State Fairs at the new multi-million-dollar fair plant is the weather; it was foul for all of them.

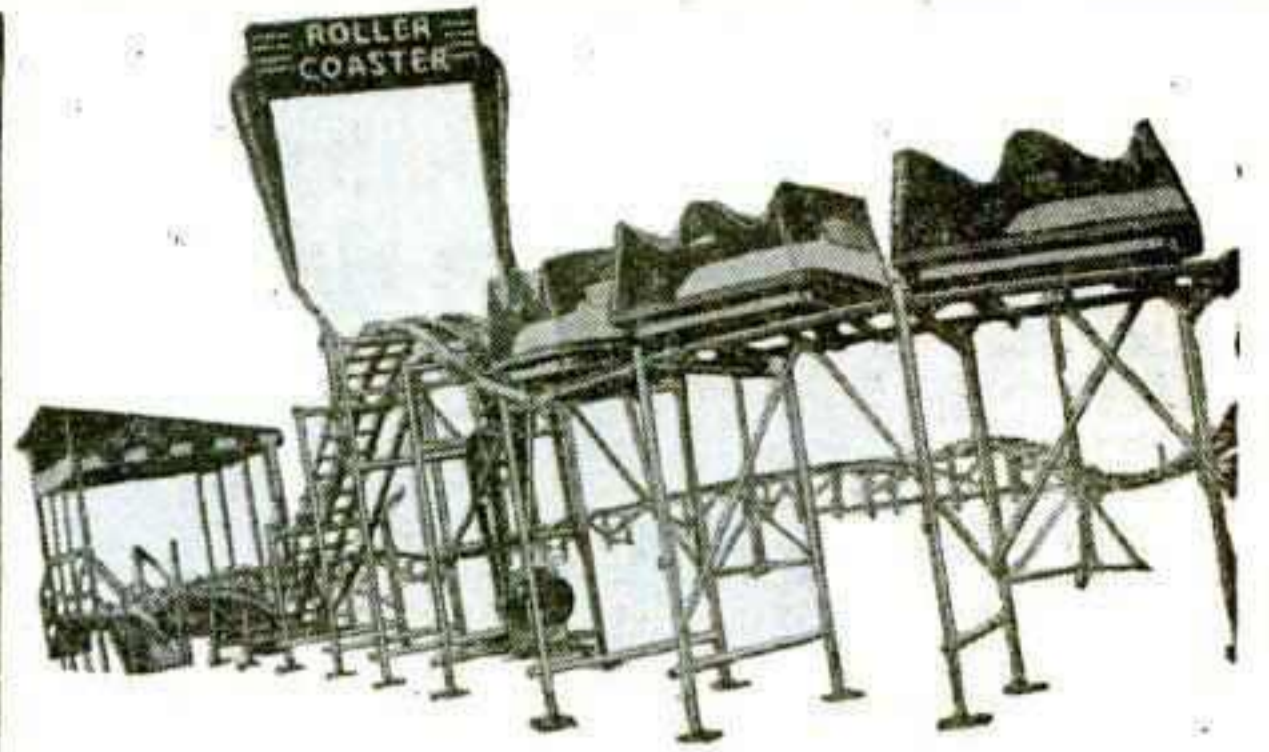
There may, however, be a silver lining to the bad weather given the Southwest American Exposition that may well have its rewards for both the exposition and the fair.

Many city people—women, in particular—thronged out to see the exposition's Festival of Cotton, with its smart style show, staged in a large, attractive tea room, set up for the occasion. And, many of these women—who might well be classed among Oklahoma City's upper crust—didn't take kindly to the dust raised in the early, dry, windy days of the expo, nor to the mud on the closing days. These same women—or a good many of them, at any rate—were not interested in seeing jars of preserves and home-made dresses at the fair and hence had not been fair patrons.

A large number of these women probably were not sympathetic when the fair sought funds to provide hard-topped parking areas and the added walkways. Twice, within the last year, bond issues which would have given the fair the needed money were defeated by Oklahoma City voters, the last time by 1,800 votes. Now, there is a strong probability that these women will be among the most ardent supporters of such a bond issue, which, incidentally, will again be placed before the voters in the near future.

Until such a bond issue is passed, Pete Baker's big worry, as it was in '55, is how to handle parked cars on a rainy day. Last year so many cars were mired on the grounds that it took all of the tow trucks in Oklahoma City—a reported 22, plus tractors—to pull the cars out.

The threatened tornado didn't hit here Saturday (29). Hard rains did, however, but warned by the alerts, people—except for a relative few—stayed home. Sunday's weather, less violent but unpleasant, also kept people away, but the expo's gate for the full run was reported at slightly over 360,000. Expo sponsors were prepared to pick up the loss and, with lessons learned, push plans for a longer, bigger event for '57—in May, when chances of tornados and of much rain are less.



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\$35 Mil New York Coliseum

• Continued from page 15

and the public was obviously eager to see the imports.

The stamp show, while less spectacular, had \$8,500,000 worth of stamps on display. It was justifiably predicted that the miniature post office, set up on the building's third floor, would sell more than \$1,000,000 worth of special commemorative stamps honoring the Coliseum's opening.

Publicity Excellent

Publicity for the original Coliseum tenants was very good with the local press being notably cooperative, and expectations were that as the novelty of the building and its adjoining 20-story office structure wears off, publicity will remain on a high level as each successive event manages to score on its own merits. Next affair for the Coliseum will be the Interna-

tional Home Building Exposition, which will occupy all four exhibit floors from May 12-20.

The structure, rising over one end of Columbus Circle on West 59th Street, represents the culmination of a 10-year struggle by Robert Moses, chairman of the owning Triborough Bridge and Tunnel Authority. Operating the building is the Coliseum Exhibition Corporation.

Moses and other supporters of the structure point to its advantage in straddling the city's public transportation system. It is surrounded by three major subways and within easy walking distance of five bus routes. Altho its underground parking for 850 cars is but a drop in the bucket, transportation facilities in the area should absorb

much of the patronage which would otherwise travel by car.

The Triborough authority was authorized in 1948 by the State Legislature to plan for the hall and its garage. The tract was assembled under Title I of the Federal Housing Act, which provides federal aid for building projects which replace slum dwellings with new construction. The project qualified for this aid by setting aside 51 per cent of its area for erection of two 14-story apartment buildings.

Ground was broken on April 12, 1954. It is claimed that the Coliseum will draw 1,000,000 visitors yearly to New York, and that they will spend \$300,000,000 in the city. A total of 29 trade shows and expositions are booked for this year, reportedly 80 per cent of capacity.

The operating firm is composed of executives who formerly operated the Grand Central Palace, major show location which was taken over for federal use a couple of years ago. They guarantee the Triborough authority a fixed \$300,000 yearly, plus 60 per cent of the first \$300,000 of net profit, plus 85 per cent of net profit over \$300,000. A realty firm, Charles F. Noyes, operates the 20-story office building for the authority.

Elwood Hughes

• Continued from page 15

youth, he had been a champion Canadian runner, swimmer, skater and bicycle rider. In 1927, he promoted the first 21-mile marathon across Lake Ontario, with the CNE putting up \$25,000 and William Wrigley Jr., the gum magnate, matching that sum. Hughes so impressed Wrigley that the gum tycoon induced him to join his public relations staff in 1929, and Hughes remained with the Wrigley organization for two and a half years, then returned to the CNE.

Leaders Attend Funeral

His first ambition was to be a jockey, but instead he became a crack runner and went to Athens as the captain of Canada's first Olympic team in 1906. Before he was 21 he was acclaimed Canada's fastest bike rider and speediest ice skater. He held office in virtually every athletic club in Toronto during his career.

Funeral services, held Thursday (3), were attended by Canadian leaders in politics, business and entertainment, as well as a host of others.

He is survived by his widow, the former Margaret (Peg) Humphreys, who is widely known in outdoor show business in her own right. Prior to their marriage in 1944, she had served as aide to the late Lincoln P. Dickey, then manager of the Great Lakes Exposition, Cleveland, and to the late Harvey Gibson, then manager of the New York's World Fair. She also had managed the Aquacade the New York World's Fair. She one year.

Other survivors are a daughter, Mrs. L. R. (John) Copp; two grandchildren; a brother, Raymond L., and two sisters, Mrs. H. E. Wallace and Eva Hughes, all of Toronto.

Funeral services Thursday (3) were held at St. Olave's Anglican Church here, with interment in Mount Pleasant Cemetery, here.

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Arena Recap

7,000 Hear Cole At Charleston, W. Va.

CHARLESTON, W. Va.—More than 7,000 persons caught the Nat (King) Cole show at Municipal Auditorium here April 28. On the bill also were June Christy, Ted Heath and His Orchestra, the Four Freshmen, Gary Morton and Patty Thomas. All seats were reserved and were sold out two days ahead of the show.

Mrs. Slout Schedules 16 Antique Expositions

VERMONTVILLE, Mich.—Mrs. L. Verne Slout has assumed operation of the hobby and antique shows formerly promoted by her husband, who died about a year ago. Mrs. Slout recently completed a string of 14 dates and she has added two new ones to the series which will start again in July.

Oakland Women Have Japanese Festival

OAKLAND, Calif.—Bunka Sai, a Japanese centennial festival, is being held April 28 thru May 6 at the art museum and Oakland Auditorium. It features ancient and modern art and many types of Japanese cultural material. It's sponsored by the women's board of the Oakland Museum Association.

Page Agency Contracts Peoria Fieldhouse

CHICAGO—Sid Page, Chicago agency operator, announces that he has signed with the Bradley Alumni Association, Peoria, Ill., to handle all attractions at Robertson Fieldhouse there. Under one arrangement the building seats 3,500 and under another it handles 8,000. Fred Waring, Victor Borge and Jose Greco played there recently, and Holiday on Ice formerly made it.

N. Y. Coliseum Gives Wide Outlet Choice

NEW YORK—New York Times Magazine article about the new New York Coliseum points out that floor outlets provide high or low voltage electricity, compressed air, vacuum line, gas, telephone, radio and TV circuits for exhibitors.

MOVIE MEN PROTEST ODESSA ARENA USES

ODESSA, Tex.—Local theater owners have registered protests with the Ector County Coliseum directors against use of the Coliseum building by private individuals booking in attractions in direct competition to the theaters. T. A. Collins, spokesman for the theater men, pointed out that they backed the bond issue which was used to build the coliseum. If they had known it was to be used in direct competition they would have worked to defeat the bond issue, he said.

Cook Installs Three Miniature Golf Courses

NEW YORK—Three new miniature golf courses installed by Holmes Cook Company will be in operation this season, Holmes Cook, top man in the organization, announced this week.

One at Glen Echo Park, Glen Echo, Md., opened Easter weekend and is reported to be getting good play. The other two, which will be in operation in the near future, one at Paragon Park, Nantasket Beach, Mass., for Lawrence Stone, and at Westlake Beach Club, Inc., Indianapolis, for Paul Voight.

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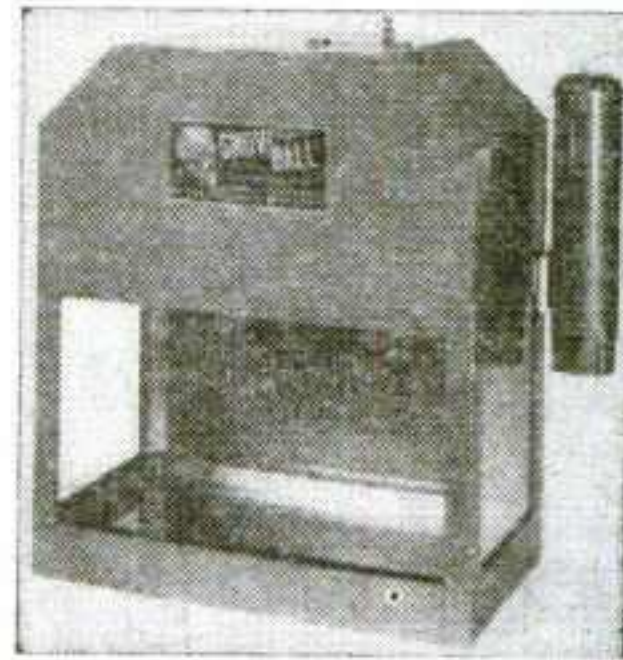
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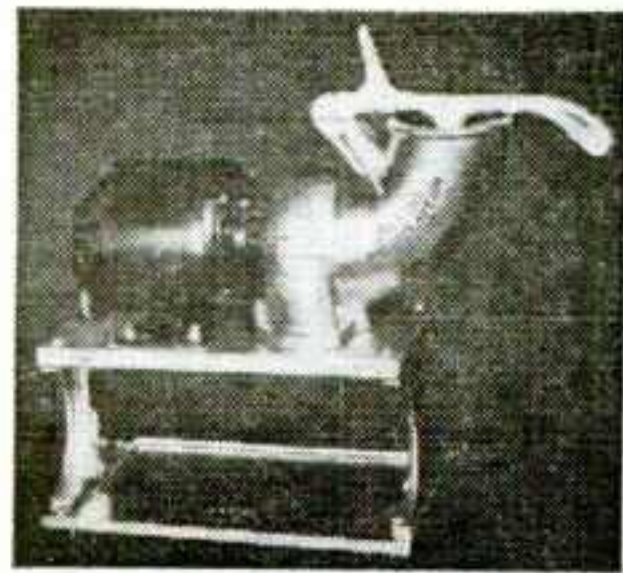
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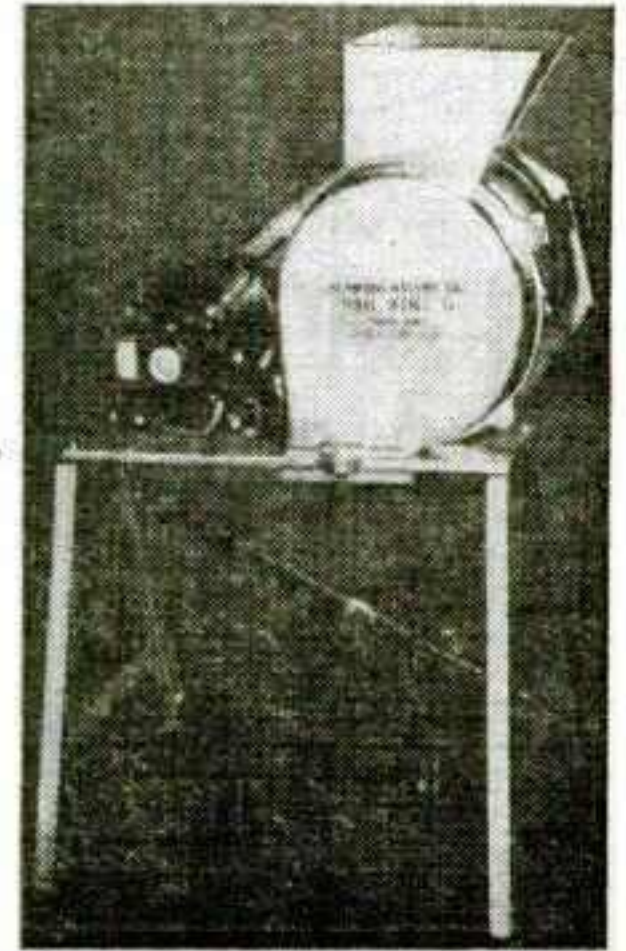
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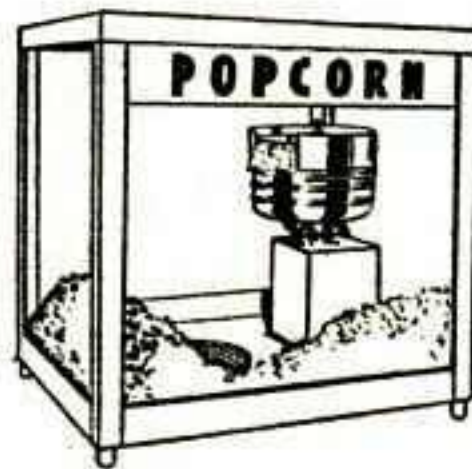
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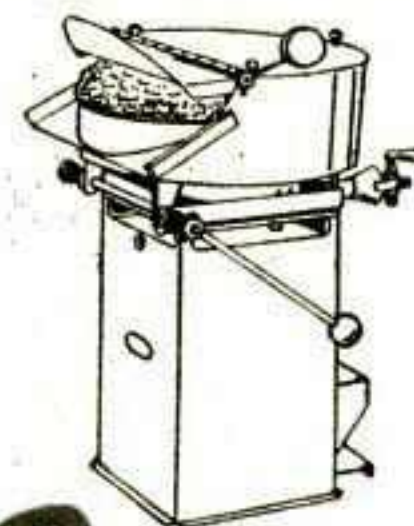
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ROLLER RUMBLINGS

Merger Comments Roll In, Reports Art Busk

MINEOLA, N. Y.—Artie Busk, co-editor of Bumps and Falls, house organ of Earl Van Horn's Mineola Roller Rink, stated last week that he had received 112 letters "of suggestions and proposals for furthering the fight" to merge the United States Amateur Roller Skating Association and the Roller Skating Rink Operators' Association of America. Busk has spearheaded the move in recent weeks thru articles in his paper and The Billboard. "In addition," he said, "there have been many phone calls and articles written in the newspapers and magazines ap-

plauding our stand," and indicated that the consensus is for a union of associations.

In commenting on the idea, Busk suggests that the skating industry take a tip from baseball, where two separate leagues with their own set of rules combine at the season's end to determine the champion of both. "Why can't roller skating adopt such a plan?" he asked, pointing out that details could be worked out at this year's conventions of both organizations.

Busk stated that many have suggested a separation of the artistic division of skating from speed events, each to conduct its own sectional, regional and national meets. "A national meet of the champions in both organizations and the separation of the artistic racing phases of the sport would create tremendous interest across the nation," said Busk. "Our stature as a sport would increase and our chances of Olympic recognition would finally mature. It is the problem of all roller skating. We cannot lose and neither organization would lose face. Think it over, you roller skating people."

Family Nights, Barn Skate at Garden Grove . . .

GARDEN GROVE, Calif.—Mr. and Mrs. C. R. Neschke's Moonlight Rollerway here rolled out the welcome mat for the entire community Thursday (5) with a double barred event—the first of a series of seven family nights and a barn skate.

The family nights are being sponsored by the Garden Grove News, a newspaper with coverage in neighboring communities. Tickets for the successive Thursday evening affairs are free to skaters who call at the News' circulation office.

Weeks before the barn skate, the rink took on a rural atmosphere with bales of hay decorating the lobby and a calf tied in front of the rink as a bally. Saddles, cowbells, live chickens, lambs and a Shetland pony added to the rural hilarity. For the occasion a local feed store loaned the rink the hay and farm tools. A hardware store furnished lanterns and cowbells, while the Future Farmers of America supplied the livestock. Prizes were awarded during the night, including a French poodle to the gal collecting the most wedding rings. Awards of \$5 also went to the best dressed farmerette, the best dressed farmer, the most comically dressed farmerette and the most comically dressed farmer.

AOW Cherry Blossom Events Set Records . . .

ELIZABETH, N. J.—April 14 Cherry Blossom speed contests at Alexandria (Va.) Arena of the America on Wheels chain of rinks was the best in history, said Jack Edwards, AOW director of speed, who reported a record 150 entries in the 29 events and a record crowd turning out to see the contests. Alexandria was an easy victor, amassing 120 points, followed by Bladensburg (Md.), Arena, 70; Twin City Arena, Elizabeth, 69; National Arena, Washington, 67; Paterson (N. J.) Arena, 50; Mount Vernon (N. J.) Arena, 46; Boulevard Arena, Bayonne, N. J., 46;

Woodward, Okla., Gets Kiddie Train

WOODWARD, Okla.—A new miniature train was put into operation at a public park here recently, with a ceremony for driving a golden spike. Train is operated by the Kiwanis Club and was built locally.

Capitol Arena, Trenton, N. J., 23; Florham Park (N. J.) Rink, 8, and Hackensack (N. J.) Arena, 6. All contestants received plaques. AOW will experiment with summer racing this year, said Edwards, having set plans to race one night a week at Twin City and Hackensack.

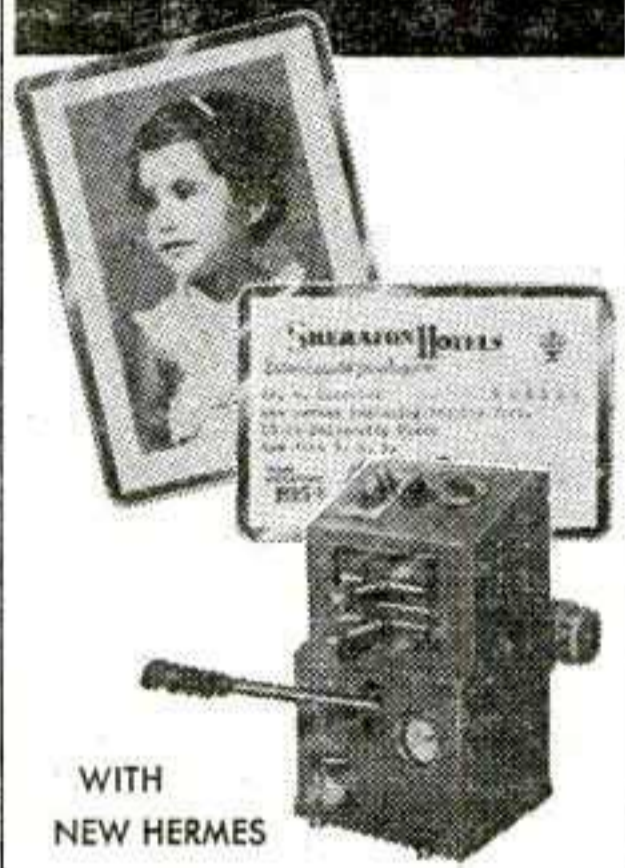
Mrs. Lenox Visits O. Feet, Dayton Skateland . . .

DAYTON, O. — A Sunday (29) visitor at Skateland here was Mrs. William Lenox, who with her husband taught skate dancing here for five years before going to Exton, Pa., recently to take over management of a rink there, according to Mr. and Mrs. Tommy Tompkins, of T & T Rink Supplies. Mrs. Lenox visited Dayton after spending some time at the Ohio contests of the Roller Skating Rink Operators Association of America at Lorain, O.

Camden Rink Holds Town's First Marathon . . .

CAMDEN, Ark.—In the first roller skating marathon ever held here, Dona Richardson and Jose Scrape won a couples' skate at Cam-Ark Roller Rink over a recent weekend. They won over 11 other couples in the contest, skating nine hours and 49 minutes, two minutes better than the runner-up couple. Participants were allowed a five-minute break in each hour. They were required to skate couples half the time. The winners skated a total of 89 miles.

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MICH. STATE SEEKS 200G FOR REPAIRS

Rodeo to Feature Buffalo Bill Jr.; Set 250-Mile Auto Race, Chitwood Show

DETROIT — The Michigan State Fair's grandstand attractions—including a rodeo and a 250-mile auto race—this year will be presented in an overhauled grandstand if a \$200,000 appropriation is okayed by the State legislature.

Donald Swanson, fair manager, reported that a rodeo, booked thru Val Campbell, and featuring TV cowboy Dick (Buffalo Bill Jr.) Jones, will be the main stand attraction during the week. A 250-mile auto race, to be produced by

John Marcum, Toledo, and Pete Spencer, Saginaw, Mich., will be offered Sunday, September 9. That evening the Joie Chitwood auto thrill show will give one performance.

Set New Policy

As part of a new grandstand policy there will be no rodeo performances on Wednesday, Thursday and Friday of fair week. Instead, these days will be devoted to auto race time trials with a free admission policy. On those days the evening show will be held an hour early as a pitch for family patronage.

If the \$200,000 appropriation is okayed, the fair board plans to complete the lower part of the grandstand, build a new restaurant, entry offices and offices for the guards, police and other personnel. Space will also be provided for free exhibits such as charity projects.

Negotiations for the Coliseum name show—which in recent years has included mostly recording artists—is still under way, according to Swanson. The contract is expected to be announced at the May 17 meeting of the directors.

One of the leading commercial exhibits at this year's fair will be a complete operating bakery that will be set up by a local baking firm.

Sandusky, O., Leases Plant

SANDUSKY, O. — The Erie County Agricultural Society has leased Sandusky Speedway here which provides a location for its fair to be held August 14-17.

Leasing of the race oval from Bert Decker will provide the fair with a grandstand for the first time since it was organized in 1953. As a result the fair has signed the WLW Midwestern Hayride and the Jimmy Lynch Death Dodgers for August 16 and 17 respectively. Other tentative plans call for stock car racing, a volunteer firemen show and horse and tractor pulling contests.

Motor State Shows will provide the midway attractions.

GOOD PROGRESS:

St. John, N. B., Launches Big Plant Program

ST. JOHN, N. B.—The St. John Exhibition is well into its plant-rebuilding program and has already reclaimed considerable property and erected a number of new buildings. D. R. Neal, manager, announced. The fair is working from a master plan prepared by G. R. Lewis, Findlay, O.

A large area of marshland has been reclaimed by fill operation and enough ground has been gained to relocate barns and stables and make locations for exhibit buildings. During the winter several former Army buildings were moved to the grounds to be used as stables and complete stable facilities are scheduled to be ready for the June 1 racing season.

A new office building and three exhibit buildings are currently under construction and engineers have completed all details regarding water and sewerage. Another filling operation will get under way shortly with plans to move some 100,000 cubic yards of dirt from a high portion of the grounds to a low area.

Construction of a Coliseum is also planned but this hinges on a government grant which would be used to guarantee the interest on a bond issue.

SHORT COURSE PULLS:

Mich. Assn. Asks Aid \$\$ For 4-H, FFA Construction

LANSING, Mich. — The Michigan Association of Fairs and Exhibitions will seek State aid on a matching basis towards the construction of better facilities for 4-H and FFA programs. This request, in the form of a resolution, was passed at the group's annual short course on fair management held here Friday and Saturday (27-28).

In another resolution, the meeting—which drew some 50 delegates from throughout the State—asked liberalization of present State aid so that the money could be used to pay premiums on out-of-State entries as well as Michigan products. This resolution was designed to particularly help fairs in the southern part of the State.

The short course sessions were held Friday afternoon and evening

and Saturday morning with John Minnema, association president, moderating.

Minnema, who is a member of the State Senate, also explained new legislation that will result in the States paying 75 per cent of all race purses, \$2,500 for improvement of race tracks on a matching basis over a three-year period and a \$20,000 appropriation for purses in a Michigan-sired colt futurity program. In addition, \$15,000 per year has been put in the exhibit premium pot.

Format of the school sessions was of the question-and-answer variety and touched on subjects such as date conflicts, State aid, machinery and auto exhibits, tractor pulling, watchmen, ticket sellers and takers and public-address systems. Also passes, sales of cham-

JAMES STEWART:

Rural Youth Day Builds Gate, Aids Midway, City

By JAMES STEWART
General Manager, State Fair of Texas

OVER a 10-year period the State Fair of Texas has built its Rural Youth Day into a project that we feel is one of our most successful special day promotions. On this day, always a Saturday, groups of 4-H Club boys and girls, Future Farmers and Future Homemakers come to Dallas from all over Texas.

The rural youth program is carried out in co-operation with the Texas A&M College Agricultural Extension Service, thru which 4-H Club activities are carried on, and with the Texas Education Agency which supervises the work of the Future Farmer and Future Homemaker chapters in Texas.

We work directly thru the Extension Service director and the State R-H Club leader, and the Texas Education Agency's directors of vocational agriculture education and home and family life education to reach the hundreds of county agents, home demonstration agents, vocational agriculture and homemaking teachers scattered throughout the State. These supervisors on the local level form an organized network which gives the fair a direct link with and a line of communication to all the Texas 4-H Clubs and Future Farmer and Future Homemaker Chapters.

The mechanics of setting up the day are relatively simple, given the complete co-operation of all concerned, which we are fortunate enough to enjoy. Club and chapter supervisors are kept closely informed on the date set for Rural Youth Day and the program for the fair. Free gate admission tickets are mailed on request in quantities specified by the 4-H, FFA and FHA adult leaders. A letter is mailed to each of them about September 1 (the fair is in October), with a convenient return postal card for ordering tickets.

In 1946 we started with approximately 25,000 boys and girls on hand. The crowd was small enough at that time so that we could feed them a barbecue picnic lunch in our grandstand. Subsequently, the picnic has grown so large that it has had to be moved to an area covering several acres on our main parking lot.

IN 1947, WE INAUGURATED our system of Rural Youth Honor Awards which are presented on the basis of individual achievement in agriculture and homemaking to 12 4-H Club boys, 12 4-H Club girls, 10 Future Farmers and 10 Future Homemakers. Since 1946, Rural Youth Day has grown until our present estimated attendance of boys and girls on this day of the fair is in the neighborhood of 100,000. They come to Dallas from more than 200 of the 254 counties in Texas.

At the '55 fair, we parked a total of 1,402 school buses inside the fairgrounds on Rural Youth Day, by actual count, and the first bus arrived before dark on the previous evening. Thousands more came in private cars, by chartered bus or even in farm trucks.

An estimated 60,000 kids were fed hot dogs, cookies and grape punch at our picnic last year. This was not indicative of the total number in attendance by any means. As could be expected, a great many of the youngsters pass up the free picnic in favor of midway food.

IN THAT REGARD, YOUTH DAY is always a great day for the midway in every way, needless to say.

The Rural Youth picnic is financed by contributions from Dallas businessmen and firms. The serving is done by Boy Scouts and members of the Dallas Junior Chamber of Commerce.

Attendance prizes of \$100 each are presented to a 4-H Club, a Future Farmer chapter and a Future Homemakers' chapter, to be used for club or chapter activities.

WE HAVE ADDED THE STATE 4-H CLUB dress revue as a feature of the day's activities. District winners take part in this competition of girls who model the dresses they make themselves, and the winner goes to the national 4-H Club dress revue competition in Chicago.

The fine co-operation of the Texas A&M System and the Texas Education Agency, and the wholehearted enthusiasm of the hundreds of Four-H Club and FFA and FHA supervisors throughout Texas have made possible the success of this big day at the State Fair of Texas.

Obviously Rural Youth Day and the program which is built around it has vastly benefitted the fair. The business and civic leadership of our city are sold on the idea it's a good thing for Dallas, too.

pion livestock, insurance, veteran days, sanitation and processing of entries.

H. D. Parish, secretary of the Midland County Fair, showed pictures of their '55 run. Also on hand for the two days were Director of Agriculture McIntyer and Edward R. Zemmer, chief of fairs.

TORONTO—The annual Lake Ontario swim, which has been sponsored for several years by the Canadian National Exhibition here, will not be held this year, officials announced. The event, which has garnered the big expo much publicity, was voted out by the civic members of the board.

PULLED TO SAFETY

Paul Smith Recovers; Car Crashes, Burns

CORTLAND, N. Y.—Paul Smith, assistant commissioner of the New York State Department of Agriculture and Markets and former manager of the New York State Fair, Saturday afternoon (28) was pulled from his burning car by two unidentified soldiers after it had left the road and crashed into a utility pole in nearby Baltimore.

The pole was severed by the crash and the severed portion landed on the car. Live wires enmeshed the vehicle and set it afire.

Smith was rushed to the Cortland Memorial Hospital here suffering from contusions of the back and legs and a heart irregularity which doctors said may have been induced by the accident.

Smith was reported recovering Friday (4) but he will be hospitalized for several weeks.

New Ice Show To Bow at Chico, Calif.

THOUSAND OAKS, Calif.—"Icelandia," grandstand attraction being produced by Pan American Amusement Corporation here, will debut at the Silver Dollar Fair in Chico during its May 24-27 run, Jimmie Wood, Pan Am president, said.

The icer, managed by Harry Allen, will appear at the fair Saturday and Sunday (26-27). A line of seven line skaters and seven principals, including Buff McCusker, Dottie McCusker, Joe McCusker, Buddy Schraff, Mae Edwards, Gloria Don and Ronnie Plank will be featured. Music will be furnished by an electric organ.

"Icelandia," Allen reported, is designed for outdoor presentations. A portable tank 30 by 40 feet will be used. Set-up time is estimated at 12 hours.

At the Silver Dollar Fair, the show will be presented in front of the grandstand. Contracts for appearances at other fairs were reported being negotiated.

Chico, Calif., Mgr. Severely Injured

CHICO, Calif.—Ed Warrenner, secretary-manager of the Silver Dollar Fair here, is expected to be confined to a hospital here for several weeks following a serious leg injury. Warrenner is continuing to conduct business from his bed with the opening date of the fair being May 24. Mrs. Warrenner, assisted by the several managers from nearby fairs, who volunteered their services, is holding forth at the office.

Brandon to Replace 70G Livestock Barn

BRANDON, Man. — Work on the rebuilding of the Manitoba Provincial Exhibition's sheep and swine building, destroyed by fire in January, is under way. Completion is scheduled for June. Cost will be \$70,000.

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Also any major rides which do not conflict with what we have

ALL UNITS MUST MEET THE HIGH STANDARDS OF THIS SHOW

Alton Pierson,
Charles Cooper,
Bill McMurty,
write.

Will book UNBORN and WILD LIFE. Operators must know how to treat the public. I will not stand for high pressure tactics.

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WANT ALL TYPES
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Want to buy
KIDDIE TRAIN, KIDDIE
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and KIDDIE SWING.

Meritorious attractions of all kinds always considered

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Finest Materials—60 Yrs. Experience.
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Bingo—Merry-Go-Round—Cookhouse Tops

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Peggy Wright

\$50 REWARD

For location of Peggy, former wife of Duke Wright. She was with Thomas Jayland Shows last season. For reward call collect.

George Turner
Phone Victor 3-9888
Oklahoma City, Okla.

MIGHTY INTERSTATE SHOWS

Want for Big Firemen's Celebration (Right Downtown), Erwin, Tenn., May 14-19
Followed by Route of Choice Still Dates: Galax, Va., Fourth of July Celebration, and Fairs, beginning in August and continuing thru November 17.

SHOWS Shows with own equipment. Monkey Show, Fun House, Mechanical Show or any Grind Shows not conflicting. Want Girl Show with own equipment. Excellent proposition.

RIDES One or two more Flat Rides not conflicting or any Kiddie Rides not conflicting.

CONCESSIONS All Hanky Panks open. Parakeet Pitches, Bear Pitches, Long Range Gallery, Diggers, Novelties, Jewelry, Monogrammed Hats, Age & Weight, High Striker, Popcorn, Candied Apples, Floss, Sno Cone, Ice Cream and Frozen Custard. Will sell Exclusive on two Mitt Camps (must wear American clothes).

RIDE HELP Foremen for Tilt-a-Whirl, Ferris Wheel, Chair-o-Plane; Second Men on all Rides. Must be licensed Semi Drivers. Top wages and bonus.

HELP Show Carpenter and Builder to join on wire. Scenic Artist and Painter. (Dick Mahon, answer.) Experienced Mechanic with tools (reference required). Man to "up and down" Front Gate, sell Tickets and take out Sound Truck. Experienced Electrician who knows G.M. Diesel Light Plants (must drive Semi; reference required). Capable Manager and Caller for large up-to-date Bingo, also Bingo Countermen (excellent Bingo territory).

All replies **H. B. ROSEN, Mgr., c/o WESTERN UNION, GREENEVILLE, TENN., this week; then ERWIN, TENN.**

DICK BEST WANTS

Talkers and Ticket Sellers for Riverview Park. Good opportunity for right people.

Contact
DICK BEST
c/o RIVERVIEW PARK, CHICAGO, ILL.

Wilson Famous Shows

Opening May 19, Canton, Illinois

Location: S. Main St. limits. Lot will be laid out on the 18th.

Want Foremen and Second Men to join at once for Wheel, Merry-Go-Round, Scooter, Spitfire, Scrambler and Kid Rides; you must drive. Russell Beirstedt, contact at once.

Address: Astoria, Ill.

VIRGINIA GREATER SHOWS

Want Truck Mechanic and Electrician who can handle Diesels. Want Ball Games, Bumper, Cigarette Gallery, Custard, Photo and High Striker. Want Pea Pool Dealer. Can use Cookhouse Help and Agents for Hanky Panks. Want Snake Show, Wildlife and Unborn. Side Show Acts, come on. Want Girl Show Manager with two girls.

THIS WEEK, POCOMOKE CITY, MD.

NOW BOOKING CONCESSIONS

For Four County Firemen's Convention Palmerton, Pa., June 11-16, on Main Street, heart of town. No organized show in 25 years. A red one sure. Want Bingo, Cookhouse or Grabs, Hanky Panks of all kinds, Milk Bottles, Stock Wheels (no G), Photos, Custard, Jewelry, Novelty Hats, Short or Long Range, Pizza Pie, Basketball, Age Scales. What have you? Will place Merry-Go-Round, one Flat Ride, all other rides booked. Address

R. H. MINER, JR.
161 Chamber St. Phillipsburg, N. J.

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OPENING MADISON, S. D., MONDAY, MAY 21

Will book Snake, Monkey, Mechanical or other Grind Shows. Also legitimate Concessions—Candy Floss, Apples, Caramel Corn, Mug, Duck or Fish Pond, Hi-Striker, Glass Pitch, all Ball Games, Cork Gallery, Pitch-Till-U-Win and other Hanky Panks not conflicting. Contact

Al Brown, Tri-State Shows, Madison, S. D.
P.S.: Bud Decker wants Agents. Polack Mickey and Jack Stein, contact Billy Craig here.

ROYAL UNITED SHOWS OPENING

To all those connected with Royal United Shows—opening date Pipestone, Minn., May 18-19-20; Madison, Minn., 21-22-23; Redwood Falls, 24-25-26-27, and Springfield, Minn. 28-29-30-31.

Can use few more non-conflicting legitimate Concessions. "Boots" Cutler wants all his Agents to come to winter quarters at Sioux Falls, South Dakota.

Write or phone **JOHN DORLAND, Owner-Manager**
Phone: 2-6274
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AGENTS FOR CANADA

Have 23 one and two-day Stampedes, Race Meets and other Celebrations, ending with Vancouver, B. C., Fair; then go South.

Need Rat Game and other P.C. Help, also Agents for Bird Pitch, one Ball Bottle, Hoop-La, Cork Gun, Floss and other Hanky Panks. Will frame Swinger and Trailer. Silm Watts, answer.

First Rodeo, May 19-24, Herbert, Sask. Contact by wire Swift Current, Sask. Will meet U. S. Agent at Malta, Mont., May 16 to arrange bond at border.

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50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANTS CONCESSIONS Hanky Panks, Mug Outfit, Age and Scale, Hoop-La, String Game, Candy Pitch, or what have you?

SHOWS Snake Show, Fat Show or any good Grind Show.

Frank Allen wants Side Show Acts. John Barr wants Drome Riders.
Ride Help—Must be semi drivers. Address:

SAM E. PRELL
STAUNTON, VA., THIS WEEK; HARRISONBURG, VA., NEXT WEEK.

Monarch EXPOSITION SHOWS

RIDE HELP Can place Foremen and Second Men for Wheel and Tilt. Also Second Men on other Rides, all must drive.

CONCESSIONS Want good Cookhouse. Can also place a few more Hanky Panks and Stock Concessions, Ball Games, Short Range, etc.

Contact: **E. L. WINROD, Mgr.**
Moberly, Mo., this week; Hannibal, Mo., next.

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CLUB ACTIVITIES

Showmen's League of America

CHICAGO—President Maurice Ohren called the Thursday (3) meeting to order with upward of 75 members present. Also on the platform were Al Sweeney, vice-president; Bernie Mendelson, treasurer; Homer Briant, executive secretary, and two past presidents, Sam J. Levy Sr. and Ned Torti.

A moment's silence was observed for the late Elwood Hughes, who died in Toronto. Welfare committee reported that Val Coogan was confined to his home here in Chicago.

High point of the meeting was the floor discussion which followed the building committee's report on remodeling plans for the new clubhouse.

Members attending after absences included Maury Brod, Harry Duncan, Hom Zolum, Bob Sugar, M. H. (Mike) Barnes, Robert Beaudry, Joe Haas and Sunny Bernet.

The house committee, under Charles Zemater Sr., served hot dogs and beans after the meeting's close.

National Showmen's Association

NEW YORK — The board of governors has voted to place a large wreath at the foot of the monument at the club's plot at Ferncliff Cemetery on Memorial Day. Recent deaths, on which sympathy is extended, include the father of Jack Alfred, and Albert Burt, who passed away April 19 in Tampa. Funeral was held from Duval Funeral Home there.

Sick list includes Raymond Young, Jewish Memorial Hospital, New York; Leo Brenner, Mount Pleasant Hospital, Baltimore; Joe Agule, Hospital for Joint Diseases, New York, and Louis Kronenberg, Kings County Hospital, Brooklyn.

Club office will remain open thru the summer. Recent visitors have included Bucky Allen, Jeff Harris, Charles Rauffuss, James Mortellar, Aaron Katzen, Bernie Renn, Julius Roth, Ben Levine, Reuben Lippman, Harry Gold, Jack Siegel, Max Miller, Patty Rouch, Sidney Rifkin, Harry Field, Ward Graves, Jack Agree, David Solomon, Leo Nacht, Mack Kasow, Charles Reich, Duke DeNoia, Henry Kaufman, Sam Weisser, Ike Weinberg, Sam Rothstein, Al Jampol, Frank Rappaport, Harry Joffe, Harry Schwartz, George Bovino, Ben Rosenberg, Edward McKeon, Sam Stillman, Harry Levine, Dave Brown, Jack Eicholz, Saul Shaw, Louis Elias, Morris Brown, Arthur Sicard, Milton Nathan and others.

Greater Ohio Showmen's Association

COLUMBUS, O.—A total of 489 members and guests turned out for the annual dinner held in the Knights of Pythias Hall. Mrs. Nellie DeBelle was chairman of the committee, assisted by Mrs. E. W. Hutchinson, Mrs. Millard Barrow, Roger Duncan, Homer Dearwester, Ralph Downey and Dominic Albanese.

Helping to serve the diners were Mrs. J. T. Mere, Mrs. Roger Duncan, Alma and Anita Bassetti, Mrs. Ralph Downey, Nancy Mere, Mary Hagar, Egbert DeBelle, Bob Keener, Allie Simms, Gabe Sterling, Millard Barrow and Mr. and Mrs. F. C. Cook.

Following dinner, entertainment was provided by Harriette's Little Theater Group.

Mr. and Mrs. William Alspach and Robert Abrams missed the event by a day when they were delayed en route here from California. Dominic Albanese passed out cigars when his wife, Helen, presented him with a son.

Show Folks of America

SAN FRANCISCO—The regular Monday (3) meeting was called to order by President E. S. Fitzgerald. Assisting were Oscar Mattley, third vice-president; Charlotte Porter, treasurer; Lola Cox, financial secretary, and Bonnie Townsend, recording secretary. Also invited to the platform were Hunter Farmer, Lillian Schue, Klom Grubb and Mary Ragan Kanthe.

It was reported the box-lunch social had been successful, with proceeds going to the ladies' bazaar. Several amendments to the bylaws were voted by the body.

Oscar Mattley reported he had visited Louis Leos who expects an early release from the hospital.

Visitors included Virginia Grubb, Norman Schue, Bill Messina, Chet Wade, Eli Weber, Frank May, Dick Kanthe and Mr. and Mrs. Orle Blome.

Lakeside Opens Denver Season

DENVER — Lakeside Amusement Park is slated to open its gates Friday (11) to get the current season under way three weeks earlier than usual. Ben Krasner, owner, said that not all of the park will be open then, pointing out that the ballroom will probably not be open until about June 1. Stock car races, always a big money maker at Lakeside, get under way on Sunday evening (13), followed by the first of several midget races beginning on the 18th.

Many changes have been made in the appearance of Lakeside, with the most obvious one appearing at the auto entrance where landscaping has been improved. Parking facilities have been improved and traffic lanes have been increased and widened.

Half a dozen new rides have been added with the gasoline-powered drive-it-yourself autos getting top spot off the midway. Krasner looks for these new rides to be big money makers in the park, and he has enlarged his kiddie playland by adding a Roller Coaster and other moppet rides.

A big factor that will undoubtedly build Krasner's coffers is the completion of a multi-million-dollar shopping center on the back side of Lakeside's 30-acre park. Nearly a dozen large department stores have opened branches in the Lakeside shopping center as well as more than 15 smaller stores. Located as it is, the park is a natural to get a lot of trade from shoppers. Advertising gimmicks, promotion days and special events are being planned as part of the tie-in between the amusement park and the shopping center.

U. S. Towns Query Copenhagen Spot

COPENHAGEN—Billy Rose's suggestion of months ago that New York's Central Park should install some sort of replica of Copenhagen's Tivoli Summer Garden is still bringing Tivoli a lot of demands from city officials in America for information about the famous park.

Only last week the management received a request from the Planning Commission of Oakland County, Michigan, for complete details of Tivoli's layout, mode of operation and financing.

SAN ANTONIO—City Council has granted its annual permit to Playland Park for a fireworks display July 4. In contrast to recent years, no opponents appeared against the display.

Carnival Routes

Continued from page 20

- Dudley, D. S.: Andrews, Tex.
- Dumont: Sweetwater, Tenn.
- Dyer's Greater: Searcy, Ark.; Forest City 14-19.
- Eddie's Expo.: Monessen, Pa.; Ambridge 14-19.
- Frame's Greater: Lackawanna, N. Y.; Holly 14-19.
- G. & B.: Belington, W. Va.
- Gem City: (65th & Missouri) East St. Louis, Ill.; Champaign 14-19.
- Gentsch, J. A.: Greenwood, Miss.
- Georgie Am. Co.: Alpharetta, Ga.
- Glades Am.: Stanardsville, Va.; Madison 14-19.
- Gladstone Expo.: Lexington, Tenn.; Fulton, Ky., 14-19.
- Gold Bond: Mount Sterling, Ill.; Creve Coeur 14-19.
- Gold Medal: Princeton, W. Va.
- Gooding Am. Co., No. 1: Columbus, O.
- Gooding Am. Co., No. 2: Ironton, O.
- Gooding Am. Co., No. 3: Washington, Pa.
- Gooding Am. Co., No. 4: Cleveland, O.
- Gooding Am. Co., No. 6: Bellaire, O.
- Gooding Am. Co., No. 7: Columbus, O.
- Gooding Am. Co., No. 8: Dayton, O.
- Grand American: Washington, Ia.
- Griggs Bros.: Aberdeen, O., 14-19.
- Hale's Shows of Tomorrow: Kansas City, Mo.
- Hannum, Morris: Wilkes-Barre, Pa.; Scranton 14-19.
- Happy Attrs.: Alliance, O.; Youngstown 14-19.
- Hill's Greater: Albuquerque, N. M., 9-14.
- Hottle, Buff, No. 2: Hammond, La.
- Howard Bros.: (Secor & Dorr St.) Toledo, O., 5-12.
- Hugo's Novelty Expo.: Lawrence, Kan.
- Jack Royal's Amusements: Augusta, Ga.
- Johnny's United: Gantt, Ala. 7-11; Opp 12-19.
- Key City: Bradley, Ill., 14-19.
- Klein Am. Co.: Sioux Falls, S. D.; Plankinton 11-13.
- Lagasse Am. Co., No. 1: Lawrence, Mass., 14-19.
- Lagasse Am. Co., No. 2: Haverhill, Mass.; Mattapan 14-19.
- Lagasse Am. Co., No. 3: Pitchburg, Mass., 11-19.
- Lone Star: La Follette, Tenn.
- McKenna Rides: Green Bay, Wis., 17-20.
- Majestic Greater: Scottsburg, Ind.
- Manning, Ross: Cambridge, Md.
- Marion Greater: Chilhowie, Va.
- Merriam's Midway: Albia, Ia., 9-12; Tama 14-19.
- Merry Midway: Cascade, Ia.
- Midway of Mirth: Vandalia, Ill.
- Mighty Hoosier State: Frankfort, Ky.; Lexington 14-23.
- Mighty Interstate: Greenville, Tenn.; Erwin 14-19.
- Mighty Interstate: Greenville, Tenn.; Erwin 14-19.
- Mo-Ark: Cabool, Mo.
- Monarch Expo.: Moberly, Mo.; Hannibal 14-19.
- Moore's Modern: Shawnee, Okla., 10-19.
- Motor State: Rochester, Mich.
- Nolan Am. Co.: New Martinsburg, W. Va.; Weirton 14-19.
- Norton's Rides: Scottsbluff, Neb.
- Page Bros.: Springfield, Tenn.; Russellville, Ky., 14-19.
- Page's Combined: Martinsburg, W. Va.
- Pan American: Jonesboro, Ark.
- Penn Premier: Portsmouth, O.
- Playtime: West Quincey, Mass.; Weymouth 14-19.
- Powell Greater: Coshocton, O.; Crestline 14-19.
- Prell's Broadway: Staunton, Va.; Harrisonburg 14-19.

Richards Back in Win Column After Rough Week

HELENA, Ga.—After opening to capacity business in Opp, Ala., on April 16, Ring Bros.' Circus had a week of disappointing grosses until it played here Wednesday (25) and drew a capacity night crowd. Franco Richards, owner-manager, has launched full-scale promotional operations for the first time this season and announced there are nine crews employing up to 40 phone men, ahead of the show. This small village, adjacent to McRae, Ga., was a promotional

spot and he attributed much of the business to the advance sale.

Richards, who is 36 years of age, is now in his fourth year as a circus owner. His show has 18 trucks, with one ahead, and has total personnel of 86 back on the show. Counting trailers and private motor units there was a total of 29 vehicles on the lot. Daily nut is estimated at \$700, which has been hard to get, altho two stands yielded more than \$1,000 each, Richards said.

Family Operation

It is largely a family operation as Richards is manager and handles the front door, while Lucy DeRizkie Richards, his wife, stars in the performance, is show treasurer and handles the reserved seat sections.

Big show performance includes Matt Laurish's riding monkeys and ponies; Beryl Hazelwood, acrobat; Bonnie, baby elephant, worked by Laurish; Sylvia Thompson and Buster Todd with Dalmatian Liberty act; Martha Smiga, neck loop; Don Floyd Couch and Heidi, revolving ladder and trapeze; Lucy Richards, tight wire; Beryl Hazelwood and Martha Smiga, double swinging ladder; Mary Laurish, dog act; clown numbers by Danny Stryon, producing clown, with Mike Minelli and Whitey Hahn; Matt Laurish's military drill ponies; Martha Smiga and Don Floyd Couch and Heidi, tight wires; Susie C, large elephant, worked by Lucy Richards, with tug-of-war between the elephant and a tractor as closing number.

Music is furnished by Gaylord Maynard, trap drummer, with Coy Smith on sound machine. Running time of performance is one hour and 40 minutes.

Show made 120-mile jump from winter quarters in Pensacola, Fla., to Opp and has been moving well. Circus fleet departs at 5 a.m. daily and is on next lot by 7:30 a.m. A move of 70 miles from Dothan, Ala., to Eufaula, Ala., last week was made in an hour and a half. Two new trucks were added this season and none of the motor equipment is more than three years old.

Two Mishaps

Two mishaps marred the local date. John (Sweet Pea) Lahew, veteran boss elephant man, fell from the bull truck while loading hay and went to the hospital where it was found five ribs were fractured. Bob Russell, old-time sail maker, became ill.

Lee Houston has the Side Show and also has an animal show walk-thru. Blackie Meyers handles front of Side Show. Les Garner has another walk-thru with a big snake.

The staff: Franco Richards, manager; Billy Sheets, assistant manager and equestrian director; Lucy Richards, treasurer; Kenneth Ikert, secretary; John Elmore, J. C. Rosenheim and Raymond Parks, contracting agents; Harry Fitch, legal adjuster; Lamar Roberts, electrician; Doc Phillips, 24-hour agent; Howard Hazelwood, big show boss canvasman; Charles Little, Side Show boss canvasman; Harry Boucheau, head mechanic; Joe Smiga, concessions; Kenneth Watson, props; William Moss, cookhouse; Les Garner, reserved seat tickets.

Concert features Buster Todd troupe and Gaylord Maynard with whiff cracking, knife throwing and rope spinning.

Paul Campion is advertising car manager, assisted by Don Butter.

FOOD DEVELOPMENTS:

New Machine Introduced For Coated Frankfurters

HOLLYWOOD, Calif.—A new machine that cooks four batter-coated hot dogs in one minute has been developed here. After they are cooked, an infra-red lamp stand displays them and keeps them warm until sold. The batter, bowl, beater, brush and machine are sold under a franchise operation and also includes merchandising aids. According to the franchiser, the batter does not absorb oil but forms a crisp crust around the frankfurter.—Party Batter Company, 2022 Oakstone Way, Hollywood, Calif.

Broiler Has Fogless Glass . . .

NEW YORK—A frankfurter broiler that is said to have plate glass sides and front that do not fog or discolor, is being marketed here. The glass on all sides is designed to whet the appetite of the onlooker. Unit broil: five pounds of hot dogs at once in the conveyor system. It is made of 22-gauge stainless steel; has concealed motor and wiring and is fully insulated, the manufacturer states.—Superflame Stove Corporation, 401 Broadway, New York 13, N. Y.

Crystalized Soft Drink Sirup . . .

POINT PLEASANT, N. J.—A crystallized "dry sirup" for still

water beverage users that is claimed to have several advantages, has been introduced. The manufacturer points out it gives the advantage of easy storage, convenient handling, eliminates messy containers, has longer shelf life and has less possibility of spoiling. The product comes packed in 2½-pound foil-lined bags, each container yielding three gallons of beverage. The crystals are instantly soluble with just water and ice. They are available in lemon, pink lemon, orange, grape and Gilhooley (mint).—Cramore Fruit Products, Inc., Point Pleasant, N. J.

Hot Chocolate Dispenser Is Speedy . . .

DENVER—A hot chocolate dispenser that is reported to be faster operating than most units, has been announced. According to the manufacturer, the dispenser delivers hot chocolate in from five to seven minutes from the starting time. They further state that there is no chance of lumps, no butterfat separation and no top-film. The unit, which has a three-gallon capacity, will fit into a space 13½ by 13½ inches. It is available in 115-volt, 750-watt capacity for AC current.—Miller & Carrell Manufacturing Company, 1051 Santa Fe Drive, Denver, Colo.

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MERCHANDISE TOPICS

Those whose operations use trick novelties are urged to write to Libo Plastics Company, 4677 North 45th Street, Milwaukee 16. Lebo has a plastic ice cube with a real bug inside it. Another item is a shot glass with a real bug imbedded in the glass. The firm will send you a sample for 50 cents.

You can get 10 assorted watches which have been reconditioned and guaranteed like new from Midwest Watch Company, 5 South Wabash, Chicago, for \$69.75. Brands included in this group are Benrus, Bulova, Gruen, Elgin and Waltham, each with expansion band. The firm says this is a \$139.50 value and will send a sample watch for \$9.95 and a sample band for 95 cents. Write for the firm's 1956 catalog.

A couple of flashy items at low prices are receiving good acceptance by concessionaires, reports the George Miller Company, 2332 Powers Way, Youngstown, O. One is a portable electric chrome hot plate offered at \$1.50 each in dozen lots. A sample is \$1.75. The other is a traveling iron, Little Traveler, which folds for packing. These are offered at \$2.50 each in dozen lots. A sample is \$2.75. Both items are guaranteed for five years.

Merchandise such as lamps, clocks, enamelware, aluminum ware, decorated tinware, toys, glassware, blankets, hampers, hosiery, plaster, flying birds, whips,

balloons, hats, canes, etc., are stocked by Acme Premium Supply Corporation, 1111 South 12th Street, St. Louis. Write for their catalog.

An unusually fast selling pocket secretary is being debuted by Paul Bros., 560 31st Street, Des Moines. Called Show Case, the firm says it will make ordinary wallets obsolete as it shows 12 credential cards and photos instantly. Show Case eliminates hunting and fumbling, as it flips open in a flash even with one hand. Contains ample compartments for currency, letters and papers, and includes memorandum pad, calendar, ruler and identification. Made of vinyl plastic, this alligator finish pocket secretary retails for \$1.98. Write for trade prices.

The House of Stapleton, 2236 Michigan, Detroit, is switching from its long-established specialization in novelties and carnival merchandise to operation of a chair and table rental business, according to Mrs. Mae Stapleton, proprietor. The firm was founded by her husband, the late Charles H. Stapleton, and Mrs. Stapleton herself is now a partner in the Joyland Midway Attractions.

Acce Toy Manufacturing Company has moved to larger quarters at 536 Broadway, New York. Plush users are urged to write to Ace for prices on a spring and summer line of plush toys it calls outstanding.

PIPES FOR PITCHMEN

By BILL BAKER

RAY COFFEEN . . . jotting from Detroit, says that he's scheduled to do a stretch in a local hospital in the very near future. He hopes to be up and at'em again and available for work in a month or so.

LEO (HAPPY) HELLER . . . the genial gent from Romeo, Mich., who keeps us abreast of the shenanigans that transpire in and around the Detroit area, has this to report in his latest dispatch from the Motor City; "The 20 and 30 degree weather that we have been having here in Michigan has kept Doc Slocum and me working inside the stores. Altho we have braved a few auctions, we would have done better to stay home. We worked the Builders and Home Show here in Detroit and did okay. Hal and Edna Halliday worked the Moulie Julianna Shredder just down the line from us and we sure did enjoy their company. Edna celebrated her umptieth birthday on the closing day by shattering all her standing sales records. When they list the great workers of this age, there's no doubt but what Edna and Hal will wind up very near the top. J. Arthur McCool, Mr. and Mrs. Jack Smith, Mrs. Eileen Kraft and Miss Roberta Putti were noticed as visitors at the Builders Show by our roving society secretary. I don't know who is working downtown Detroit because I haven't been down in that neigh-

borhood since last Christmas and I don't think that I'll make it again until next Christmas. Things in general in Detroit are fair. Traffic in the stores is bad, however, because it seems that there is a shopping center every half mile or so and this naturally cuts down on the number of customers in any individual store. You really have to get in there and pitch if you want to wind up with a week's pay. Most of the stores (except downtown) are open until 9 p.m. four nights a week which makes a work-week of 64 hours."

FROM EVANSVILLE, IND . . . Harry (Bones) McClure, a newcomer to the pitch brigade, letters the following: "This is my first pipe to your column, however on previous occasions I've had a few jottings in Confab and Marquee. While I'm a J. C. L. in the pitch business, I don't consider myself a complete stranger because I've spent almost 40 years in the theater and in the outdoor show business. Since March 14, I have been working for Fred Cummings, of St. Louis, pushing Ti Plant Logs and Julianna Salad Makers. I wound up a four-week stand here just a few days ago. Recently I had a jackpot cutting session with a couple of old pals of mine, Mr. and Mrs. Bert Harris of mouse fame. The Harrises are former carnival folk from the West Coast and, in my book, they are currently two of the sharpest mouse workers in the business. Phil Craft, the Detroit auto polish impresario, worked a nine-day stand in the same store with me here in Evansville. I recently visited with Specks Groscurth when his Blue Grass outfit was playing Owensboro, Ky., and renewed acquaintances with Col. Lew Alter, George Speers, Earl Baker, Grant Chandler and Mr. and Mrs. Feldman. Here's wishing the best of everything to all guys and gals in the pitch and outdoor show world."

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NOW - More Flash than Ever
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Add \$1.00 on above prices for samples
25% dep., bal. C.O.D., F.O.B. Chgo.
STAR SALES CO. Chicago 22, Ill.

COMING EVENTS

Continued from page 34

Morehead—Centennial, May 21-26.
Paducah—Centennial, July 29-Aug. 4. Jack Keller, Columbia Amusement Co., Arcade Theater Bldg.
Stearns—Celebration, July 4.

Louisiana

New Orleans—La Boat Festival—Pan American Regatta, June 9-10. Leonard Rosman, 62 Egret St.
New Roads—Baton Rouge-Pointe Coupe Boat Festival, May 26-27. Cal J. Caillouet, 605 Pierce St., Baton Rouge.
Shreveport—Horse Show, June 6-9. Mrs. E. D. Holcomb Jr.
Springhill—Springhill Rodeo, May 24-26. Fred Boozer.

Maryland

Baltimore—Celebration, June 11-16. Big 4 Veterans of Pimlico, Inc., 4637 Park Heights Ave.
Lowell—Lowell Commons Celebration, July 2-4.
New Bedford—Fire Fighters Free Charly Circus, July 16-21.

Massachusetts

Boston—Tulip Show, May 17-18.
Gloucester—St. Peter's Fiesta, June 28-July 1.
Springfield—Home Show, June 18-26. Sam Wasserman.

Michigan

Livonia—Lions Club Fun-O-Rama, May 23-June 3.

Minnesota

Edgerton—Dutch Festival, July 18-19. Clifford H. Peterson.
Vesta—Vesta Days, June 20-21.

Missouri

Aurora—Legion Celebration, July 4. W. A. Oglesby.
Canton—Lewis Co. 4-H Show, July 20-21.
Hillsboro—Hillsboro Horse Show & Festival, July 27-29. Sam Martin.
Maryville—Northwest Mo. Horse Show, July 11-12. Mrs. Lester Swaney.
St. Joseph—Buchanan Co. Dairy Show, May 19. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, May 28. Webb Embrey.

Montana

Butte—Butte Rodeo, June 28-30. Lewis A. Guay.

Nebraska

North Platte—North Platte Rodeo, June 22-24. H. B. Manners.
Potter—Potter Rodeo, June 23-24. John Alves.

Nevada

Elko—Elko Rodeo, June 29-July 1. Oren Probert.
Las Vegas—Elks Heildorado & Rodeo, May 16-20.
Reno—Reno Rodeo, July 1-4. R. A. Peterson.

New Jersey

Hammonton—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.

New Mexico

Cimarron Rodeo, July 4. W. M. Hone.
Española—Española Rodeo, May 19-20. Joe Becker.
Gallup—Gallup Rodeo, June 23-24. Peter J. Rackl.

New York

Albion—Firemen's Convention, June 13-16.
East Pembroke—Firemen's Convention, June 15-17.
Forestville—Firemen's Convention, July 13-14.
Manchester—N Central New York Firemen's Convention, June 27-30. Angie Pronti.
Mattydale—VFW and Men's Club Celebration, May 28-June 2. Geo. Mundy, 103 Breman Ave.
Mattydale—Firemen's Field Days, June 21-23. Geo. Mundy, 103 Breman Ave.
Mayville—American Legion Convention, July 4.
Middleport—Street Fair, Sept. 2-3.
Mount Morris—Livingston Co. Firemen's Convention, July 17-21. F. J. Lopez.
New York—International Home Building Expo., May 13-20.
New York—International Housewares Show, June 25-29.
New York—International Antiques Exhibition & Sale, May 26-June 3.
Ogdensburg—National Home Show, June 19-24. John Daly.
Ridgeway—Firemen's Convention, June 22-23.
Valatie—Centennial, July 2-7.

North Dakota

Butte—50th Anniversary Celebration, July 17-18. Otto Hulsebus, Commercial Club.
Dickinson—Dickinson Rodeo, June 30-July 1. Howard Schnell.

Ohio

Montpelier—National Threshers' Assn. Reunion, June 28-30.
New Richmond—American Legion Carnival, June 1-3.
Springfield—Central O. Sports Car Show, May 11-13.

Oklahoma

Pawhuska—Quarterhorse Futurity Race Meet, May 6 and 13.
Pawhuska—Osage Co. Cattlemen's Association Convention, June 22-23.
Pawhuska—Ben Johnson Memorial Steer Roping, June 24.
Pawhuska—International Round-Up Clubs Cavalcade, July 27-29.

Oregon

Albany—World's Championship Timber Carnival, July 2-4.
Beaverton—Beaverton Horse Show, July 20-21.
Bend—Tri Co. Pat Stock Show & Sale, June 1-2.
Burns—Harney Co. Pioneer Day, June 3.
Corvallis—Men's Garden Club Rose Show, June 9-10.
The Dalles—Ore Wheat Growers' League 4-H FFA Stock Show & Sale, June 5-7.
Dufur—Farmers' Union Picnic, June 2.
Eugene—Lions Home Show, May 10-13.
Enterprise—Junior Rodeo, June 30-July 1.
Grants Pass—Gladiolus Festival & Show, July 28-29.
Grants Pass—Grants Pass Rodeo, May 12-13. Louis D. Ringette.
Lebanon—Strawberry Festival, June 15-16.
Medford—Celebration, July 4.
Medford—Rogue Valley Roundup, June 10-12.
Milton-Freewater—Pea Festival, May 18-20.

Nehalem—Nehalem Bay Garden Club Flower Show, July 28-29.
Portland—Rose Festival, June 4-10.
Roseburg—Roseburg Rodeo, June 23-24. Vondis Miller.
Salem—Salem Rose Show, June 18-19.
Sheridan—Phil Sheridan Days & Rodeo, June 22-24.
Sisters—Sisters Rodeo, June 16-17.
Spray—Spray Rodeo, May 26-27. Della Stinewalt.
Taft—Fireworks Shows, July 4.
Tygh Valley—Fourth Annual All-Indian Rodeo, May 19-20.
Union—Eastern Ore. Livestock Show, June 7-9.
Union—Union Rodeo, June 7-9. L. F. Huffman.

Pennsylvania

Bedford—Jr. Chamber of Commerce Celebration, May 21-26.
Forest City—Firemen's Celebration, July 9-14. Rudy Harvatin, Browndale Hose Co.

Rhode Island

Natick—Old-Timer Jamboree, July 23-28.

South Dakota

Aberdeen—Diamond Jubilee, June 18-21.
Belle Fourche—Black Hills Round-Up, July 3-5.
Brookings—Shorthorn Breeders' State Show & Sale, May 24-26.
Clark—75th Anniversary Celebration, June 24-26.
Cresbard—50th Jubilee Anniversary, June 8-9.
Custer—Gold Discovery Days, July 22-24.
De Smet—Old Settlers' Day, June 11.
Faulkton—Celebration, July 4.
Fort Pierre—Fort Pierre Rodeo, July 4.
Garden City—Gala Days, June 9-10.
Gary—Derby Days, June 18-19.
Gregory—Gregory Celebration, July 2-4.
Groton—75th Anniversary Celebration, June 10-12.
Hill City—Heart of Hills Celebration, June 23-24.
Martin—Sioux Stampede, July 3-4.
Midland—Celebration, July 4.
Miller—Miller Legion Rodeo, June 10-11.
Miller—75th Anniversary Celebration, June 11-13.
Mitchell—75th Anniversary Celebration, June 7-9.
Mobridge—Mobridge RCA Rodeo, July 3-5.
Murdo—Golden Jubilee Celebration, June 30.
Pierre—Days of '81, June 16-17.
Plankinton—Tulip Festival, May 11-13.
Presho—Water Carnival, July 4.
Redfield—Celebration, July 4.
Sioux Falls—Centennial Celebration, June 15-23.
Sioux Falls—Antique Show, May 10-13.
Tabor—Czech Days, June 25-26.
Watertown—Tulip Festival, May 11-13.
Webster—Webster Diamond Jubilee, June 10-12.

Tennessee

Dayton—Strawberry Festival, May 14-19.
Gallatin—Davless Co. Jr. Lamb Show, June 6. George B. Schmitt.
Lawrenceburg—Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert.
Memphis—Memphis Cotton Carnival, May 12-19.

Texas

Belton—Belton Rodeo, June 30-July 4. W. F. Hamner.
Brady—July Jubilee, July 2-4. Jack Locklear.
Burkburnett—Burkburnett Rodeo, June 27-29. F. A. Martin.
Gladewater—Gladewater Rodeo, June 12-15. Ralph Prince.
Coleman—Coleman Rodeo, July 11-14. Weldon Davis.
Fort Worth—Home Builders' Show, May 13-20.
Fredericksburg—July Horse Races, July 1-4. Wm. M. Petmecky.
Henderson—Henderson Rodeo, May 30-June 2. R. R. Enathony.
Lubbock—Lubbock Rodeo, June 20-23.
Mason—Hill Country FFA Rodeo, May 24-26. Willis Birk.

Midland—Midland Rodeo, May 29-June 2. Louis A. Bartha.
Plainview—Plainview Rodeo, June 7-9.
San Antonio—San Antonio Home Show, May 20-27. Irving Wayne, 103 D. Paradise Lane.
Uvalde—Uvalde County Centennial, May 10-13. Bob Wellborn.
Uvalde—Uvalde Co. Centennial, May 10-13. Bob Wellborn.

Utah

Delta—Millard Co. Jr. Livestock Show, May 24-25.
Ephraim—San Pets Rambouillet & Livestock Show, May 25-26.
Murray—Murray Rodeo, June 7-9.
Richmond—Black & White Days, May 18-19.
Salt Lake City—Intermountain Jr. Pat Stock Show, June 6-7.
Salt Lake City—National Home Show, May 27-June 3. Brounlow R. Hall.
Spanish Fork—Utah State Jr. Livestock Show, May 9-12.
Vernal—Basin Livestock Show, June 1-2.

Virginia

Etrick—Etrick Jamboree, May 21-26. R. E. Nugent.
Galax—Celebration, July 2-7. Elbert L. Lundy.
Petersburg—Legion Celebration, May 20.
Richlands—Richlands Stock Show, May 13-18.
Winchester—VFW Celebration, May 14-19.
Woodstock—Am. Legion Community Week, May 7-12.

Washington

Colville—Colville Rodeo, June 23-3. Frank Walston.
Tonasket—Tonasket Rodeo, May 19-20. Dr. C. A. Eberlein.

West Virginia

Grafton—Centennial, May 28-June 2.
Piedmont—Centennial, May 21-26. T. R. Combs, Tri-Town Fire Co. No. 1.
Ripley—Celebration, July 4. J. J. Karr, Volunteer Fire Dept.

Wisconsin

Pond du Lac—Water Regatta, June 23-24.
Green Bay—Sham Battle, May 17-20.
Kenosha—Jaycee Lakefront Fair, July 16-22.
Manitowoc—Eagles State Convention, June 7-10.
Menasha—Polish Falcons Celebration, June 8-10.
Oconto Falls—Jaycee Celebration, May 30-June 3.

Wyoming

Afton—Dairy Day, June 15.
Afton—Field Day, June 22.
Fairview—Pioneer Day, July 24.
Lander—Pioneer Days, July 3-4.
Laramie—Horse Show & Races, July 12-14.
Pinedale—Intermountain Horse Races & Chariot Races, June 3.
Worland—50th Anniversary Celebration, July 11-15.

CANADA

Alberta

Edmonton—Edmonton Rodeo, June 4-9.
Foremost—Foremost Rodeo, June 23.
Cardston—Cardston Rodeo, July 16-17. Bert Gibb.
Claresholm—Port MacLeod—Claresholm—Port MacLeod Rodeo, June 29-30.
Hand Hills—Hand Hills Rodeo, June 13.
Hanna—Hanna Rodeo, June 6.
Hardisty—Hardisty Rodeo, June 8-9.
Ponoka—Ponoka Rodeo, June 29-30.
Raymond—Raymond Rodeo, June 29-30.
Taber—Taber Rodeo, May 21-22.
Wainwright—Wainwright Rodeo, June 22-23.

Saskatchewan

Saskatoon—Light Horse Show, May 16-19. S. N. MacEachern.

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\$2. Max Saltzman, Dept. Billboard, 7635 Hinds Ave., North Hollywood, Calif. ju9

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CONCESSION PLANS—SHALLOW JOINT (23 games); 4-Way (11); Ball Rack (13); African Dip, \$5 each. Free Circular. Brill, Box 875, Peoria, Ill.

EIGHTEEN HOLE MINIATURE GOLF Course. Operating at large northwest resort. \$2900 cash. S. Brockway, 112 Broadway, Seaside, Ore. my19

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MISCELLANEOUS

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YOUR NAME IN HEADLINES ON STAND-ard newspaper page; make up your own headline; 3 different. \$1; not over 36 letters each, headline blanks \$30 per thousand. Andrew Quirk, Box 1351 Dept. 14, Hartford 1 Conn. my12

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PERSONAL

FLATIE AND TROUPER HAS 10-YEAR sentence. Need \$500 attorney's fees. Send money to John Robbins, #66729, c/o Treasurer, Missouri State Penitentiary, Box 900, Jefferson City, Mo. All contributions will be highly appreciated.

WILL ANYONE KNOWING WHEREabouts of Ralph R. Mickey, formerly with Sutton Shows, ask him to get in touch with his sister, Christine Parrish, 310 West 19th St., Scottsbluff, Neb.

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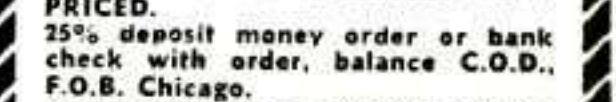
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Forms Close Thursdays for the Following Week's Issue

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AVAILABLE?? SEND \$1 1956 LISTING OF Theatrical Agencies who have work! World Wide Theatrical Guide, P. O. Box 78, Chicago 90. np-my12

BAND, 4 TO 6 P.C. MT. VACATION Resort from May 28 to Sept. 23. Union or non-union. 16 weeks Dinner and Dance. About 35 hours per week; room and meals. State in first letter instrumentation, doubling, price per man. Box 573, 1474 B'way, New York. ch-my12

BROADWAY MUSICAL MINSTRELS wants Black Face Comedians. People in all lines, send photos. Will not advance money to anyone. Ches. Davis or Russell Judy, contact this show. Address c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis, Missouri.

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EXPERIENCED, SOBER, MEDICINE People; white platform show now operating; two week stands. Write or wire Eddie Gould, South Pittsburg, Tenn.

FOREMAN FOR #5 ELI WHEEL AND GENERAL ride help. Must drive; top wages. Contact Phil Daniello, Box 65, Solvay, N. Y. my26

HIGH ACT MAN PERFORMER WANTED. No time to lose, write quick. Wilfred Alldo, Box 34, Ghent, New York.

HILLBILLY AND WESTERN MUSICIANS wanted. Steel Guitarist, Fiddle and others; union, appearance, sober, important to join established radio, stage TV unit. Salary guaranteed. Write or wire all with phone number. Box C-432, c/o Billboard, Cincinnati 22, Ohio.

LONG RANGE GALLERY HELP WANTED. No drinking. Jesse Norwood, Royal American Shows, Memphis, Tenn.

MUSICIANS — 10-PIECE ORCHESTRA: guaranteed salary, 13 weeks location coming up. Need lead sax, alto tenor, also trombone. Danny Meyer, Joe Fields, Dewey Geutraux, contact Larry Elliot, 516 Mutual Bldg., Richmond, Va. my12

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TRUMPET, ALSO TENOR DOUBLING clarinet. Vocalist preferred. Must read good, have good tone. Locations only. Going north. \$90 minimum, tax paid. Characters not tolerated. Write or wire: Orchestra Leader, 2115 Fannin, Houston, Tex. my12

THREE OR FOUR-PIECE ENTERTAINING Combs Call Mr. Thomas, CYPRESS 6-9147, Key West, Fla., after 9 o'clock nightly. my19

WANTED FOR MEDICINE SHOW—VERSATILE team and two Hillbilly Musicians and Singers. No wires. Write stating just what you can do and salary wanted. We make no offers. Eaglet Medicine Co., General Delivery, Tallahassee, Fla.

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MISCELLANEOUS

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AVAILABLE IMMEDIATELY—BASS MAN vocalist, double valve trombone, timbales, some arranging. No habits, own excellent car, luggage trailer. Read, fake, cut shows, Dixieland, Latin, commercial. Prefer steady working hotel or commercial combos. Musician, 2120 White St., North Las Vegas, Nevada.

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ORGANIST, PIANIST AND ACCORDIONIST, 20 years' experience in all types of music. Have own equipment. F. E. Bazaar, 4056 West Washington, Phone Be. 3878, Indianapolis, Ind. my28

ORGANIST — HAMMOND, EXPERIENCED; Ekedahl, 62 Franklin St., Jamestown, N. Y. Tel. 73-663.

PIANIST, WIDE EXPERIENCE; SOCIETY, commercial blues, modern sound. Prefer combo, union, will travel. Write Pianist, 43 Baldwin St., Bridgeport, Conn. my19

PIANIST, ALSO PLAY HAMMOND ORGAN, available for high-class cocktail lounge or supper club. Will furnish own Hammond spinet organ. Box C-431, c/o Billboard, Cincinnati 22, O.

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SOLO GUITAR — MODERN, UNION, travel or location. Prefer small combo, consider all offers. Vocals, comedy, pantomime. Join immediately. Write or wire Musician, c/o Cedar Hotel, 218 Chicago, Illinois. my12

TENOR ALTO CLARINET COMBO NAME hotel exp.; transpose, fake; shows, jazz. Reliable, consider anything. Musician, 1422 Ave H, Birmingham 8, Ala. Phone 58-2833. my12

TENOR, BARITONE, CLARINET, ANY style. Semi-name experience. Sober, reliable. Write Lloyd Carlson, 3418 Dupont, Sioux City, Iowa.

TENOR, CLARINET, FLUTE—NAME EXPERIENCE all styles. Prefer modern group. Want steady job. Available June 1 or before. Phone 3527 or 1313 Sixth Ave., Sterling, Ill. my12

TENOR AND CLARINET—EXPERIENCED; union; read and fake; prefer Midwest combo. Musician, General Delivery, Albert Lea, Minn. my19

THE HOWARD KENNY BAND AVAILABLE for summer location job; resort, hotel, club, etc. Music for dancing and entertainment; nine pieces; girl vocalist; male vocalist within band; experienced. union, consider any location. Contact Howard K. Bramstedt, 629 W. Johnson St., Madison, Wis. Phone Alpine 6-1140. my19

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• Continued from page 1

felt had the best chance of success in 1956. The winners in the latter question are very interesting in that most of the talent named has already made it—a sure reflection of the brisk pace of the music business (tho many names picked are relatively new).

Here are the favorite artists occupying the first and second spots in the operator voting: Kay Starr and The Platters, one and two respectively in pop balloting; Elvis Presley and Webb Pierce in country and western; the Platters and Little Richard in rhythm and blues (See full listings in special section).

Operators' Choice

Voted in by operators as "having the best chance of success" in pop category are Pat Boone and Gale Storm in a tie for first; Elvis Presley first in country and western; Little Richard in rhythm and blues.

Besides all of this, a cumulative total of The Billboard's "Most Played on Juke Boxes" chart from January thru April this year disclose the top five money-making records in each category operators selected during that period. First and second place winners in this classification for the period named are:

Kay Starr's "Rock and Roll Waltz" and the Platters' "Great Pretender," first and second places respectively, in pop category; Platters' "Great Pretender" and Clyde McPhatter's "Seven Days," first and second in rhythm and blues; and in country and western ditties, Elvis Presley's "I Forgot to Remember to Forget" and Ten-

nessee Ernie's "Sixteen Tons," first and second.

Current Change

Juke box operating management pinpointed in the Poll two of the biggest factors in the change and adjustment it's currently undergoing:

1. The need to increase income to meet increasing costs and the means of doing it; and—

Programming more selections to realize maximum earning power of larger capacity equipment.

Poll results confirm the theory that the average operator is devoting more of his time to properly programming his equipment to insure just that—maximum play.

Besides again showing that the overwhelming majority keep for themselves the key responsibility of record buying, the Poll offers convincing evidence of the extensive use operators make of trade paper charts, features and ads, and other aids—in addition to location requests and their own opinions—in selecting records.

Use More EP's

One effect which larger-capacity equipment seems to have in programming today, as clearly indicated by the Poll, is the increased use of EP's, with a substantial increase shown this year in the number of operators who say they do use some EP's. This is not to say, however, that the growth of EP's is not moving slowly and is not a highly debatable issue among tradesters—a fact which only more strongly
(Continued on page 123)

EDITORIAL

Nine Years of MOA

As this is written, the curtain is ready to go up on the ninth annual convention of Music Operators of America. To those who raised the curtain in bringing the association into being nine years ago, that fact itself is heartening.

They can be proud they built well. For MOA has shown it fulfills an important need, and it is growing.

That growth is surely reflected in the broadening scope of services which this convention is set up to provide. The program agenda includes not one but a host of subjects of vital interest to every operator. And the fact that these meetings are moderated and guided by a number of operators themselves is testimony enough of interest in them.

We'd like to be able to say that MOA has done the impossible. We'd like to say that in the nine fast-moving years of its existence, it has done what no association with as ambitious a program has ever managed in such a short time. But we can't, and we're sure that those who appreciate the most what MOA has done would be the first to admit it. We live in a real world and the impossible doesn't happen often.

MOA has done much, but it hasn't so far grown to the place thoughtful members of the

trade envision for it. That's not to say it's a long way off. This year's show is clear evidence of that.

But while it has not so far accomplished all the objectives set out for it, in reaching for them it has done much. True, its activity in representing music operators in juke box copyright legislation has been its major one. But in shouldering the responsibility of speaking for operators, it has shown potential dimension in being their voice in other matters. State and local legislation and taxation, public relations—these are matters, too, where it could—and should—be an effective voice in the same measure as in national legislation.

MOA has reached a stage in its development when it can broaden its services. Again, this convention is a sign it's moving in this direction.

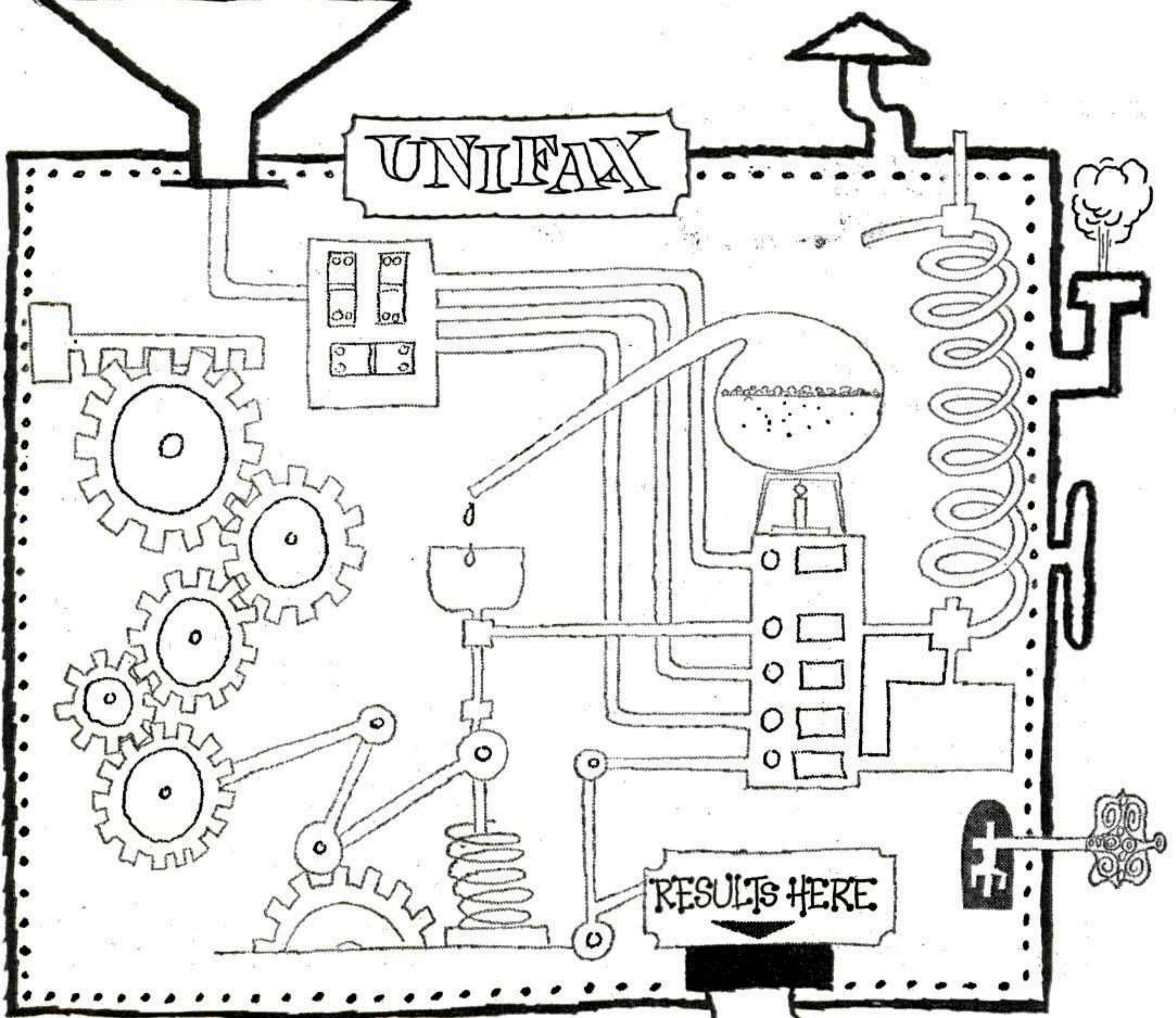
The burden of responsibility for further progress rests not solely with it. Operators who have not yet given it active and financial support, but who have still enjoyed its benefits share this responsibility.

MOA is proving itself; the potential is present. Operators should consider well what their responsibility is in relation to it. Convention time is as good a time as any for all operators to do just that.

CONTENTS

Ninth Annual Juke Box Operator Poll.....	45	tions Are Doing and How They're Doing It	61
Part 1: Trade Analysis. Pulse of Music Operating Management	45	Programming Is the Juke Box Business. Case Studies of What Operators Are Doing in Programming	67
Part 2: Record Analysis. Records, Tunes and Artists; Record Buying and Programming	50	State and City License Taxes: A Bird's-Eye View	65
A Report on Dime Play. Reports From Nation's Big Cities Show That Growth Is Slow But Steady	62, 63	All-Time Juke Box Favorites	58
What's Happening in Public Relations. What Operators Individually and Thru Associa-		Juke Box Hit Records: January-April	56
		Music Popularity Charts	78

The Popular Vote from Coast to Coast



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THE BILLBOARD'S

1956 JUKE BOX OPERATOR POLL

● This is the ninth consecutive year The Billboard has conducted its Annual Juke Box Operator Poll, a comprehensive report of music operating management.

The 1956 Poll is based on returns to a seven-page questionnaire mailed to operators. The report of 400 music operating companies were used for this tabulation. The Poll is divided into two parts: Trade Analysis and Record Analysis.

Part 1:

Trade Analysis

QUESTION 1: Is operating your full-time occupation?

ANSWER: Yes72.1%
No27.9%

COMMENT:

This is the second straight year that the Poll indicates an increase in the number of part-time operators. The 1955 Poll showed an increase for the first time in last seven years. Last year 24.5 per cent of operators polled classified themselves as part-time operators, just 11.4 per cent did so a year earlier. Altho no specific reasons for this continued increase could be learned from the poll questionnaire, it would be wrong to assume that it indicates only that more people are entering the operating business on a part-time basis. This fact may surely account for part of the increase. But increased costs—equipment, records, labor—demand too large an investment today for the average person on a part-time basis. Another possible reason for the increase: Poll results for the last three years show that an increasing number of established operators are moving into other businesses, usually retail record stores, one-stops (see Question 25). For both reasons, however, the trend is a very interesting one to note.

QUESTION 2: How many juke boxes do you now operate?

ANSWER: An average of47.8

COMMENT:

Three primary facts—the average number of machines owned by operators, the number of employees an operator has, and the fact that most operators are in debt—strongly suggest the structure and character of the music operating business: That it is composed of small, independent businessmen. This average itself serves as a gauge to check total investment, gross margin. Significantly, this is the third straight year this average figure has declined—last year the Poll showed the average at 60.6 machines, a year earlier, 68.8. A good reason for the increasing decline: Higher operating costs which force operators to drop marginal locations. Another: Stiffer competition, with at least slightly more newcomers entering the business on a part-time basis (see Question 1). Obviously, with an increased number of operators reporting themselves as part-timers in this Poll, the average would be lower for this reason alone.

QUESTION 3: Do you operate any types of other coin machines?

ANSWER: Yes85.3%
No14.7%

COMMENT:

The nature of the music operating business lends itself easily to diversification. An operator who is operating a juke box in a tavern or restaurant is a logical prospect for operating amusement equipment and vending machines such as cigarette and candy venders which do not require highly skilled servicemen. A package deal—whereby an operator handles all this equipment in a particular location—gives him a better cost ratio and selling wedge. The percentage of operators who answer yes to this question has remained constant the past three years of the Poll.

QUESTION 4: If you operate any types of coin-operated equipment other than music machines, please check as many as apply.

	% of Operators
ANSWER: Amusement Games Other Than Pinballs ..	67.0
Pinball Machines	55.2
Cigarette Venders	19.0
Venders Other Than Cigarette	10.5
Kiddie Rides	9.2

COMMENT:

For the first time since the Poll was begun, this question was altered so that operators could answer to both pinball machines and to other amusement games. In previous years pinballs were grouped under the latter. In last year's Poll, 83.5 per cent of the operators replied they operated amusement games, 97 per cent a year earlier. Taxes, restrictions and faster turnover in this equipment are all reasons for the decrease. In an additional question in the Poll, operators were asked what equipment—other than juke boxes—they planned to buy during 1956. All categories except "venders other than cigarettes" were reduced from 5 to 10 per cent. Of course, the above figures add to more than 100 per cent because many companies operate two or more types of equipment.

QUESTION 5: On the basis of investment, do you classify yourself primarily as a music operator?

ANSWER: Yes71%
No29%

COMMENT:

Since the price of a new coin-operated phonograph is usually from two to five times that of amusement games and cigarette venders, operators with a substantial number of phonographs will naturally classify themselves primarily as music operators. The percentage ratio thru the years of the Poll has been constant. The stability of the juke box business during the past seven years is underscored by this large group of operators with substantial investments in music machines who devote most of their time and attention to developing their music operations.

QUESTION 6: *I employ approximately the following number of people in my juke box operation:*

No. of People	% of Operators
ANSWER: None	36.1
1	26.1
2-3	24.9
4-5	8.8
6-7	1.8
8-9	0.6
10 or more	1.7

COMMENT:

These figures dramatically show that the music operating business is small business; they show better than anything else the relative size of the average music operating company. A "none" classification was added to this question this year, thus eliminating the possibility of an operator counting himself as an employee. Notice that more than one-third of those polled are one-man operations and that 51 per cent of operators polled employ from just one to three; in short, an impressive 95.9 employ fewer than six, 87.1 per cent fewer than four (compared to 89 per cent and 76 per cent, last year, respectively).

QUESTION 7: *Of the total number of phonographs on your routes, what percentage are 1950 models or newer?*

ANSWER: An average of76.9%

COMMENT:

The Poll figure shows that the average replacement rate for machines is almost 13 per cent, less than the 20 per cent required to turn over a route every five years—which operators well understand as the ideal rate. But it's still a creditable rate and is up several percentage points from several years ago. Besides, the 29 per cent who classify themselves as part-timers pull the percentage down in this question.

QUESTION 8: *Of the total number of phonographs on your routes, what percentage are 80 or more selections?*

ANSWER: An average of71.8%

COMMENT:

The enormous strides that the trend to multi-selection equipment has made in the last few years is impressively confirmed with the above figure. This year's figure represents a substantial increase over last year's Poll figure of 54.5 per cent. Today, of course, phonograph manufacturers are concentrating on multi-selection equipment—80, 100, 104 and 120 selections, and three manufacturers are now marketing 200-selection machines.

QUESTION 9: *Of the total number of phonographs on your routes, what percentage play 45's?*

ANSWER: An average of73.7%

COMMENT:

The 78 r.p.m. disk on juke boxes in the U. S. is almost history. Juke box production for several years has been almost exclusively 45's, with only the export market and a few domestic areas still using 78's. It is estimated that roughly 325,000 of the nation's juke boxes are geared for 45's. In just six years, 45's have almost completely changed the juke box market, with only about 20 per cent of the machines now operating in the U. S. on the larger disks.

QUESTION 10: *Do you currently operate any of your music equipment on dime play?*

ANSWER: Yes69.5%
No30.5%

COMMENT:

The growth of dime play in just several years has been tremendous. In last year's Poll, for example, the percentage ratio was almost the reverse of this, with 64.7 per cent answering no, 35.2 yes. As we stated then, 29.5 per cent of those answering no reported they "were either on the verge of switching to dime play or were hoping to do so within the next six months." That this number did so is strikingly borne out by this year's figures. In the face of increasing operating costs, the overwhelming majority of operators are converting to dime play as one means of correcting shrinking profit margins. It should be carefully noted that the above figures do not stand for percentages of the total number of machines already on dime play. The figures only show the percentage of operators who operate at least some of their equipment at a dime. Operators answering "yes" may operate only several of their machines at a dime or their entire routes (see Question 11 for a breakdown).

QUESTION 11: *If you do operate some equipment at a dime a play, what percentage?*

% of Machines on a Dime	% of Operators
ANSWER: Under 25%	36.9%
25-50%	18.8%
50-75%	16.2%
75-100%	28.1%

COMMENT:

This is the first year that this question was included in the Poll. It helps pin down the progress of dime play in terms of numbers of machines and not just numbers of operators who operate "any" at a dime. This question, then, offers a breakdown of the 69.5 per cent of the operators polled in Question 10 who reported they do operate some of their equipment at a dime. These figures definitely show that while growth has been great, dime play is still a long way from being established practice in many areas. Notice that over 55 per cent operate less than half their machines at a dime, over one-third "under" 25 per cent. Very encouraging, however, is the fact that almost a third have converted 75 to 100 per cent of their machines, 44.3 per cent over half their routes.

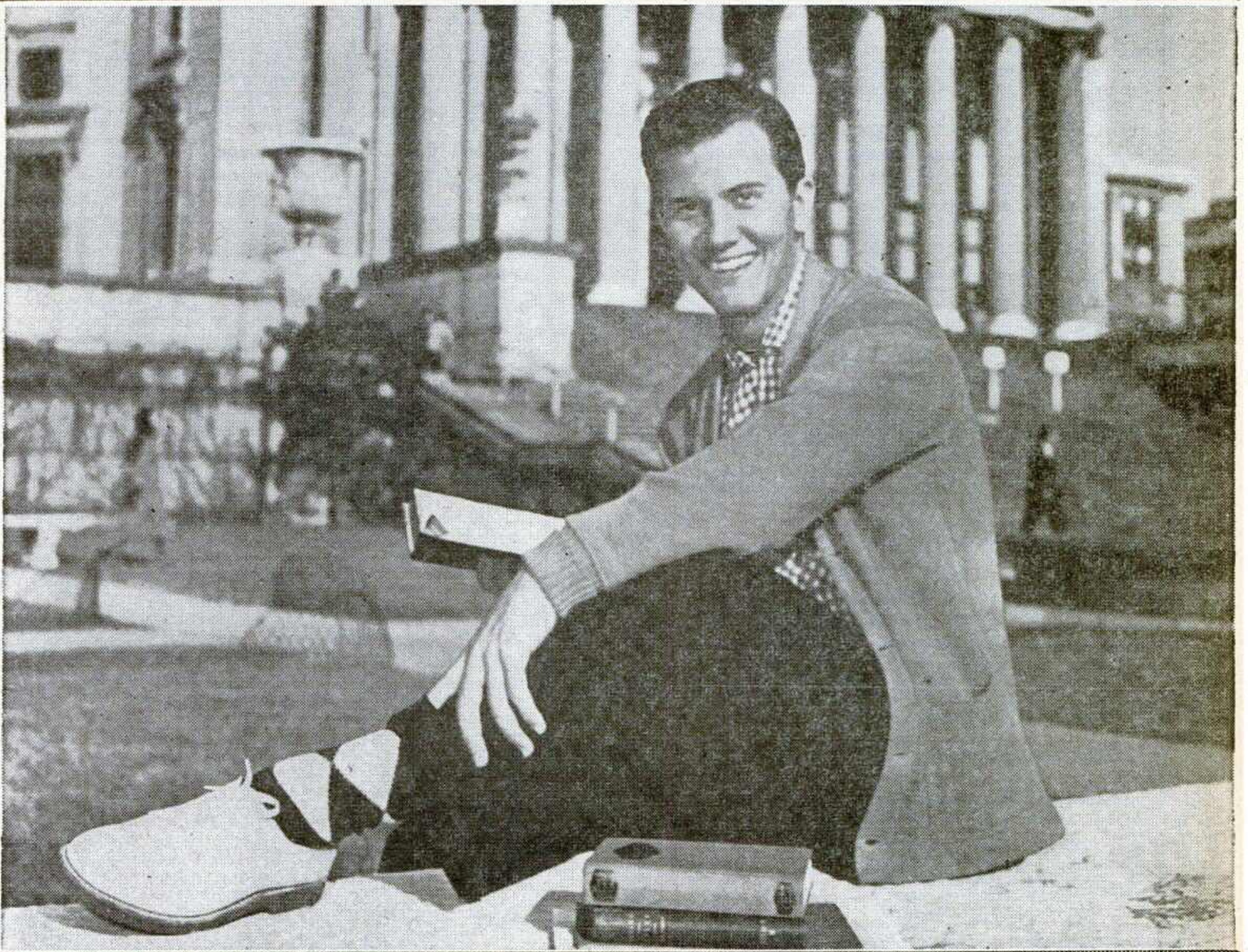
QUESTION 12: *Please check the type of commission arrangement you use when installing brand-new equipment:*

	% of Operators
ANSWER: Flat percentage	61.4
First money plus percentage	10.9
Guarantee plus percentage	7.9
Rental	3.1
All types	16.7

COMMENT:

Percentages in the answers to this question are substantially the same as last year's Poll indicated. It is interesting to note, however, that flat percentage contracts appear to be on the increase. In the last three years the Poll has shown they've increased over 10 per cent. It appears significant that flat percentages once accounted for 90 per cent of the commission arrangements, gradually dropped to just 47 per cent as indicated in the 1954 Poll and now appear to be climbing. Increased equipment and operating costs were responsible for many operators moving to commission arrangements more favorable than the flat percentage. The only tentative conclusion to draw from this apparent reversal is that stiffening competition has led to more operators returning to the flat percentage. First money plus percentage refers here to an operator taking a predetermined amount from the collections for depreciation purposes and then plotting the balance with location owners. A guarantee plus percentage—the location owner guarantees the operator that collections will reach a certain amount—is usually used in marginal locations where collections are too low to pay for the service and records on the machine. Rentals—location owners pay operators fixed amounts regardless of collections—are seldom used on new equipment.

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QUESTION 13: For the past 12 months, what has been your average weekly share of gross collections per machine?

ANSWER: An average of\$12.38 per week

COMMENT:

It is highly significant that the growth of dime play in the past year (as revealed in Question 10) parallels an increase in the average weekly gross collections during the same period as indicated by the above figure. Last year's Poll showed that the average was \$9.89 per week. Altho this exact amount of increase by no means holds true everywhere, the fact that there has been an increase is clearly indicated. Dime play has surely played an important role in reversing a declining trend as revealed in last year's Poll which was down from the 1954 Poll of \$10.25. It must be remembered that from this gross operators must set aside funds for paying employees, buying new records, depreciating equipment and paying all overhead expenses.

QUESTION 14: What percentage of your weekly gross do you spend in salaries and wages?

ANSWER: An average of18.6%

COMMENT:

Altho this figure is slightly under last year's Poll figure of 25.9 per cent, it should be noted that operators polled this year include a larger number of operators who do not devote full time to operating and a sizable group of operators who have no employees. Both these factors would pull the percentage down. A figure of from 20 to 25 per cent for this question is considered average. Since previous Polls have indicated that operators spend approximately 15 per cent of their gross collections on new and replacement records, it can be seen that with these two expenses alone—records and salaries—the average operator's gross receipts are almost halved immediately. Of course, other fixed costs that must be met are depreciation, rent, parts. Taxes and licenses account for large sums, too.

QUESTION 15: To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year?

ANSWER: An average of18.9%

COMMENT:

As stated in Question 7, the actual replacement rate currently for the average operator is almost 13 per cent. So while the above figure does not answer the percentage of equipment the operator actually replaces (which is answered in Question 7), it does show convincingly that operators are well aware of the fact that ideally a route should be completely replaced over a five-year period. The fact that the actual replacement rate is slowly increasing—as indicated by the Polls—is evidence that operators are striving toward the ideal goal, i.e., to maintain the route in "A-1 condition." Again, increased costs all down the line—without increases in grosses—has kept most operators from moving more rapidly to an ideal replacement rate.

QUESTION 16: How do you pay your employees?

	% of Operators
ANSWER: Salary only	79.7
Salary plus commission	16.6
Commission only	4.1

COMMENT:

This is the first time the Poll shows that the percentage of music operators who pay their employees a straight salary has not shown an increase, but has in fact dropped a few points. Last year's Poll showed 83 per cent paying a straight salary. This difference is not enough to be significant. But it does appear that the percentage of operators using this plan has pretty much stabilized at around 80 per cent. There are good reasons why this plan is used by the overwhelming majority of operators. A big one is the need for anticipating income so that operators can tell at any time how much equipment can be scheduled for purchase and how many records can be bought in any one month.

QUESTION 17: Is your music operation free from debt?

ANSWER: Yes31.56%
No68.44%

COMMENT:

The percentage of operators reporting their operations free from debt rose considerably during the past year, from 22 per cent to 31.56 per cent. This is probably a direct result of dime play. Larger operators who can depreciate their equipment by stepping machines down from location to location stand to gain the most with an increase in the price of juke box play. Other things remaining equal, the larger operator can work on the same depreciation or trade-in plan on dime play that he could on nickel play, thus boosting net earnings and cutting debt. However, neither last year's figure of 78 per cent nor this year's 68 per cent is alarming. With nearly all new equipment purchased on an installment basis, the test is not how many operators are in debt, but how many find it difficult to meet their payments.

QUESTION 18: If your operation is not free from debt, are you having difficulty today meeting your payments when they are due?

ANSWER: Yes28.03%
No71.96%

COMMENT:

The percentage of operators answering that they have trouble meeting their payments varies only slightly from year to year. In 1954 the percentage was 30.2, last year it rose slightly, hit 32.5. Possibly one of the reasons for the decline this year can be attributed to the gradual increase of dime play. However, were the two factors—dime play and payment ease—to move proportionately, the percentage of operators having difficulty in meeting payments would be considerably less this year since dime play made a healthy gain. What actually seems to be the case is that the smaller or part-time operator who does not have enough equipment to step machines down in locations is forced to buy new machines before he is financially ready so that he can keep up with competition. Larger operators almost invariably check the "no" answer on the questionnaire.

QUESTION 19: What percentage of your phonographs are in taverns?

ANSWER: An average of50.3

COMMENT:

The percentage of phonographs located in taverns continues to hold steady around the 50 per cent mark, last year the total was 51.4. It is natural that the greatest percentage of phonographs are located in taverns—nearly every tavern depends on a juke box as a form of entertainment for its customers. It is interesting to note, however, that as recent as 10 years ago, the percentage of juke boxes in taverns was closer to 75 per cent. This decline is a direct result of better equipment—which is acceptable in locations which had previously objected because of color, styling or sound—and operator diversification. Operators have come to learn that diversification to cut costs is advisable in types of locations as well as types of equipment.

QUESTION 20: On the basis of earnings, what are the three top types of locations on your route?

ANSWER: Taverns	34.38%
Restaurants	22.35%
24-Hour Cafes	6.69%
Other (See Comment)	36.58%

COMMENT:

Taverns, restaurants and 24-hour cafes continue to be the three types of locations which most operators feel bring in the biggest returns. However, each of three slipped in prestige this year. Taverns fell from 49 per cent to 34 per cent, restaurants dropped less, from 27 per cent to 22 per cent; 24-hour cafes received only half as many votes, dropped from 12 per cent to 6 per cent. As pointed out in the previous question, operators are turning to diversification not only in equipment but in types of locations. Nowhere is this more clearly reflected than in this year's Poll. Over 36 per cent of the operators picked types of locations other than the big three as favorites. Locations which were previously thought of as marginal locations—such as drive-ins, beer gardens, private clubs, dairy stores, drugstores, candy stores, coffee shops and service stations—were reported by many as being among the top three types of locations on the basis of earnings.

*Thanks, Ops—
for keeping them spinning*

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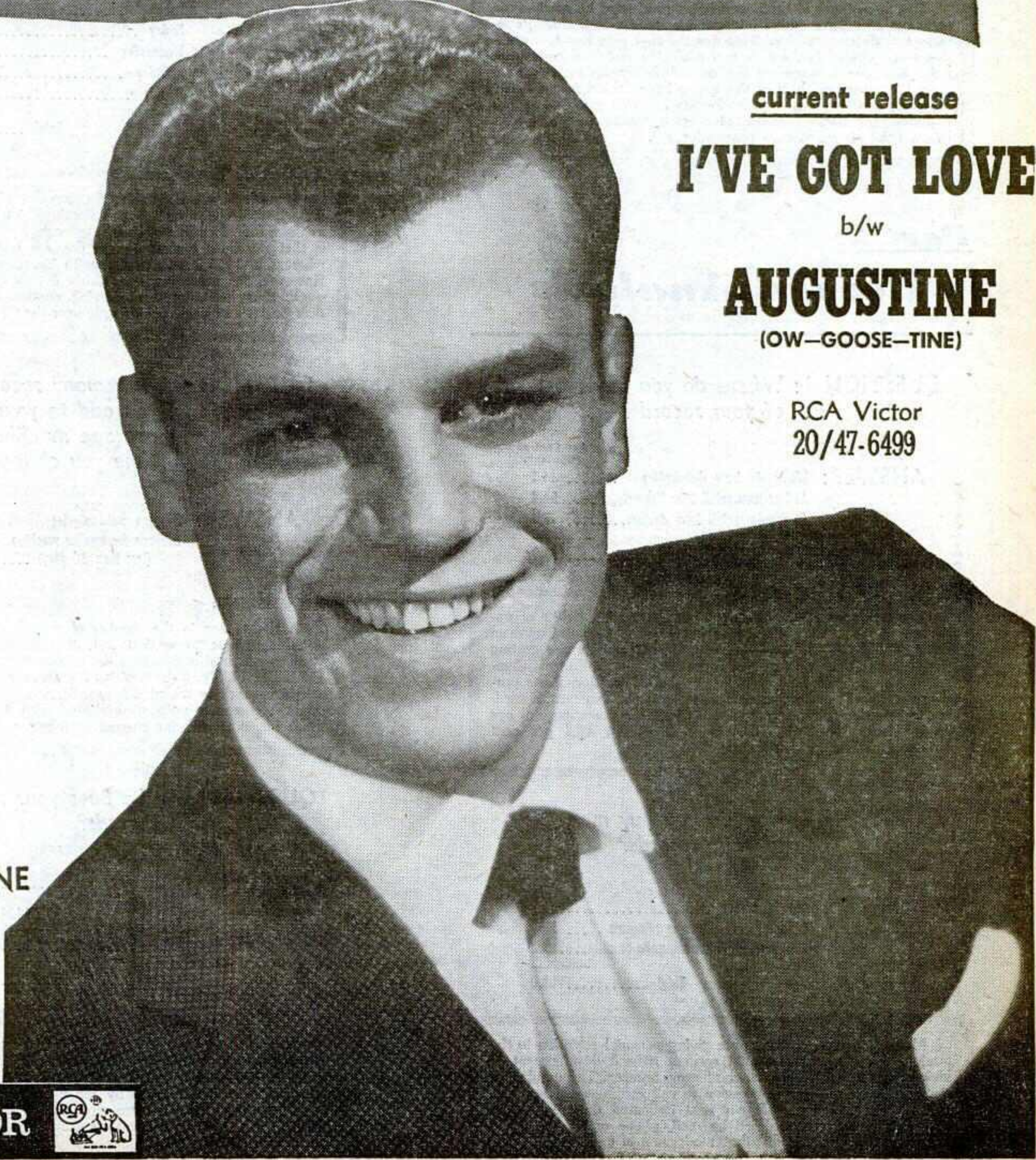
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QUESTION 21: *In addition to your juke box route, do you have any other type of business?*

ANSWER: Yes24.25%
No75.75%

COMMENT:

The number of operators who have other types of businesses other than coin machine routes gets larger every year. In 1954 11.8 per cent indicated other-than-coin-machine businesses, the figure rose to 18 per cent last year. This year's number almost hits the quarter mark. The following question pin points the major types of businesses operators seem to be drifting into.

QUESTION 22: *If you do have another business in addition to your juke box route, what is the nature of your second business?*

ANSWER: Retail Record Store29%
One-Stop 9%
Distributorship 9%
Other (See Comment)53%

COMMENT:

The three types of businesses being conducted by most music operators who have added interests are retail record stores, one-stops and distributorships. This was the first year that this question was included in the Poll, and while it certainly does not pin point any one business as the overwhelming favorite, it does show that over one-third of this group have drifted into the sale of records. Other types of businesses reported ran the gamut: Included gas stations, cafes, taverns, restaurants, radio repair shops, print shops, finance companies, etc.

Part 2:

Record Analysis

QUESTION 1: *Where do you buy most of your records?*

ANSWER: Wholesale from distributors 44.3
At less than retail from "one-stops"..... 52.8
At regular retail from dealers..... 2.9
Total100.0

COMMENT:

The influence of the "one-stop" in the buying habits of operators—already very noticeable in last year's poll—shows up even more strongly in this year's survey. Operators now are getting slightly more than half of their disks from sub-distributors. Compared with a percentage of 52.8 scored for "one-stops," the purchase of disks from distributors is pegged at 44.3 per cent, according to operator returns. In last year's poll, the percentage of ops buying from "one-stops" was 48.0, as against 49.4 per cent obtaining disks from distributors.

QUESTION 2: *How do you buy most of your records?*

ANSWER: Buy in person56.3
Order by mail, phone or telegram38.5
Wait for distributor salesman to call 5.2
Total100.0

COMMENT:

More than ever, operators are giving personal attention to the buying of records. This would seem a natural development in view of the growing importance of programming. The number of operators who wait for a salesman to call continues to decrease. In last year's survey, 50.8 per cent indicated they bought in person; 40.9 per cent ordered by mail, phone or telegram, and 8.3 per cent waited for distributor salesmen to call.

QUESTION 3: *How often do you add new records to your boxes?*

ANSWER: About every other week67.2
About once a week26.3
About once a month 4.3
More often than once a week 2.2
Total100.0

COMMENT:

Replies to this question reflect the same general trend as last year, with percentages closely paralleling those of 1955. Last year's survey showed that 66.7 of all operators added new records to their machines about every other week, while 29.1 did so about once a week and 4.2, about once a month. The fact that these percentages haven't changed appreciably since last year indicates that the stabilization of large-capacity machine operation—first spotted in 1955—is now an established fact. It also points to the continuing trend for operators to be more selective in the purchase of new disks.

QUESTION 4: *Which day of the week do you buy most of your records?*

ANSWER: Monday27.8
Thursday19.0
Tuesday17.9
Friday 15.3
Wednesday11.2
Saturday 8.1
Sunday 0.7
Total100.0

COMMENT:

Monday is still the busiest buying day of the week for operators, with this year's figures reflecting the same general pattern as those for 1955. The only difference in buying habits this year is that the third busiest buying day for operators is Tuesday, whereas in 1955 it was Friday, with Tuesday coming in fourth. However, the percentages are fairly evenly divided thruout the week, thus indicating that buying continues steadily Monday thru Friday and slacks off strongly over the week end.

QUESTION 5: *How many records do you add to your average machine each time you change records?*

ANSWER: Average multi-selector (80 or more play) . 6.1
Average for smaller machine (less than 50 play) 4.9

COMMENT:

A slight drop in the number of records changed per call is noted this year as against last, thereby repeating last year's pattern, which also showed a drop when compared to figures for 1954. The 1955 poll showed that the average operator of a multi-selection machine added 6.5 records, in contrast to the current 6.1, while smaller units were slotted with 4.9 new (or rotated) disks—identical with the current average for this group.

QUESTION 6: *Who buys your new records?*

ANSWER: Route owner72.6
Route serviceman10.8
Special record buyer 7.1
Other 9.5
Total100.0

COMMENT:

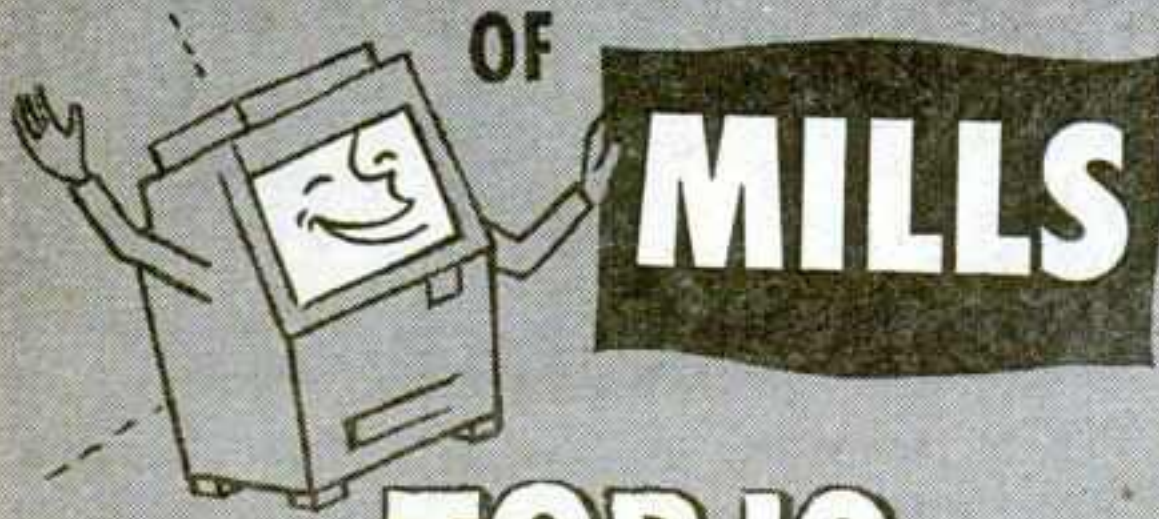
By and large, the route owner does not delegate the important function of purchasing new disks. Chief reason is that programming is too vital a function and can best be handled when personal attention is given by the operator. In last year's poll, results on this question were quite similar to the current study, with 71 per cent of the operators answering that the route owner purchased the new disks.

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In the TOP 10 R & B Corrine Corrina

Joe Turner—Atlantic

Swingin' Sam—Coral

Headin' for TOP 10 MIDNIGHT BREEZE

Sid Feller Orchestra and Chorus—ABC-Paramount

Robert Maxwell—Harp and Orchestra—MGM

Eugene Bianco—Harp and Orchestra—Tico

Short'nin' Bread Rock

Kay Cee Jones—American

The Gayles—ABC-Paramount

Etta James—Modern

CHINA BOOGIE

Helmut Zacharias—Decca

Small Town

Kay Cee Jones—American

NEW RECORDS OF PERPETUAL STANDARDS

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QUESTION 7: Which three of the following sources of information are the biggest aids to you when buying records?

	Per Cent of Operators
ANSWER: Trade paper charts, editorial features and advertisements	111.9
Location requests	51.0
Your own personal opinion	46.8
"One-stop" salesman's advice	21.0
Actual machine count	20.1
Current artist popularity	19.2
Distributor salesman's advice	7.2
Disk jockey recommendations	6.9
Distributor, manufacturer free sample records	4.8
Distributor manufacturer direct mail and release sheets	4.2
Trade association bulletins	3.9
Retail dealer recommendations	3.0
Total	300.0

COMMENT:

Answers to this question total 300 per cent, because each operator was asked to check his three most important buying aids. Following the pattern set by previous surveys, trade paper charts and features again rank far and away the most used source of programming information. Location requests, third most popular source last year, now rises to the second spot, while the category of "One-stop" salesman's advice continues to move up the list.

QUESTION 8: Of the chart material available to you in trade papers and other sources, which are the most valuable?

	Points
ANSWER: Reviewers' opinion of the best new releases (Example: Billboard "Spotlite")	1283
"Best Buy" recommendations after new release has been out two or three weeks	1143
Most played on National Juke Box Chart	1062
Coming up chart	916
Record reviews	504
Territorial best sellers in certain cities	485
Nation's most played by disk jockeys	371
Nation's best sellers in stores	285

COMMENT:

Indicating, perhaps, that operators have become increasingly conscious of the time factor, the "Reviewers' Opinion" category moves up as the most popular trade paper programming feature. This section isolates from each week's new releases the most likely disks. Operators indicate here that they feel this feature is accurate for their programming needs. Very close behind comes the "Best Buy" choice, which indicates records beginning to move.

QUESTION 9: Are you currently using more, less or about the same number of records as last year in these categories?

	Per Cent of Operators		Per Cent of Operators
POPULAR		COUNTRY & WESTERN	
More	34.8	More	21.0
Less	7.3	Less	31.5
About the same	57.9	About the same	47.5
Total	100.0	Total	100.0
RHYTHM & BLUES		OLD FAVORITES	
More	68.3	More	19.0
Less	7.6	Less	24.0
About the same	24.1	About the same	57.0
Total	100.00	Total	100.0
CLASSICAL & SEMI-CLASSICAL		INTERNATIONAL	
More	12.6	More	2.6
Less	30.6	Less	43.7
About the same	56.8	About the same	53.7
Total	100.00	Total	100.0

COMMENT:

The most noticeable trends this year are in the rhythm and blues and the country and western categories. Operators, for the second straight year, reported a heavy increase in the use of r.&b. disks—about 9 per cent more ops this year over last. C.&w. continued to drop off rapidly. Also noteworthy is the fact that the percentage of ops reporting increased classical usage virtually doubled.

Anyway you look at them

AMERICA'S GREATEST COIN CATCHERS



TELEVISION • RADIO • RECORDS • NITE CLUBS • MOTION PICTURES

The **FOUR ACES**

Current Juke Box Favorite
the theme from the Columbia Picture "The Eddie Duchin Story"

TO LOVE AGAIN


b/w
CHARLIE WAS A BOXER

Decca 29889 • 2-29889

Personal Management
HERB KESSLER
1674 Broadway
New York, N. Y.

• Currently
• Appearing
• in
• MGM's





28

AMERICAN Trade Mark
DISTRIBUTORS
CONCENTRATE WITH CONFIDENCE ON

AMERICAN Trade Mark
NEW SINGLES

KAY CEE JONES SHORT'NIN' BREAD ROCK
b/w High School Romance
AMERICAN 1035

GIL BERNAL I'LL COME BACK TO YOU
b/w Keep Those Wanderin'
Eyes Off My Baby
AMERICAN 1034

DANNY WELTON FAIR WIND
(Harmonica Solo with Orchestra) b/w 'Til the Band Goes Home
AMERICAN 1012

MAE WILLIAMS I WENT TO THE VILLAGE
b/w Huckleberries
AMERICAN 1011

CATCHING ON **KAY CEE JONES**
SMALL TOWN b/w
Awaken, My Lonely One
AMERICAN 1033

STILL GOING STRONG **KAY CEE JONES**
THE JAPANESE FAREWELL SONG
b/w I Wore Dark Glasses
AMERICAN 1031

COMING SOON **NEW**
Releases by:
THE SUNNYSIDERS
STUBBY AND THE BUCCANEERS
SAL FRANZELLA
CHICO SESMA
BILL KRENZ
and others

NEW AMERICAN Trade Mark
High Fidelity - Long Play
ALBUMS

3 ROADS TO JAZZ ALP 100
DIXIELAND by ZEP MEISSNER'S
Dixieland All-Stars
SWING by VAN ALEXANDER
and the Mills Blue Rhythm Band
PROGRESSIVE by THE JERRY VAUGHN
Quintet

PLEASANT MOMENTS ALP 101
with The PHIL MOODY TRIO

OVERHEARD IN A COCKTAIL LOUNGE ALP 102
with The MURRAY ARNOLD Quartet

ORDER FROM YOUR NEAREST AMERICAN DISTRIBUTOR
FOR NAME OF DISTRIBUTOR NEAREST YOU
— WRITE:

Product of
AMERICAN recording artists, inc.
6533 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIFORNIA

QUESTION 10: Who are the favorite artists or bands in your locations?

ANSWER:

- POPULAR**
1. Kay Starr Victor
 2. The Platters Mercury
 3. Dean Martin Capitol
 4. Nelson Riddle Capitol
 5. Les Baxter Capitol
- COUNTRY & WESTERN**
1. Elvis Presley Victor and Sun
 2. Webb Pierce Decca
 3. Tennessee Ernie Capitol
 4. Red Sovino & Webb Pierce Decca
 5. Porter Wagoner Victor
- RHYTHM & BLUES**
1. The Platters Mercury
 2. Little Richard Specialty
 3. Clyde McPhatter Atlantic
 4. Fats Domino Imperial
 5. Ray Charles Atlantic

COMMENT:

The turnover in these listings in one year has been truly revolutionary. Of last year's top artists in all three categories, only Webb Pierce shows up in a top five grouping, and Pierce was tumbled from the top c.&w. perch by the new rock and roll phenom, Elvis Presley. Another thing that's readily apparent is the overlapping market appeal of many names. The Platters, for example, placed in both the pop and r.&b. categories. Tennessee Ernie, a strong pop name, reasserted his c.&w. strength this time around. The r.&b. artists: the Platters, Little Richard and Fats Domino—all had disks on the pop charts in 1955.

QUESTION 11: Which new artists or bands have the best chance of success in 1956 in your opinion?

ANSWER:

- POPULAR**
1. Pat Boone Dot
 1. Gale Storm Dot
 3. Platters Mercury
 4. Elvis Presley Victor
- COUNTRY & WESTERN**
1. Elvis Presley Victor
 2. Carl Perkins Sun
 3. Johnny Cash Sun
 4. Porter Wagoner Victor
 5. George Jones Starday
- RHYTHM & BLUES**
1. Little Richard Specialty
 2. Frankie Lyman & the Teen Agers Gee
 3. Platters Mercury
 4. Elvis Presley Victor
 5. Teen Queens RPM

COMMENT:

A glance at the talent listed by the ops as having the best chance for success in 1956 is interesting on several counts. Firstly, most of talent listed has already made it—even tho many of the names are relatively new. This is a reflection of the fast-moving pace of today's disk business. Secondly, a look at the listing in each of the categories proves the extent to which the old boundaries are breaking down. Some of the newer artists are selling in all three fields and many of them in two fields. Thirdly, the listings generally show the great impact on the general consumer market made by so-called rock and roll-type talent of the newer school, such as Pat Boone, Elvis Presley, Carl Perkins, Johnny Cash, etc. Finally, the listings document the theory that the major record companies have no corner on talent or on the building of talent.

QUESTION 12: To what extent do you use printed title strips (do not include typewritten strips as printed ones)?

ANSWER:

	Per Cent of Operators
No printed title strips used.....	39.1
All title strips are printed.....	26.2
About ¾ of title strips are printed....	15.8
About ¼ of title strips are printed....	13.5
About ½ of title strips are printed....	5.4
Total	100.0

COMMENT:

There's evidence here of a move to dress up the boxes. Last year about half of the operators used no printed strips at all, and only 19.1 per cent used printed strips exclusively. This year 26.2 used nothing but. It's likely that the printers have been out selling more aggressively, but there's still a big untapped market for their wares.

OPENING IN JUNE AT JONES BEACH MARINE THEATER
GUY LOMBARDO'S EXTRAVAGANZA PRODUCTION OF

"SHOWBOAT"

GUY

Lombardo

and his Royal Canadians

CURRENT JUKE BOX FAVORITE

**CHARLESTON
PARISIEN**

b/w

**RINKA TINKA
MAN**

Capitol 3411



Dear Ops—
If you get a chance, tune in to our new CBS-TV "Diamond Jubilee" series, Tuesday nights.

Guy.

Exclusive Direction



NOW



Publicity

DAVID O. ALBER
ASSOCIATES, INC.
Gene Shefrin

**The Hottest
ALBUM LINE
IN THE BUSINESS!
JULIE LONDON'S
New Smash Album—**



**"LONELY GIRL"
LRP. #3012**

**NELLIE LUTCHER IS BACK
and we've GOT HER!**



**"OUR NEW NELLIE"
LRP #3014**



1556 No. La Brea Ave.
Hollywood 28, Calif.
HO. 2-0811

QUESTION 13: What per cent of the printed title strips you use are received free from manufacturer, distributor or other source?

ANSWER: An average of 74.2 per cent

COMMENT:

The increase in usage of free title strips by operators this year—up 13.2 per cent over last year's 61.2 average—points up the intensified competition among labels and distributors for the operator's patronage. The fact that almost 75 per cent of all printed title strips now used by operators are given them free of charge provides a striking illustration of how successful a promotion venture are the gratis tags and have been for record sellers.

QUESTION 14: Are you using any EP records on any machines?

ANSWER: Yes 56.7
No 43.3
Total 100.0

COMMENT:

A comparison of the current replies received on this question and those received last year provides dramatic testimony to the progress made by EPs in the coin machine field in one short year. More than 50 per cent of operators surveyed are currently using EPs on their machines. By contrast, last year only 21.2 per cent were stocking their boxes with EPs, and even that figure was considered indicative of a definite swing toward extended play wax.

QUESTION 15: Are you using any location displays or other material to stimulate play?

ANSWER: No 88.8
Yes 11.2
Total 100.0

COMMENT:

The "no" answers are in overwhelming majority, thus underscoring the need for record manufacturers and distributors to increase their efforts to sell operators on the advantages of utilizing location displays and other promotional material to stimulate play. The results, of course, might also be construed as an indication that some of the display material currently available to dealers is lacking in effectiveness.

TOP JUKE BOX HIT RECORDS

January-April 1956

A recap of the top records on The Billboard's pop, country and western and rhythm and blues most played on juke box charts during the first four months of this year.

POPULAR

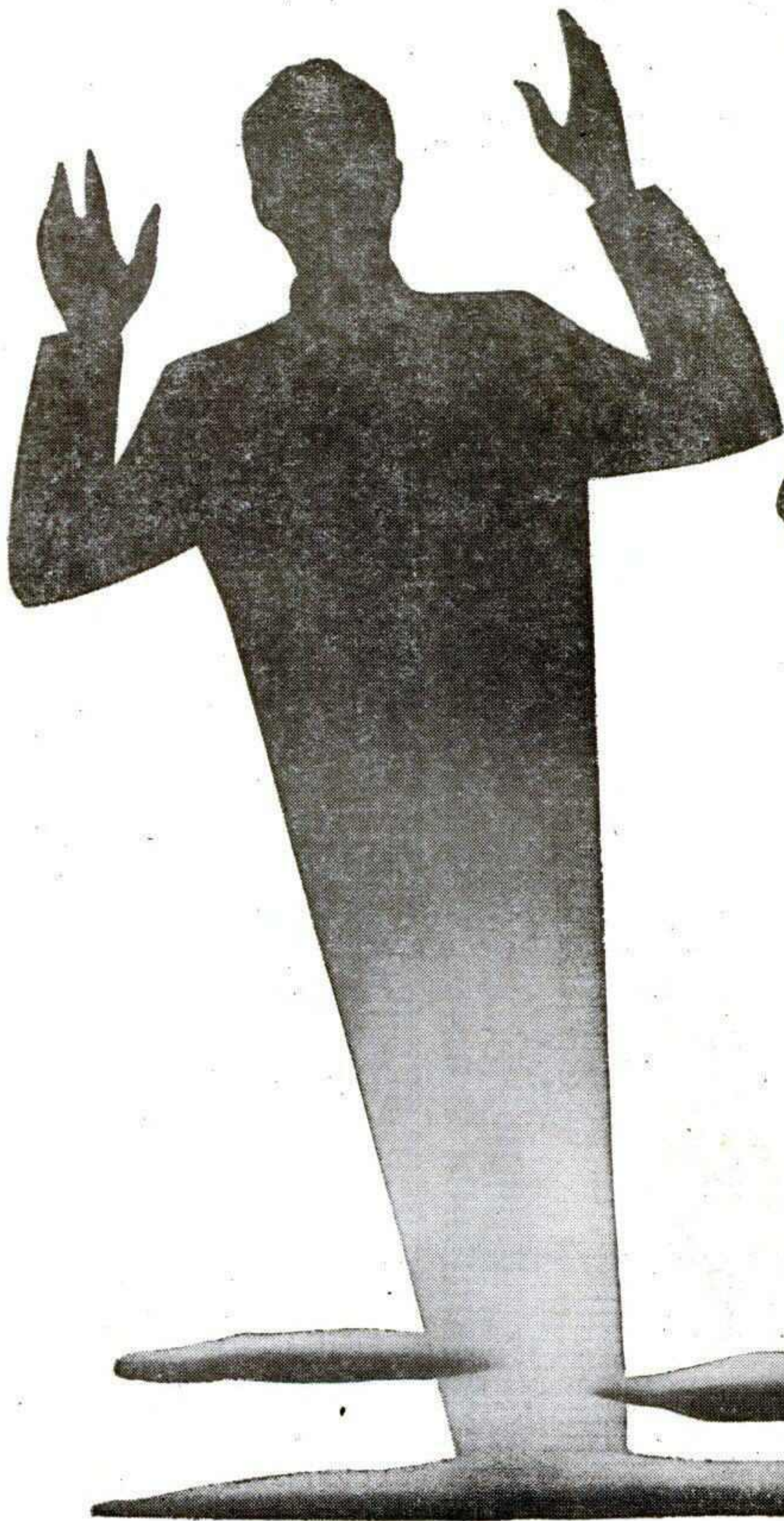
1. Rock and Roll Waltz.....Kay Starr.....Victor
2. Great Pretender.....Platters.....Mercury
3. Lisbon Antigua.....Nelson Riddle.....Capitol
4. Memories Are Made of This.....Dean Martin.....Capitol
5. Poor People of Paris.....Les Baxter.....Capitol

COUNTRY & WESTERN

1. I Forgot to Remember to Forget..Elvis Presley.....Victor-Sun
2. Sixteen Tons.....Tennessee Ernie.....Capitol
3. Why, Baby, Why?.....Red Sovine-Webb Pierce..Decca
4. Love, Love, Love.....Webb Pierce.....Decca
5. Eat, Drink and Be Merry.....Porter Wagoner.....Victor

RHYTHM & BLUES

1. Great Pretender.....Platters.....Mercury
2. Seven Days.....Clyde McPhatter.....Atlantic
3. Tutti Frutti.....Little Richard.....Specialty
4. Drown in My Own Tears.....Ray Charles.....Atlantic
5. Why Do Fools Fall in Love?....Teen-Agers.....Gee



Gratefully

Johnnie Ray

current release

GOODBYE, AU REVOIR, ADIOS

b/w

BECAUSE I LOVE YOU

Columbia 40695
4-40695

Exclusively

COLUMBIA RECORDS

Personal Management

BERNIE LANG

Musical Magic

the McGuire Sisters



*Thanks Ops-
you've been
wonderful*

Sincerely
Chris, Dottie, Phyllis

CURRENT SMASH RELEASE

EXCLUSIVELY



DELILAH JONES

THEME FROM PICNIC

CORAL 61627 • 9-61627

R-O-C-K THE BOXES

from COAST to COAST...



Bill Haley

and his Comets

CURRENTLY
on 45-day tour
Super Attractions Heading the
Big Rock 'n' Roll Show of 1956

THANKS, OPS, FOR
EVERYTHING
BILL & GANG

CURRENT JUKE BOX SMASH
R-O-C-K
and
SAINTS ROCK and ROLL
Decca 29870

PRESS AND RADIO
Pine Associates—New York
Steve Schickel—Chicago
Nick Therry—Hollywood

PERSONAL DIRECTOR
JAMES H. FERGUSON
801 Barclay St.
Chester, Pa., Chester 2-3004

PROMOTION
Bob Hayes—Chicago
Jack Howard—Philadelphia

JUKE BOX DYNAMITE

*Little
Miss
Hitmaker . . .*

*Teresa
Brewer*



*Many thanks Ops. -
You've been wonderful
Teresa*

Current Juke Box Favorite:

"A TEAR FELL"

and

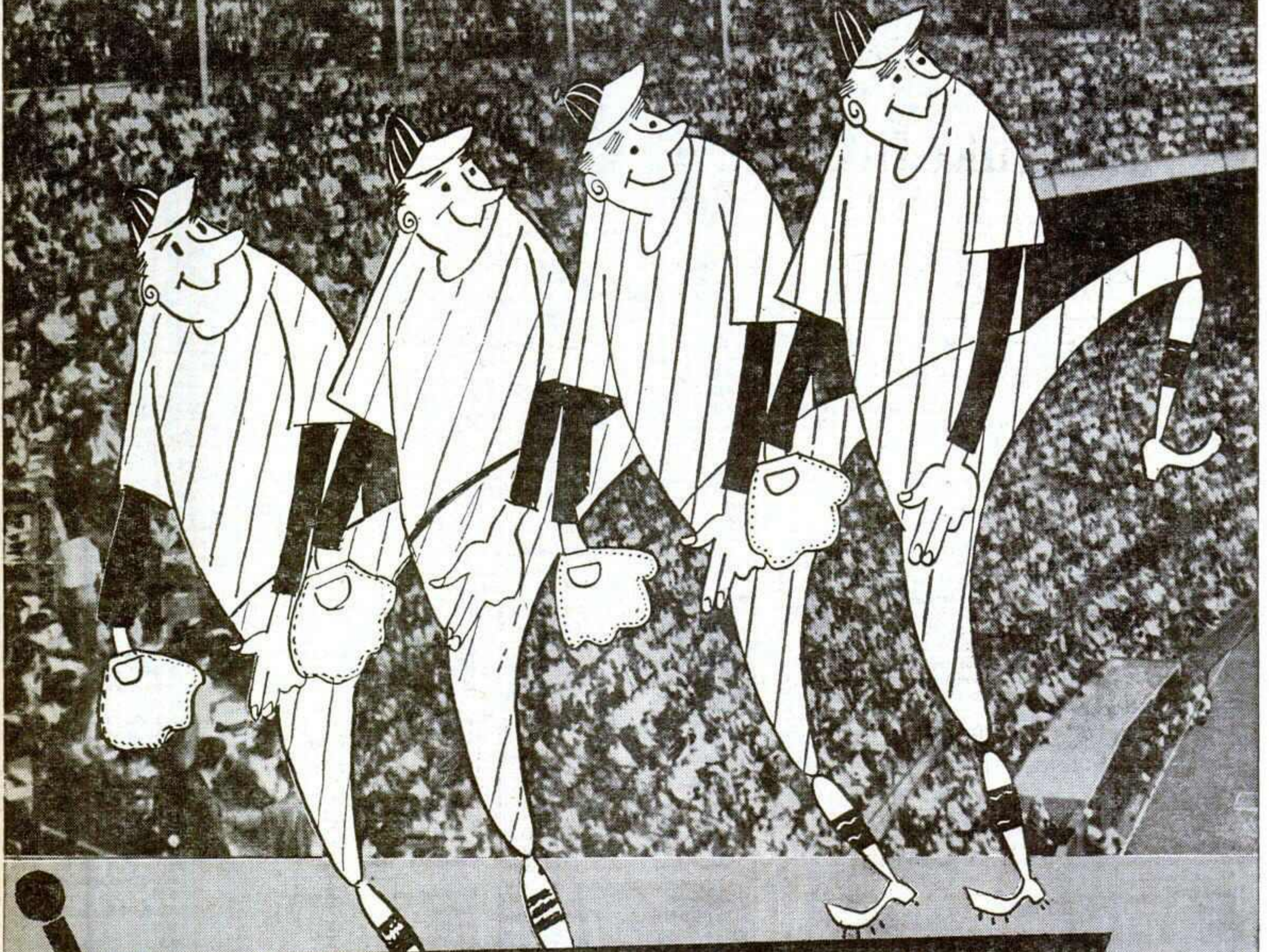
"BO WEEVIL"

CORAL 61590 & 9-61590

Exclusively



*thanks Operators -
for putting us in the Big League!*



the

CREW-CUTS

BOOKED BY



PRESS RELATIONS

VIRGINIA
WICKS

D. J. RELATIONS

AMY
MORGAN

PERSONAL MANAGEMENT

FRED
STRAUSS

MUSICAL DIRECTOR

MORTY
JAY





Sam Willens talks over programming with customers at one of his locations, Northland Drugstore, Northland, Mich., in the world's largest shopping center.

Location Taste--Key To High Juke Box \$\$\$

- Shift With Tune Trends Programming Success
- Vary Check Hours, Guide To Record Selection

DETROIT—How does an operator get good programming? Some say personal opinion; the more practical minded say hard work and experience. But Sam Willens, of Willens Music Company here, seems to have blended the two together for some very satisfying effects in the dollar column.

"By the sheer process of experimentation, I seem to have hit it on the head," says Sam. Close to his

operation, he studies the tastes of each location.

Willens operates a one-man-sized route of about 25 locations—mostly of the drugstore variety, featuring hideaway units.

He has a few guiding principles for programming, but few rigid rules.

Changing the hours for servicing a location about twice a month is good practice, he believes. In this way the operator can learn the tastes of people who come in at different times of the day and night.

"Talk to the consumer," Willens stresses.

The other day, while checking cash, he noted a Dave Brubeck number was being played and walked over to the customer, remarking: "I'm a music man. I see you appreciate good music." The customer was pleased, and a brief conversation revealed a demand for this type of number in that location—building good will for both location and juke box.

Willens finds that progressive jazz, on the style of Brubeck and Stan Getz, is finding an appeal today in many spots and "even the kids are acquiring a taste for it." He supplies it where demand exists, particularly in top locations. This is a new development for him and it has required keeping abreast of changing tastes.

Progressive jazz, he says, has an added advantage for the operator—the artists tend to record somewhat older tunes, so that disk changes aren't required as fast as for pop numbers.

Willens has used rock and roll disks because there was a definite public demand, but has tried to segregate what he calls the "good and bad." Some locations, he finds, resist programming r.&b., others, especially teenage spots, demand them.

Shifts With Trends

This ability to shift with music trends is essential in Willens' programming. A good musical background helps—he used to be an orchestra leader, but he says: "If you don't know music, you can learn. It's necessary to know songs to operate successfully."

Record life is of crucial importance, he finds, and sets the popularity meter every time he services the machine. A new record is given time to prove itself—about three weeks. When it or an older record drops below 10 plays for two consecutive weeks it is usually taken off.

Willens, sticking to a formula of his own, holds record cost at 15 per cent of gross sales. Rather than letting this percentage drop when a

4-Point Plan Plus Location Interest Brings Extra Coins

- Top Programming, Equipment, Personnel, Op-Location Relations Give Edge to Juke Route
- Miami's Truppman Saves \$\$ on Efficient Management, Spends \$\$ on Disks Tailored to Customers' Requests

By RAOUL SHAPIRO

MIAMI—When Ozzie Truppman, of Advance Music Company here, comments on the makings of a smooth-running juke box operation, fellow operators might well lend an ear, for Ozzie's outstanding route is the outgrowth of these ideas:

Good programming, good equipment, good personnel and friendly operator-location relations. No one of these items is more important than any other, insists Truppman.

"Programming? Having hit tunes on the machines is not enough," says Ozzie. "The most foolish thing an operator can do is try to save money on records."

"An operator is selling entertainment, and a customer won't buy unless he can buy the entertainment he likes. Success of supermarkets should point the way for the operator. He must have a varied selection of music, a selection that will fit the tastes and moods of the customers."

"Selections should be kept in categories. Minutes lost while a customer is looking for more particular record are minutes that decrease the earning power of the machine. People have become accustomed to having things made easy for them, otherwise they just don't bother."

Experimented

Ozzie tells how he has experi-

mented with this theory: A machine was set on location without regard to where the records were arranged. After a month, disks were placed categorically, and collections increased more than \$2.

"On an operation of 100 machines, I think it is well worth the extra two or three minutes to earn an extra \$100 a week. Requests, too, are important, and every effort should be made to fill them. A satisfied player in turn means a satisfied location, and that can only mean increased earnings."

Operator-Location Relations

Often an operator who doesn't do all the collecting himself completely neglects a location owner once the machine is set, observes Truppman.

"A point should be made to visit each location ever so often. An owner likes to feel that he is important enough to have the operator drop in for a chat. It gives him a chance to voice any small gripes he may have and to have them taken care of."

"Small gripes can grow into larger ones, and may eventually lose the location for the operator. A location owner is human and likes to have his little egos satisfied. Discuss his problems, buy a round of beers perhaps and you will have a location owner that will be your friend for life."

"Sometimes a dollar or two spent at the right time can do more than

\$50 when a location is about to be lost for one reason or another."

Equipment Suits Locations

Truppman feels an operator should never attempt to operate equipment that is shabby looking, dirty, not in the best working order, and, most important, not up to the potential take of the individual location.

"A location should be given the top equipment in keeping with its gross. This will insure top income from the location and good will on the part of the location owner, and the people who play the machine," he asserted.

High Caliber Personnel

Routemen and servicemen employed on the route must be of the highest caliber, Truppman says. They must be conscientious, have



OZZIE TRUPPMAN

pleasing personalities, and above all, be honest.

"Lack of any of these qualifications must reflect on the operation as a whole and will cause dissatisfaction on the part of the location owner," he pointed out. "The men must understand that when a location owner gives them a so-called 'hard time,' he is showing an interest that can only mean higher earnings for the juke box. Many owners, considered 'nice guys' by their operators, never show any interest in what is going on with their coin equipment. Give me a location owner that shows a keen interest and I'll show you good collections."

WIDE CHOICES

TAC's Tunes—From A to Z

- Firm Operates 400 Jukes, Has 100,000 45 rpm Disks
- Business Built on Sound Public Relations System

NEW ORLEANS—You name the tune, and chances are 100 to 1 that the boys at the TAC Amusement Company here can pick it out within three seconds, from the shelves of their library.

From "A-nniversary Waltz to Z-ebra Blues"—they're all on the shelves, more than 100,000 45 r.p.m. "take-offs," disks which are considered more valuable than the newer ones, because they're harder to get.

The TAC firm, one of the largest juke box operators in the South, celebrates its 25th Anniversary next year, and as they approach

Hit Records Spark Memphis Juke Play

- Variety in Quantity Adds Spice to Fans' Desire
- Clean Machines, Clear Sound Adds Sales Appeal

MEMPHIS—Probably the most successful independent music operator in the Memphis area is Drew Canale, a young man who started from scratch in the business seven years ago and now has a thriving route.

Canale, 32, a towering 6 foot 3 inches, is well known and liked by men in the music business locally and by company representatives who travel the territory. He has almost 100 phonographs on location.

Key to his success is his superior programming, which gets expert care and attention from his staff of eight employees, all under his personal direction.

Canale has a sound ear for what the public likes to hear. He is quick to get on his juke boxes new records as they come out strong. In this way he gets maximum play from the public.

Blues on Beale Street

Because Memphis is the only city of its size in the nation which has a colored population almost as great as white, Canale picks music for each group separately. A large part of juke box play is on Beale Street, Negro entertainment mecca.

Here's the programming breakdown on white and colored locations:

White: Rhythm and blues or rock and roll, 45 per cent; pop, 25 per cent; country and western, 20 per cent; old standards, such as "I

Love You Truly," "Sentimental Journey" and "Star Dust," 5 per cent; fox trots and waltzes, 4 per cent; semi-classical, 1 per cent.

Colored: Rhythm and blues or rock and roll, 50 per cent; blues, on the type of B. B. King and Joe Liggins, 30 per cent; pop, of the Billy Eckstine and Nat (King) Cole type, 20 per cent.



DREW CANALE

Canale's servicemen put an average of 34 records a month on each machine. This averages a little more than one a day and results in a complete change about every three months.

There are exceptions—a smash hit will stay on longer than



ROBERT L. HOLT

before a record makes the "best seller" list.

His system is based on 26 years in the business, the last 10 of which he has owned and operated the Rainbow Music Company.

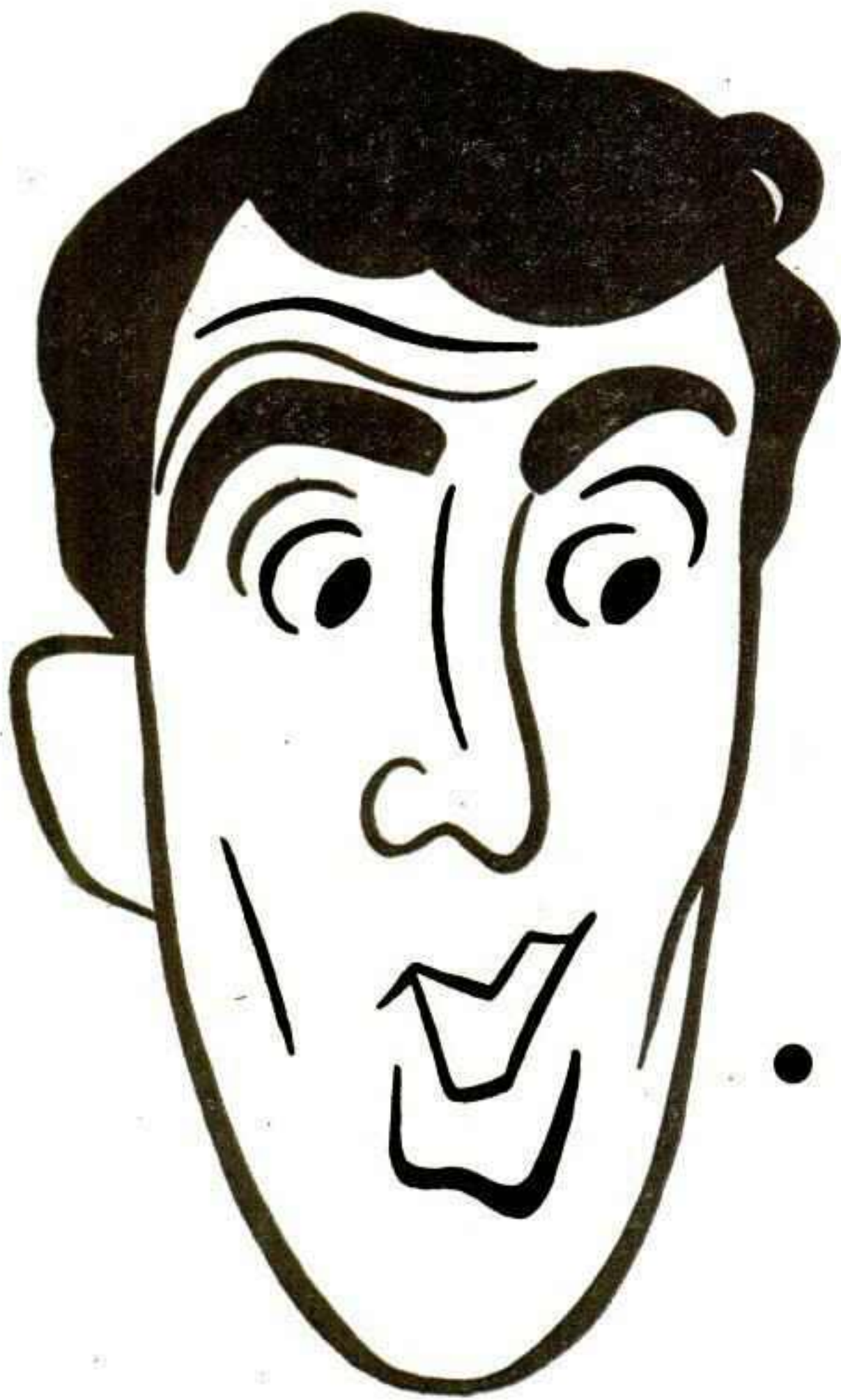
His system is a combination of personal judgment, meter readings on records and popularity charts

(Continued on page 107)

(Continued on page 107)

(Continued on page 107)

(Continued on page 107)



DEAN

Current Capitol Release

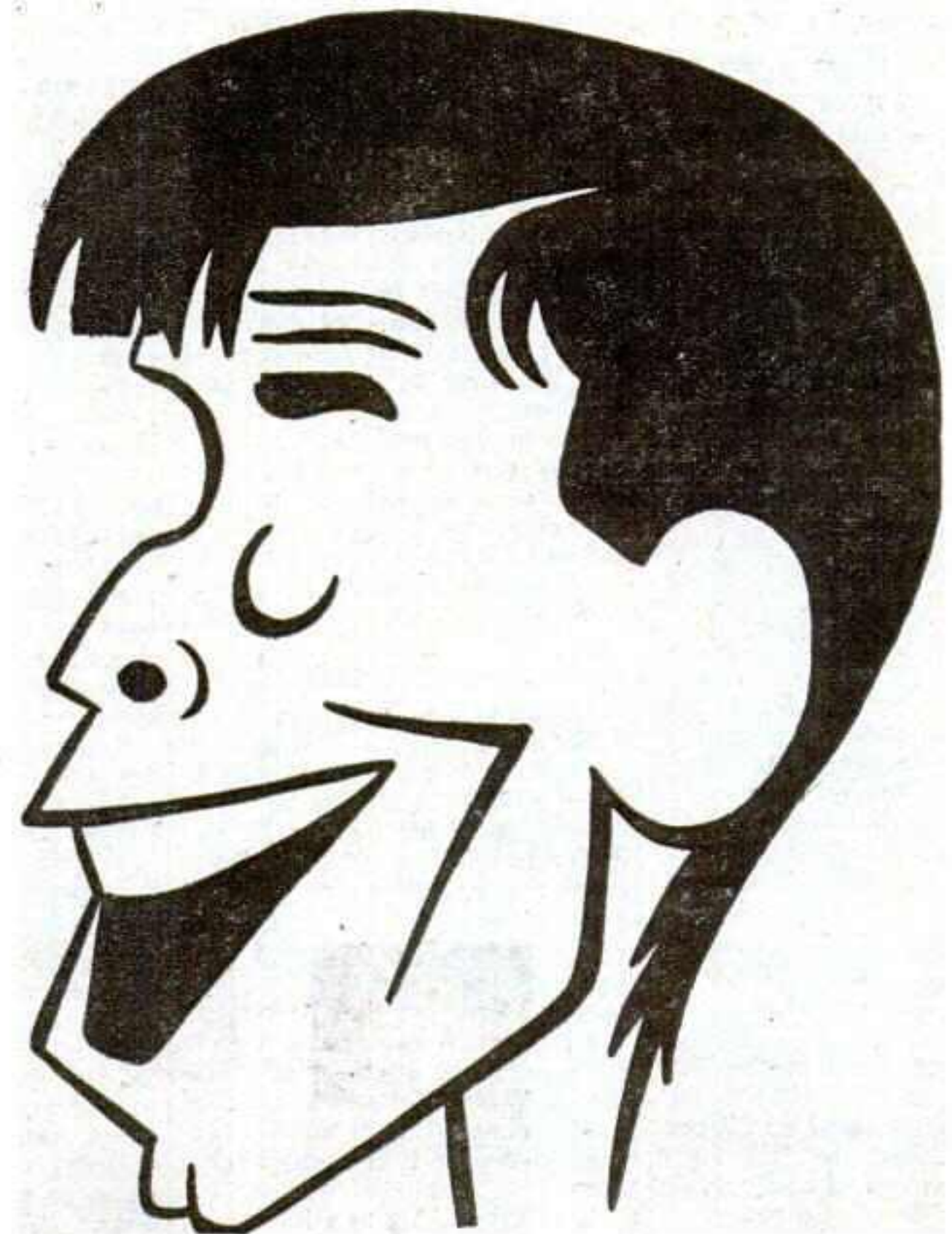
"STANDING ON THE CORNER"

Cap. #3414

Thanks Again, Fellas

JERRY

Watch for our new Paramount Picture
"PARDNERS"





GEORGE MILLER



SIDNEY LEVINE



CLINT PIERCE



BILL HULLINGER



MARTIN BRITZ



HARRY SNODGRASS



TOM WITHROW



LOUIS PTACEK

**George A. Miller
President**

George Miller first entered the coin machine business in 1932 as an operator. In 1933 he played a major role in forming the California Music Merchants' Association, was elected president at its inception and has served in that capacity ever since. He was instrumental in the formation of Music Operators of America as well, and was elected president of the national association during its first meeting. Miller divided his time between the State association and MOA until last December, when he withdrew from active office in CMMA to become full-time president and general business manager of MOA. Miller is a native of California, married and the father of three children. He is active in nearly every major charitable organization in the country.

**Sidney Levine
Legal Counsel**

Sidney Levine has been legal counsel for MOA since its inception in 1948. He has handled all the association's legal matters and has been a key figure in the juke box industry's many victories in the annual copyright hassle. Levine has served as legal counsel for the Music Operators of New York since 1937. He first defended the juke box industry against changes in the Copyright Act in 1943, five years before MOA was organized. Sidney is married and father of three daughters. Recently he was made a grandfather. Levine is active in the United Jewish Appeal, various Boys Town campaigns and other national organizations. He has served as an attorney for operators, distributors and manufacturers.

**Clint S. Pierce
Vice-President**

Clint Pierce, of Brodhead, Wis., can look upon all other MOA officers and directors as newcomers to the coin machine field. Clint started in the business in 1910, by 1922 he had coin-operated pianos on location thruout Wisconsin. He has operated such juke box equipment as a four-record Daley, a 28-record Capehart Orchestrope and you name it. Pierce is president of the Wisconsin Phonograph Operators' Association and was one of the founders of MOA. Pierce has also been mayor of Brodhead. His operation today consists of over 1,000 pieces of equipment thruout Wisconsin. He is an active Shriner.

**William Hullinger
Vice-President**

Bill Hullinger joined MOA in 1950 and has been active member ever since. He is currently a vice-president and a member of the association's executive board. He is strictly a music operator, his route is in Delphos, O. Bill entered the

coin-operated phonograph business in 1945. Locally he is very active in both juke box public relations and community activities. Hullinger has also appeared before Congress in connection with Copyright Legislation. Bill believes that the industry will continue to grow as long as the 1909 Copyright Act remains intact. He thinks MOA is a very valuable part of this industry.

**Martin Britz
Treasurer**

Martin Britz entered the coin machine business after the war in 1946. He was on hand for the first MOA meeting at the Sherman Hotel in Chicago and played a big part in getting the association rolling. He was formerly a director and a vice-president of MOA, took over the treasurer's responsibility last year. Britz operates music machines only, has a large route

MOA in 1949 and has served on just about every committee imaginable at one time or other. Tho no local association has been organized in his territory, Withrow has been instrumental in various operator programs to improve juke box public relations. Prior to his entry into the juke box business, he was a high school general science teacher. Tom thinks the phonograph business has a very good future, believes the key to continued success lies in better business methods and operator co-operation.

**Louis Ptacek
Director**

Louis Ptacek can look back on 18 years of juke box experience. Tho starting with music exclusively, he has since added cigarette and candy machines, amusement units and background music installations to his route. Ptacek joined MOA in 1952. He has been a director

recently he was cited—as head of MMOA—by the president of the United Cerebral Palsy Foundation for the outstanding co-operation given to the UCP by Massachusetts music operators.

**Victor Ostergren
Director**

Vic Ostergren joined MOA in 1952 and has been a director since 1954. In addition, he has served on convention, reception and steering committees. In 1947 he was instrumental in forming the Automatic Equipment & Coin Machine Owners' Association of Indiana and was elected president, a position he still holds. Vic also sparked dime play in his area. He entered the juke box business in 1935. Ostergren takes a very optimistic view regarding the future of the juke box business. He states it is certain to be good for years to come.

Montooth joined that association in 1939 and is a charter member. Les is a music operator exclusively. His route covers a radius of 50 miles around Peoria and he employs seven staffers. Prior to entering the coin machine business in 1936, Les owned and operated a gas station. Ask him why he operates music only and he'll say: "Because I think music is a wonderful business."

**James Tolisano
Director**

Jimmy Tolisano added his weight to MOA in 1950, soon after was named a director and has served in that capacity ever since. In addition to his accomplishments on various MOA committees, Jim has been a real MOA booster—has traveled thruout Connecticut recruiting new members. Tolisano is president of the Music Operators of Connecticut and was active in forming that association. Jim entered the business in 1934. His route today consists of about 200 pieces—music and games. About the business, Tolisano says: "The only big change coming that I can see is that it will get a lot bigger." Jim is from Hartford, Conn. He's married and has three children.

**Howard Ellis
Director**

For the past four years Howard Ellis has been one of the most active directors in MOA. He has served on committees covering legislation, membership, entertainment, conventions and public relations. Ellis joined MOA in 1951. That same year he helped organize the Music Guild of Nebraska and has served as secretary-treasurer of that association since its inception. He entered the juke box business in 1934. Today his route covers an area of 50 miles around Omaha. His outlook? "When I have an extra dollar I invest it in my route. This business is expanding," he declares. Originally from Iowa, he makes his home now in Omaha. Ellis is married and has three children—all daughters.

**Albert Denver
Vice-President**

Al Denver, in addition to being vice-president of MOA and running his own operating business, is president of Music Operators of New York, the largest local association in the country. He has served as vice-president of MOA since the association was formed and as president of MONY for 11 years. Entering the coin machine business in 1935, Al started out with games, later switched to music and cigarettes. Denver is a staunch supporter of all types of juke box public relations—arranging an active goodwill program between MONY members and their customers. Al is married, has one daughter, a son-in-law and two grandchildren.

(Continued on page 106)

**20 MOA Officers, Directors
Pool 436 Yrs. of Experience**

which supports seven employees in Great Falls, Mont. Martin believes the juke box business has a bright future, making steady gains on all levels. He feels that with manufacturers, distributors and operators working together, any problem can be overcome.

**Harry Snodgrass
Secretary**

Harry Snodgrass joined MOA in 1949. Shortly thereafter he was made a director and two years ago was elected secretary. His coin machine experience dates back to 1930, when he began operating amusement machines. Today Snodgrass operates a diversified route, consisting of amusement machines, phonographs and vending machines—a total of 1,200 pieces in all. His business, Border Sunshine Novelty Company, employs 37 office and service staffers. In 1952, along with a few other operators, he helped form the New Mexico Music Guild. Snodgrass is a member of the Albuquerque Chamber of Commerce, the Lions Club and the Elks. Harry, like many other progressive operators, feels the phonograph business is sound and looks good for the future. He's married and the proud papa of two children.

**Tom Withrow
Sergeant at Arms**

Tom Withrow: Music operator, sergeant at arms of MOA, Texan. Tom entered the phonograph business in 1939, liked it so well he's been in it ever since. He joined

for two years. In 1951 he helped form the Kansas Music Association, serving as president for two years. Lou is a member of the Eagles, the Elks, the PTA and the local country club in Manhattan, Kan. In the family department, he heads the MOA list. He has six children, four boys and two girls.

**John A. Wallace
Director**

John (Red) Wallace, Oak Hill, W. Va., in addition to his MOA director post, is president of the West Virginia Music Operators' Association. He is a great believer in promoting juke box public relations—started a teen-age dance program in West Virginia shortly after the State association was formed. Red, who entered the coin machine business in 1933, was previously a coal miner. He is active in all sports. He's married and has two children. He believes the juke box industry will continue to expand for many years to come.

**David Baker
Director**

Dave Baker, Boston, is new on the MOA scene, joining the national association in 1954. His drive and efforts to help MOA, once he became a member, quickly brought about his appointment as a director. Baker is no newcomer to the coin machine business. He started in the field in 1940. Dave is also president of the Massachusetts Music Operators' Association, one of the most active local associations in the country. Just

**Hirsh de La Viez
Vice-President**

Among music operators and record people, probably no one needs less introduction than Hirsh de La Viez. Hirsh is a vice-president of MOA, tho he formerly served as treasurer. He is chairman of MOA's entertainment committee—a post he has always held. His history in the entertainment field reads like a table of contents—he once owned a string of theaters in Baltimore and Washington, and operated a night club and a gift shop. He is a member of the Masons, Elks, Moose and a life member of the Actors' Guild. Hirsh entered the coin machine business in 1920 as a manufacturer of pinball machines. Today he operates a route of over 1,000 pieces, 750 of them phonographs. He played a key role in forming the Washington Music Guild, was elected the first president of that association in 1941. In co-operation with the Variety Club, Hirsh helps conduct a teen-age juke box dance once a month. He hails from Baltimore, Md., is married and has two children.

**Les Montooth
Vice-President**

Les Montooth sat in on the first meeting of MOA and he hasn't missed one since. He once served as MOA secretary, tho now fills the post of vice-president. Les is also active in a local association. He is president of the Central States Music Guild, headquarters in Peoria.



JACK WALLACE



DAVID BAKER



VIC OSTERGREN



HIRSCH DE LA VIEZ



LES MONTOOTH



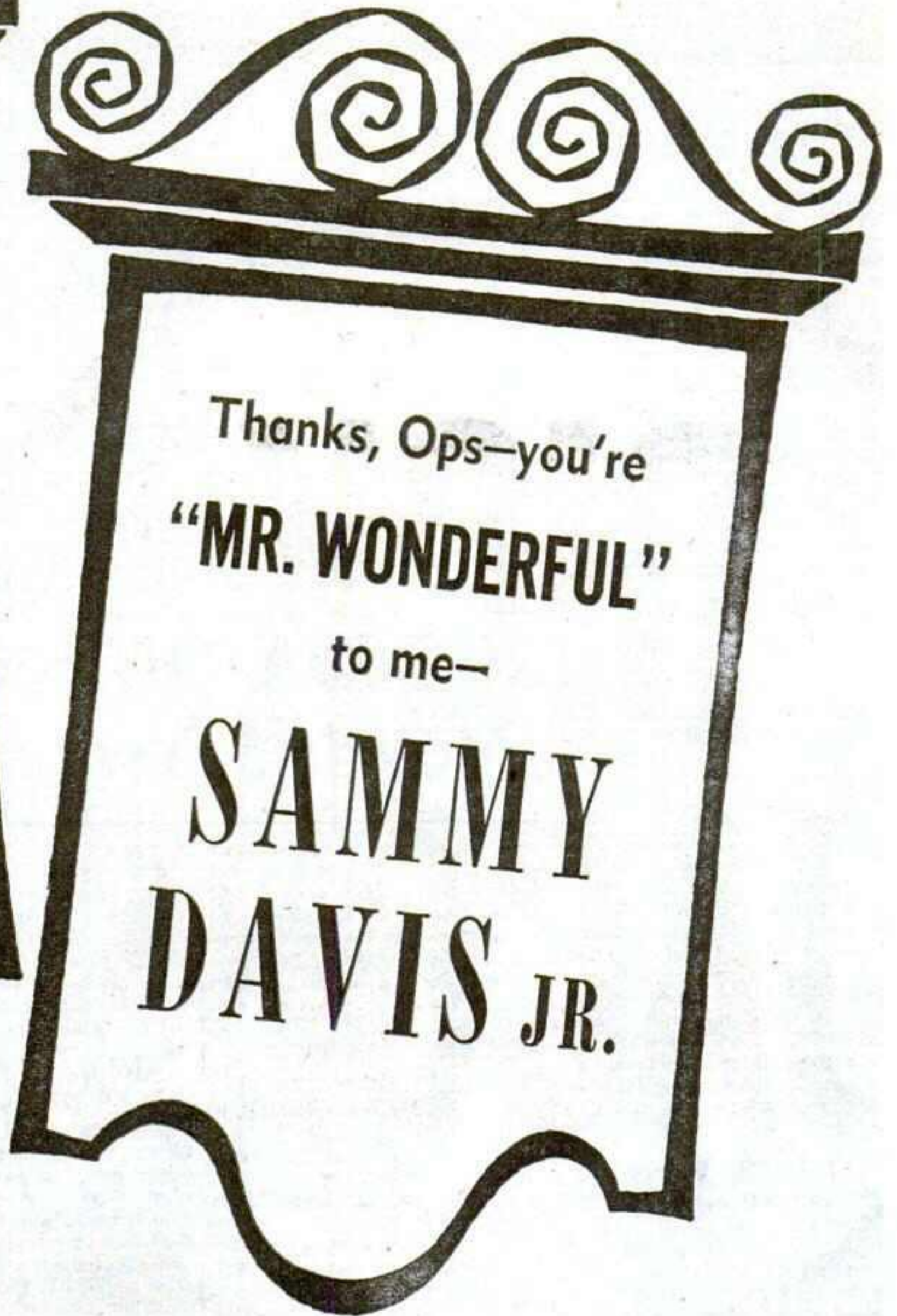
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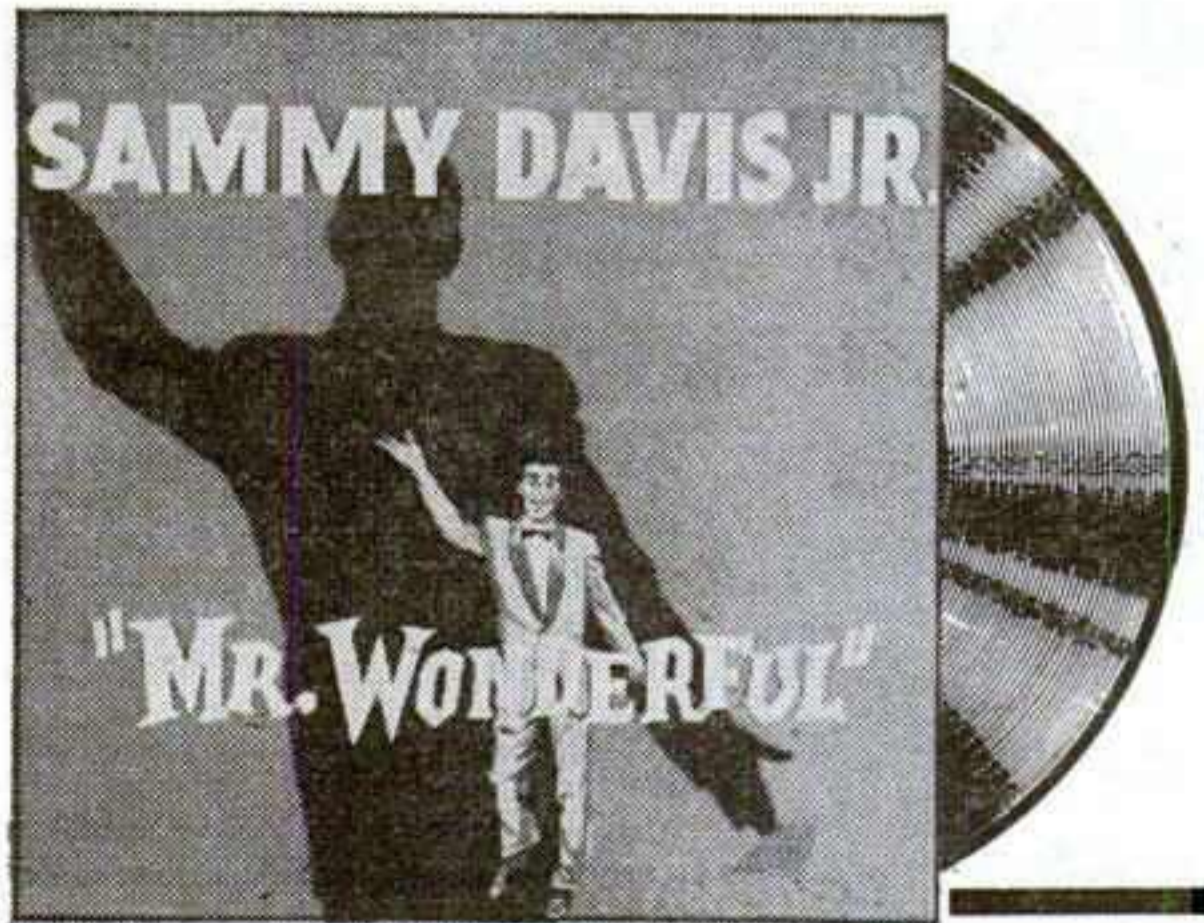
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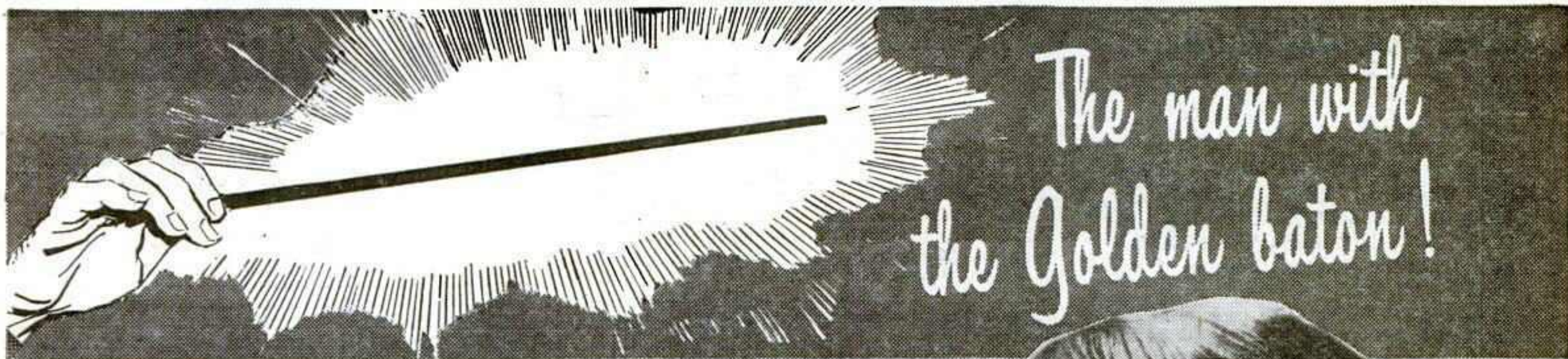


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• Review Spotlight on . . .

ALBUMS

Classical

MENDELSSOHN: VIOLIN CONCERTO; MOZART: VIOLIN CONCERTO NO. 4 IN D (1-12)—David Oistrakh, Violin; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5085

This will be the big violin package of the next few months. The best qualities of Oistrakh—beautiful tone and impeccable technique—are fully displayed here, and the repertoire is basic. The set is Columbia's \$2.98 "Buy-of-the-Month" in May and slated for heavy advertising, which should push it even faster into the best-selling ranks. All-store merchandise.

Jazz

BLUE ROSE (1-12)—Rosemary Clooney; Duke Ellington Ork. Columbia LP 872

Dealers undoubtedly will do well with this package. Columbia has scheduled heavy promotion to back it up, as the \$2.98 pop "Buy-of-the-Month," and it has name artist power and excellent performances. The combination of Clooney's vocals and the Ellington band will attract buyers both in the pop and jazz markets. With the band are the usual fine instrumentalists, and those featured in the arrangements are noted in the liner notes. Tunes are: "Hey, Baby," "Me and You," "Sophisticated Lady," "Grievin'," etc.

• Best Selling Popular Albums

1. ELVIS PRESLEY RCA Victor LPM 1254
2. THE MAN WITH THE GOLDEN ARM—Sound Track Decca DL 8257
3. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
4. SONGS FOR SWINGIN' LOVERS—Frank Sinatra Capitol W 653
5. CAROUSEL—Sound Track Capitol W 694
6. FOUR FRESHMEN AND FIVE TROMBONES Capitol T 683
7. PICNIC—Sound Track Decca DL 8320
8. MY FAIR LADY—Original Cast Columbia OL 5090
9. OKLAHOMA!—Sound Track Capitol SAO 595
10. THE BENNY GOODMAN STORY—Sound Track Decca DL 8252, 8253
11. JULIE IS HER NAME—Julie London Liberty 3006
12. THIS LUSTY LAND—(Tennessee) Ernie Ford Capitol T 700
13. BUBBLES IN THE WINE—Lawrence Welk Coral CRL 57083
14. SO SMOOTH—Perry Como RCA Victor LPM 1085
15. SPARKLING STRINGS—Lawrence Welk Coral CRL 57011

• Reviews and Ratings of New Classical Releases

KODALY: HARY JANOS SUITE; RES-PIGHI: FESTE ROMANE (1-12)—NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 1973 . . . 80

The magic Toscanini name will sell this edition despite the existence of some most worthy competition. Buyers of the maestro's "Fountains of Rome" and "Pines of Rome" will fill out the trilogy readily with "Feste Romane," although some hi-fi enthusiasts will prefer the sound of Dorati's Minneapolis ork version on Mercury. The colorful Kodaly pieces get a wonderfully virile, colorful reading, although the sound of the recording, taken from a 1947 broadcast, is not the ultimate in this hi-fi era.

RAVEL: COMPLETE PIANO WORKS (3-12)—Walter Gieseking, Piano. Angel 3541 77

There has been much advance demand for this set, announced earlier but delayed in production. When it comes to Ravel, the pianist gives ground to no one, with the partial exception of Casadesu, who has also made available the entire repertoire. These are wonderful readings—warm, intimate and colored just right. Angel has packaged the set with taste and supplied a booklet of photos and commentary that is its own reward. Only five sides of the three disks are etched (with appropriate discount). Wherever piano records are bought this pack will move on display. Strong initial sales will taper, but moderate action will continue over the long haul.

MOZART: VIOLIN CONCERTO NO. 4 IN D; VIOLIN CONCERTO NO. 5 IN A (TURKISH) (1-12)—Yehudi Menuhin, Violin; Philharmonia Orchestra; John Pritchard, Cond. RCA Victor LM 1961 73

Menuhin has provided collectors with a more relaxed and lyrical treatment of the popular concertos than is usual. He is particularly satisfying in the D Major, although the "Turkish" also ranks as a fine performance. The automatic Menuhin sale should have difficulty snowballing, however, due to rough competition. In

both works Oistrakh will pull most of the action.

MOZART: VIOLIN SONATA NO. 10 IN B FLAT; VIOLIN SONATA NO. 15 IN B FLAT (1-12)—Jascha Heifetz, Violin; Brooks Smith, Piano. RCA Victor LM 1958 72

Brilliant renditions of these substantial Mozart sonatas, with nervous tension but not twisted out of stylistic focus. The familiar fault with most of Heifetz's chamber music diskings is present—bright, up-close fiddle sound, but a piano rather distant and subservient. Heifetz fans won't mind, tho, and they'll reach for this set eagerly. A good sale in its repertoire class is predicted.

BARTOK: MIKROKOSMOS, BOOKS 1-6 (Complete) (3-12)—Gyorgy Sandor, Piano. Columbia 5L 229 71

"Mikrokosmos," six books of piano pieces, totaling 153 in all, is a little world unto itself. Beginning with the most basic problems of piano playing, the composer explored thru it every facet of the piano's resources. The first books are primarily of pedagogical and theoretical value, but the material in Books 5 and 6 contains brilliant concert pieces

(Continued on page 76)

• Reviews and Ratings of New Popular Albums

ESCAPADE IN SOUND 82
Al Nevins Ork (1-12")
Victor LPM 1166

Al Nevins, one of the Three Suns, has temporarily swung out of his regular orbit to branch out on his own as producer and musical director

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for this hi-fi package of nostalgic standards. Tasteful arrangements and smart instrumental work are blended neatly, with 12 selections utilized to tell a romantic story, via song titles. "Cocktails for Two," "Love for Sale," "You're Driving Me Crazy," "Anything Goes," and "Let's Put Out the Light," in that eyebrow-raising sequence.) It's a clever gimmick and should pay off in plenty of jockey spins and cross-counter sales. The cover spotlights Nevins himself (suave as all get-out in a red velvet dinner jacket) sharing a champagne glass with a Marilyn Monroe type blonde.

TORCHY 77
Carmen McRae (1-12")
Decca DL 8267

This is the third LP by the jazz thrush, and it qualifies more as a pop release than the others without losing any appeal for the jazz coterie. Full orchestral backings are divided between Ralph Burns and Jack Pleis, and the tunes are all standards, including "Yesterdays," "Speak Low" and an especially lovely "Last Night When We Were Young." This will sell well on recommendations, and it should create interest in the thrush's other efforts. The gal sings with her usual warmth and good taste. She always scores high on deejay popularity polls, so this LP is bound to see plenty of turn-table action.

SUDDENLY THERE'S GOGI GRANT . . 77
(1-12")
Era EL 20001

Gogi Grant sings an excellent choice of material here. The list leads off, of course, with "Suddenly There's a Valley," (her big click single) and includes "I Let a Song Go Out of My Heart," "The One I Love," "Wrap Your Troubles in Dreams" and other class ballads. Gogi's style is warm and assured, and she has tasteful backing by Buddy Bregman. The thrush has another strong single

climbing the charts right now, which should help sales on her first LP.

EVERYBODY DANCE! 76
Guy Lombardo and his Royal Canadians (1-12")
Decca DL 8254

Who now with another label, Guy Lombardo will continue as one of the staples in this catalog for a long time. He is represented here in his usual sweet style—the sound of which cannot be mistaken for any other aggregation. Included are a flock of standards, including "Walking My Baby Back Home," "Once in a While," "Blue Tango," "Half as Much," etc. A profitable package.

BOBBY SHORT 75
(1-12")
Atlantic 1230

Bobby Short's first Atlantic LP enjoyed sales success, and his new album should do likewise. The show-wise warbler applies his air of buoyant sophistication and artful phrasing technique to 13 diversified selections, ranging in mood from the quaint and charming "At the Moving Picture Ball," and "Bedelia," to the exhilarating "Down With Love," and "The Carioca." Adding to the package's sales appeal is a smart looking cover and George Frazier's fascinatingly irrelevant, and eminently readable liner notes.

ALL-WEATHER MUSIC 75
Les Brown Band (1-12")
Coral CRL 57039

Les Brown has left Coral for Capitol, but his musical memory lingers on in the catalog, as witness this collection of weather songs. The ditties—"Blue Skies," "Clouds," "Rain," "Stormy Weather," etc.—are wrapped up in Brown's swifty style and tasteful arrangements with a danceable beat. The cover shows Brown (dressed for a storm in slicker and rain hat) playfully hooking an umbrella around the ankle of a carefree, bikini-clad brunette. It's a fairly tasteless layout, but a sure-fire attention-getter. Most of these selections were in an earlier 10-inch set.

(Continued on page 74)

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Reviews and Ratings of New Popular Albums

Continued from page 72

HI-FI FIDDLE.....74

Florian ZaBach (1-12")
Decca DL 8239

Deejay will find a plenitude of programming in this package. It presents ZaBach at his most novel. Florian, the sometimes fantastic, is never florid. His arrangements are often sparkling, particularly his performances here where he is backed by Al Rickey. Included are "The Hot Canary," "Gypsy Fiddler," "Red Wing," "Whistler and His Dog," etc. ZaBach's syndicated TV film series affords dealers an advantageous opportunity for tie-ups in cities where the show is carried by local TV stations.

CARE TO CHA CHA CHA?.....71

La Playa Sextet (1-12")
Mardi-Gras LP 5001

A package for the teen-agers and others who want to hoof some to the intriguing Latin beat. The rhythms are authentic and tunes include "Jamaica," "Delicado," "Chiquita"—a dozen in all.

JULIETTA GRECO.....72

(1-12")
Columbia ML 5088

The vogue for Continental canaries reaches a high level of excellence in this package of a dozen French songs by Juliette Greco. Accompanied by Michel Legrand's ork, these ditties are by turn sad, dramatic, lyrical, and, of course, always refreshingly Galic. "Tu Me Dirais," "Les Cloches," "La Fourmi," "Coin de Rue," are a few of the titles. Liner notes contain free translations of the songs. Legrand is a potent LP name in his own right here, and dealers should push this album with his following as well as Miss Greco's.

TANZI.....64

Dave Taras and Sam Musiker, Clarinets (1-12")
Epic LN 3219

The two top Freilach clarinetists offer ample solo and duet demonstrations of their unique art in a collection of Eastern European dances of the type played at weddings and bar mitzvahs. There are several competitive sets by the same artists on small specialty labels, most of which have pipelines into the specialty shops.

Jazz

BROTHER MATTHEW WITH EDDIE CONDON'S JAZZ BAND83

(1-12")
ABC-Paramount ABC 121

The return of altoist Boyce Brown to disks should be a big event to many long-standing collectors and fans of the Chicago jazz idiom. Also, the tremendous publicity he is receiving in "Life" and elsewhere, as the black-robed Brother Matthew, the monk who blows out jazz, should attract plenty of attention to this issue. The presence of Condon, Wild Bill Davison and Pee Wee Russell, among others of similar musical persuasion should help win support also. It's not for modernists, so if the customer digs Thelonius, Brother Matthew is the wrong kind of monk for him.

BOTH FEET IN THE GROOVE80

Artie Shaw Ork (1-12")
Victor LPM 1201

Here's a kaleidoscope of the Artie Shaw band career dating from cuttings made from 1938 thru 1945. The album shows the development of the band from its wild and swinging brass-reed-rhythm line-up of the Hotel Lincoln days to the lush, but still swinging ork, augmented heavily by strings. This is a tasty selection of numbers including "Comin' On," "One Night Stand," "Prosschal," "One Foot in the Groove," etc., and the recording job is entirely acceptable. The package should cash in on the current wave of swing band re-issue fever, tho the cover could have been more dramatically handled.

THE TEDDY CHARLES TENTET78

(1-12")
Atlantic 1229

Using an unusually constructed jazz ensemble (vibes, trumpet, tenor, alto and baritone saxes, tuba, guitar, piano, bass and drums), Charles creates jazz chamber music of an advanced experimental kind. Besides Charles, the arrangers of this provocative, far-out material included Gil Evans, Jimmy Giuffre and George Russell. With nine other musicians of stature, who understood his ideas, Charles pulled off a real tour de

force on these dates. This is a "must" buy for most brands of "modernists."

MILT JACKSON74

(1-12")
Blue Note BLP 1509

Basically, this is a re-mastering of a 10-inch LP (BLP 5011), adding one number not previously released ("Evidence") and an additional take on each of three tunes ("Lillie," "Misterioso" and "Four in Hand"). Three changes of personnel are involved in these sessions, with interesting shifts of emphasis in Jackson's style. On one date, he was backed by the original members of the Modern Jazz Quartet; on the second and third, Thelonius Monk was the principal assistant. This LP contains some of the real high points of Jackson's music-making in his pre-MJQ period. Try a ballad like "Willow Weep for Me" as a starter and then dip in anywhere.

SINGIN' KAY STARR, SWINGIN' ERROLL GARNER75

(1-12")
Modern LMP 1203

Collectors of jazz will go for this package, for it presents 10 interesting performances by two great artists. The sides were recorded during an old concert at the Shrine Auditorium in Los Angeles, with the tape containing sounds of applause. Miss Starr's feeling for the blues and other jazz forms comes thru splendidly, and it would be fine for jazz buffs if she would do more of it in her present affiliation. Pianist Garner's piano style is as enchanting and unpredictable as ever. Included are "Ain't Misbehavin'," "Lover," "Good for Nothing Joe," "Them There Eyes," etc.

MAT MATHEWS75

(1-12")
Brunswick BL 54013

The best of the present-day jazz accordionist is heard here in a recap of some sides previously issued as singles. There is an absorbing mixture of swingers and good music offerings, including Mathews' own oft-played "Owl Eyes" and "Maya." "Bag's Groove" and "Bernie's Tune" are two of the jumpers. There are a few thousand young squeezebox aspirants who will make this required listening. For the average modern jazz collector, it's a smart, tasteful collection that never goes too far out. Good jazz inventory.

THIS IS HAMPTON HAWES, VOL. 273

(1-12")
Hampton Hawes' Trio (1-12")
Contemporary C 3515

The piano style of Hamp Hawes is modern, but there is nothing precious

or avant-garde about him. He has deep jazz roots, combined with sophistication. Hawes sticks to pop standards in this album, with a few modern jazz classics thrown in (e.g. Thelonius Monk's "Round Midnight" and Parker's "Steepchase"). For Hawes' shimmeringly beautiful way of handling a ballad, "Stella by Starlight" is a prime example. The pianist's recent Eastern appearances should have increased his potential since Vol. 1 was issued.

TALKIN' AND WALKIN' WITH THE KENNY DREW QUARTET72

(1-12")
Jazz: West JWLP 4

Looking at the line-up (pianist Drew is backed by Joe Maini, Leroy Vinnegar and Lawrence Marable), most listeners will probably expect a typical "West Coast modern" session. Well, it is that—and it isn't. From the opening "Talkin'-Walkin'," the Quartet shows a preoccupation with older, traditional kinds of jazz material that sometimes gets into a very earthy, "down home" groove. Drew himself wrote most of the material—and he romps all over the keyboard with an uncomplicated and in view: to entertain. Sensational work by bassist Vinnegar, incidentally.

EMBERS GLOW71

(1-12")
Jane Fielding, Kenny Drew Quintet (1-12")
Jazz: West JWLP 5

The title of this package, in addition to being the title song, also describes the general mood of the package and its recorded material—a mood of intimacy, tasteful jazz instrumentation and a flock of interesting fatter than well-known ditties including "Key Largo," "Right Boy for Me," "Make the Man Love Me," etc. Miss Fielding has a nice style for these intimate jazz vocals tastefully backed by the Drew Quintet.

Hormel Forms Zephyr Disks

HOLLYWOOD—Geordie Hormel, jazz pianist scion of the meat packing clan, has organized Zephyr Records, with the firm expected to get under way via its first release by June 1.

The disk firm will also operate Zephyr Music Library to supply music for radio, television and commercial films, and Austin Music, Inc. (BMI). Officers of the corporation, in addition to Hormel, include Roy Anderson and Marilyn Vaile, both associated with the Hormel Foundation of Austin, Minn.

Spencer Moore has been named general manager of the company, with Bill Hitchcock to helm a repertoire post.

New Talent Inked By Bethlehem Disks

NEW YORK—Bethlehem Records, the jazz indie, has signed the Pat Moran Quartet and warbler, Freddie Stewart, to disking contracts.

The company has begun a conversion program for its former 10-inch LP's and will re-list several sets per month in new 12-inch packages. On May 1 Bethlehem's retail price for 12-inch sets went down to \$3.98, as previously reported in these columns.

HE WANTED THE 4 EVANGELISTS

NEW YORK — With so many vocal groups recording these days, new names are becoming hard to find and there's bound to be some confusion. Bird names have been exhausted, and the new units are resorting to objects (witness: the Carpets, Platters, Turbans, etc.)

Last week at Victor, Steve Sholes' secretary, Ethel Asinas, received a call from a chap asking: "Have you a recording of the Four Gospels?" Ethel promptly asked: "Are they hillbilly or pop?"

"Don't be facetious, young lady," said the caller. Turned out that he was looking for a recording of the New Testament which was being pressed by the Victor Custom Record Department.

WELCOME PLUS

Martin Wows 'Em Again at Copacabana

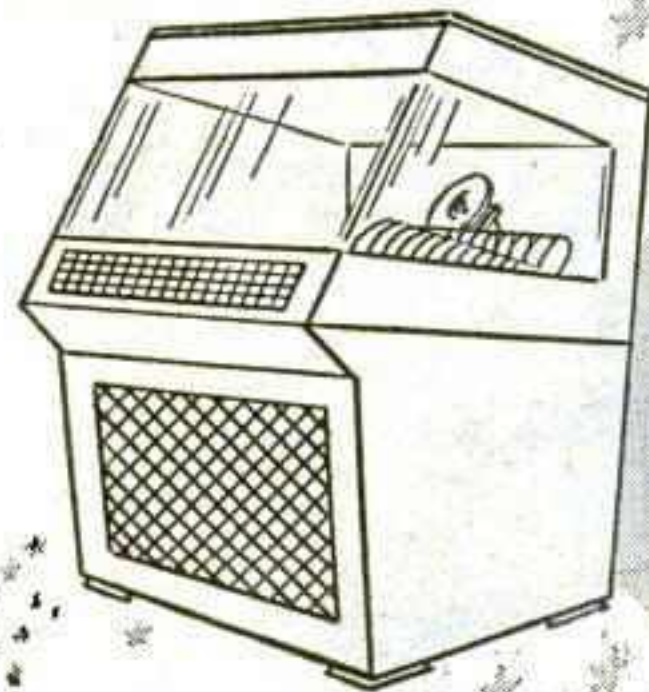
NEW YORK—Tony Martin returns to the Copa after a considerable absence from these parts. It's safe to predict that he will duplicate the success which has made him a memorable headliner in Jules Podell's temple of entertainment. In fact, the customers will be dining and wining cheek-to-cheek for the next few weeks.

On a nitery floor, Martin is about the epitome of suave, canny showmanship. He knows exactly what the table-squatters want from him vocally, and serves it up with a deceptive effortlessness. Likewise, he knows just how to juggle his rep for best effect. Currently, he includes favorite ditties like "Woman in Love," "Walk Hand in Hand With Me" and "September Song." Interspersed are a show tune or two and a really superb arrangement of "Autumn Leaves." It all adds up to reception plus.

As a contrast to the easy-going, under-salesmanship of Martin, the inclusion on the agenda of those three ex-nurses, the Bonnie Sisters, points to smart booking. Les gals really go to town with uninhibited, rock and roll rhythms, giving matters like "Live 'til I Die," "Cry, Baby, Cry" and "Down by the Riverside," the full hypo treatment.

Comedy-wise, Phil Foster is on hand to snare his regular quota of laughs. The handsome Copa line project happily in the production numbers to back up Michael Durso's excellent chanting and young Sandra Devlin's talented solo stepping. Monsieur Podell is definitely in the chips with this show. Bob Francis.

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**• Reviews and Ratings of
New Classical Releases**

• Continued from page 72

that have long been in the recital repertoire. Of the latter, "Ostinato" and the "Bulgarian Dances" come at once to mind. This first recording of "Mikrokosmos" in its entirety is a recording and artistic triumph. Bartok's own praise of Sandor is seconded from the evidence here. A big commercial asset is the fancy accompanying booklet of notes and photos.

MOUSSORGSKY: PICTURES AT AN EXHIBITION (1-12)—Eugene Malinin, Piano. Angel 3531770

In his own way, young Soviet pianist Malinin should excite lots of attention at a time when a number of youthful keyboard artists (notably Columbia's Glenn Gould) are reaching for the laurels formerly the property of the late William Kapell. In this showpiece Malinin takes a deliberate pace, seeking for musical meaning first and technical display second. He has plenty of the latter, too. Inevitable comparisons should stimulate sales. Outstanding piano sound.

MAHLER: SYMPHONY NO. 6 (TRAGIC) (2-12)—Rotterdam Philharmonic Orchestra; Eduard Flipse, Cond. Epic SC 601270

Altho this particular Mahler symphony has been much maligned by the critics, much more of it is interesting than is not. There is a good deal of rich post-Wagnerian polyphony and especially brilliant orchestration, which glows in the excellent quality of the recording accorded it here. The orchestra and the conductor, both new to this market, do a highly creditable job. If any Mahler Sixth is to be sold, it might as well be this one.

MOZART: PIANO CONCERTO NO. 6 IN E FLAT; PIANO CONCERTO NO. 14 IN E FLAT (1-12)—Hans Henkemans, Piano; Vienna Symphony Orchestra; Bernhard Paumgartner, Cond. Epic LC 322669

In comparison with Mozart stylists more familiar to the American public, Henkemans stands up very well. There is warmth in his playing, to an almost romantic degree. Charm and genuineness are generously radiated here. Competition is not too formidable for Henkemans on either concerto; certainly from the point of view of sound, none surpass the Epic offering. Should boost the artist's stock here.

THE ART OF AKSEL SCHIOTZ (1-12)—RCA Victor LM 196869

Altho this is labeled a "Collector's Issue," the sound of these numbers, some of which were earlier shellac releases, is satisfactory. The tenor's voice is lyric, and gloriously pure, and dealers should not hesitate to call this set to the attention of vocal music buyers. Schioltz is most successful in the religious arias, including excerpts from Bach's "St. Matthew Passion" and "Christmas Oratorio," Haydn's "Creation" and Handel's "Messiah." In the four Mozart operatic arias there's some deficiency of Italianate crackle, but shops with connoisseur clientele will be able to move a reasonable number of volumes.

GIGLI IN CARNEGIE HALL (1-12)—RCA Victor LM 197268

These selections were cut at three different Carnegie recitals in April, 1955. The once great tenor, then 65, presented

only an echo of the pure, resonant lyric tenor on which he built his fame. However, students of vocal art and of Italian operatic style will find much to study here. Some sets also will be sold on the basis of nostalgia to the same type of enthusiasts who shouted "bravo" after anything and everything Gigli sang at those recitals.

BARTOK: STRING QUARTETS, NOS. 3 AND 4 (1-12)—Vegh Quartet. Angel 3534168

This second installment in the Vegh Quartet's circuit of the six Bartok quartets throws up the greatest technical and interpretive challenges. The Fourth Quartet, in fact, is generally considered to be the composer's most profound work in this idiom. Both are about as easy to understand as Einstein's theory of relativity. However, these works have a central importance in the history of contemporary music that makes it necessary to grapple with them, and, as the initiated can testify, few experiences are more rewarding. Connoisseurs will recognize the success of the Vegh players in mastering these incredibly difficult quartets.

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"VERANO AMOR"

c/w

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending May 2

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Heartbreak Hotel		1	10		
By Axton, Durdan & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.					
2. Poor People of Paris (Jean's Song)		2	13		
By La Gaulante de Pauvre-Jean-Marguerite Monnot—Jack Lawrence—Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Beltran, Vic 20-6498; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.					
3. Hot Diggity		3	9		
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.					
4. Blue Suede Shoes		4	10		
By Carl Perkins—Published by Hi-Lo Music, Inc.—Hill and Range Songs, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; E. Presley, Vic EPA-747; EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral.					
5. Ivory Tower		7	6		
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; O. Williams, De Luxe 6093. RECORDS AVAILABLE: Four Hues, Coral 61617; G. Storm, Dot 15458.					
6. Moonglow and Theme From Picnic		8	5		
By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: G. Cates, Coral 61618; M. Stoloff, Dec 29888.					
7. Why Do Fools Fall In Love?		6	12		
By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORD: Teen-Agers, Geo 1002. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832; G. Storm, Dot 15448.					
8. Lisbon Antigua		5	20		
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595.					
9. Long, Tall Sally		18	5		
By E. Johnson—Published by Venice (BMI) BEST SELLING RECORDS: Little Richard, Specialty 572; P. Boone, Dot 15457. RECORD AVAILABLE: M. Robbins, Col 40679.					
10. A Tear Fell		12	10		
By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORDS AVAILABLE: A. Carter, Vic 6482; L. J. Hunter, Atlantic 1086.					

Second Ten

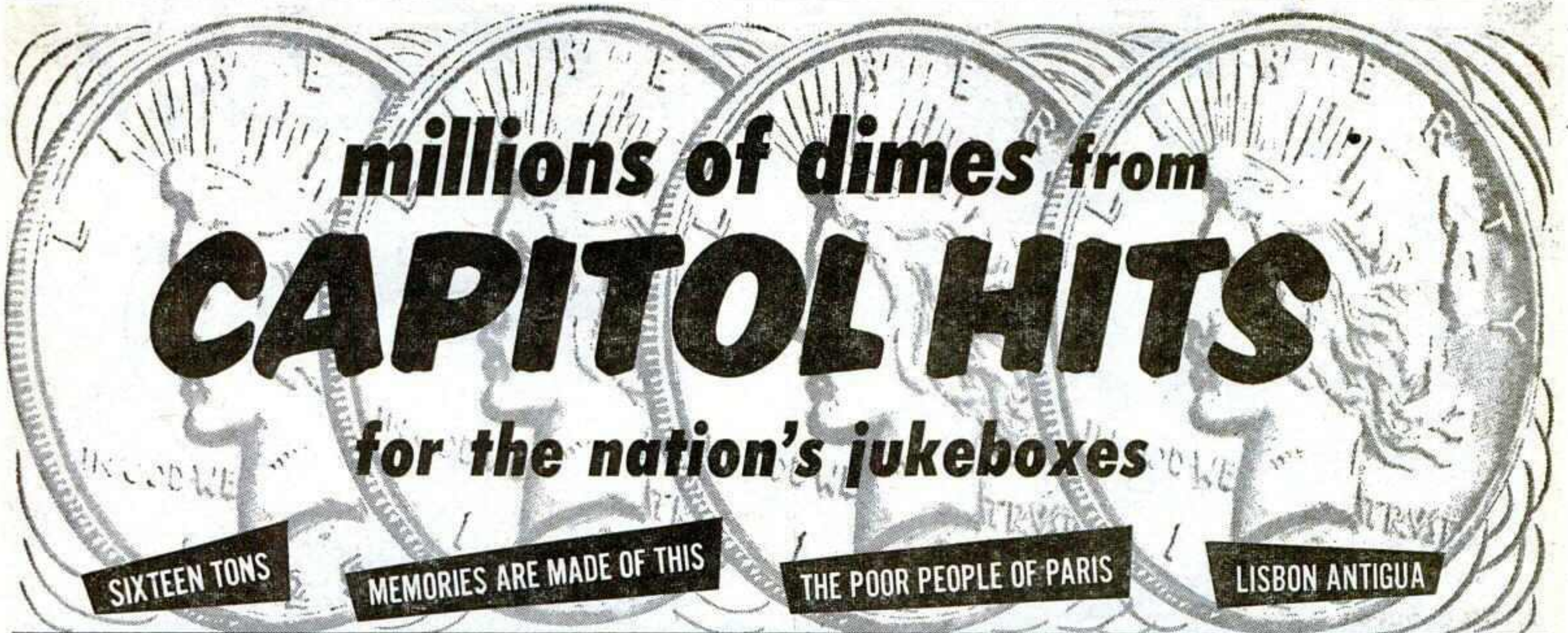
11. Magic Touch		10	6		
By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.					
12. Main Title Molly-O (Man With the Golden Arm)		16	7		
By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORDS: R. Maltby, Vik 0196; E. Bernstein, Dec 29869. RECORDS AVAILABLE: L. Elgart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B. Morrow, Wing 90063; R. Young, Dec 29833.					
13. No, Not Much		11	16		
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.					
14. Mr. Wonderful		15	11		
By Buck Holofcener-Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: P. Lee, Dec 29834. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; S. Vaughn, Mercury 70777; Mello-Larks, Epic 9146; B. A. Steele, ABC-Paramount 9669.					
15. Rock and Roll Waltz		9	19		
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORDS AVAILABLE: A. O'Day, Verve 2000; L. Welk, Coral 61128.					
16. Rock Island Line		13	6		
By Lonnie Donegan—Published by Hollis Music (BMI) BEST SELLING RECORD: L. Donegan, London 1650. RECORDS AVAILABLE: D. Cornell, Coral 61613; B. Darin, Dec 29883; L. Dreslar, Mercury 29883; J. Gavin, Epic 9161; G. Jones, King 4918; R. McKuen, Liberty 55019; M. Moore, Cap 3397; J. Work, Dot 1279.					
17. Theme From the Three Penny Opera (Moritat)		18	15		
By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORD: D. Hyman, M-G-M 12149. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gorá, Vic 20-6419; R. Hayman-J. August, Mercury 70781; T. Murphy, Col 40586; L. Paul, Cap 3329; C. Powell, Groove 0144; T. Puente, Vic 20-6417; R. Raeburn, Col 40657; E. Rodgers, London 1645; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.					
18. I'll Be Home		13	14		
By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.					
19. Eddie, My Love		17	10		
By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORD: Fontane Sisters, Dot 15450. RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1284; Toes Queens, RPM 453.					
20. Happy Whistler		22	2		
By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391.					

Third Ten

21. Standing On the Corner		21	2		
By Frank Loesser—Published by Frank (ASCAP) RECORDS AVAILABLE: Four Lads, Col 40674; N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.					
21. Walk Hand In Hand		26	2		
By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughan, Kapp 143; A. Williams, Cadence 1288.					
23. Wayward Wind		24	2		
By Stan Lebusky-Herb Newman—Published by Warman (BMI) RECORD AVAILABLE: G. Grant, Era 1013.					
24. Picnic			1		
By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; McGuire Sisters, Coral, 61627; R. Marterie, Mercury 70836.					
25. Juke Box Baby		20	9		
By Noel Sherman & Joe Sherman—Published by Winneton (BMI) BEST SELLING RECORD: P. Como, Vic 20-6427.					
26. I'm In Love Again			1		
By Domino & Bartholmew—Published by Reene (BMI) RECORDS AVAILABLE: F. Domino, Imperial 964; Fontane Sisters, Dot 15462.					
27. He		23	34		
By Richard Mullan & Jack Richards—Published by Avas (BMI) RECORDS AVAILABLE: K. Amen, M-G-M 17078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501; G. B. Shea, Vic 20-6292.					
28. Can You Find It In Your Heart?			1		
By Stillman & R. Allen—Published by Witmark (ASCAP) RECORD AVAILABLE: T. Bennett, Col 49667.					
29. Church Bells May Ring			1		
By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Diamonds, Mercury 70836; Willows, Melba 102.					
29. On the Street Where You Live			1		
By Lerner & F. Lowe—Published by Chappell (ASCAP) RECORDS AVAILABLE: V. Damone, Mercury 40650; F. Wayne, Epic 9153.					

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<p>PORTUGUESE WASHERWOMEN Joe "Fingers" Carr record no. 3418</p>	<p>FRIENDSHIP RING Patty Andrews record no. 3403</p>	<p>GRADUATION DAY The Four Freshmen record no. 3410</p>	<p>HOW LITTLE WE KNOW FIVE HUNDRED GUYS Frank Sinatra record no. 3423</p>	<p>SHE'S THE MOST I DREAMT I DWELT IN HEAVEN The Five Keys record no. 3392</p>

NEW NEW NEW NEW NEW NEW NEW

TEX RITTER

THE WAYWARD WIND

THE SEARCHERS




record no. 3430

MILT BUCKNER

THE LATE, LATE SHOW

HEY NOW, ZORINA!




record no. 3424

VICKI YOUNG

LET THERE BE YOU

(I'M) ALL SHOOK UP




record no. 3425

RAY ANTHONY

CHUBASCO

THE SLEEP-WALKER



record no. 3416

THE PHANTOM

FIVE FOOT TWO, EYES OF BLUE

WHISPERING




record no. 3427

THE JUMPING JACKS

ABOUT A QUARTER TO NINE

LADY, PLAY YOUR MANDOLIN



record no. 3415

PEE WEE HUNT

SWEDISH RHAPSODY

THE OBJECT OF MY AFFECTION



record no. 3426

HELEN FORREST

I LOVE YOU MUCH TOO MUCH

TAKING A CHANCE ON LOVE




record no. 3417

THE JORDANAIREs

ROCK 'N ROLL RELIGION

DO UNTO OTHERS



record no. 3420

BERT CONVY

HEAVEN ON EARTH




record no. 3409

JERRY REED

WHEN I FOUND YOU

MISTER WHIZ



record no. 3429

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(That Cigarette)

NO VACANCY

DIVORCE ME C.O.D.

SWEET TEMPTATION

CINCINNATI LOU

TOO IN LOVE

FAT GAL

GREEN CHEESE

WHAT A LINE

KENTUCKY MEANS PARADISE

SO ROUND, SO FIRM, SO FULLY PACKED

I LIKE MY CHICKEN FRYIN' SIZE

A PETAL FROM A FADED ROSE

BAYOU BABY

THAT'S ALL

DARK AS A DUNGEON

9 POUND HAMMER

WHEN YOU CRY
YOU CRY ALONE

THREE TIMES SEVEN

KINFOLKS IN CAROLINA

KNEE DEEP IN TROUBLE

TOO MUCH SUGAR
FOR A DIME

SPOONIN' MOON

LOUISIANA BOOGIE

SINNIN' AGAIN

CUDDLE BUG

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For survey week ending May 2

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

Table with columns: Rank, Record Title, Artist, This Week, Last Week, Weeks on Chart. Includes records like HEARTBREAK HOTEL (BMI)-E. Presley, HOT DIGGITY (ASCAP)-P. Como, BLUE SUEDE SHOES (BMI)-C. Perkins.

• **Most Played in Juke Boxes**

For survey week ending May 2

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

Table with columns: Rank, Record Title, Artist, This Week, Last Week, Weeks on Chart. Includes records like HEARTBREAK HOTEL (BMI)-E. Presley, POOR PEOPLE OF PARIS (ASCAP)-L. Baxter, BLUE SUEDE SHOES (BMI)-C. Perkins.

• **Most Played by Jockeys**

For survey week ending May 2

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

Table with columns: Rank, Record Title, Artist, This Week, Last Week, Weeks on Chart. Includes records like HEARTBREAK HOTEL (BMI)-E. Presley, HOT DIGGITY (ASCAP)-P. Como, POOR PEOPLE OF PARIS (ASCAP)-L. Baxter.

• **Best Selling Sheet Music**

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

Table with columns: Rank, Record Title, Artist, This Week, Last Week, Weeks on Chart. Includes records like Hot Diggity (Roncom), Poor People of Paris (Connelly), Blue Suede Shoes (Hi-Lo).

*This is an EP. However, action on this side is of sufficient strength to warrant the present rank on this chart.

GREETINGS TO MOA

FROM



BEST SELLING RELEASES • TOP FLIGHT ARTISTS

				COUNTRY AND WESTERN
"The Magic Touch" AND "Winner Take All" THE PLATTERS 70819	"She Loves Me, She Loves Me Not" AND "The Big, Big Ladder" NICK NOBLE 70851	Theme From "Picnic" AND "Rock And Roll The Barrel" RALPH MARGERIE 70836	"Sometimes You Gotta Lose To Win" AND "The Gun Of Billy The Kid" RUSTY DRAPER 70853	
"The Church Bells May Ring" AND "Little Girl Of Mine" THE DIAMONDS 70835	"Bright Red Convertible" AND "Baltimore Jones" CHUCK MILLER 70842	"Flamenco Love" AND "The Perfect Song" RICHARD HAYMAN 70837	"Cat On A Hot Tin Roof" AND "The First Time" DINAH WASHINGTON 70868	"(I'm Like) A Dog Without A Bone" AND "Consolation Prize" JOEY GILLS 70867
"Kiss Me Another" AND "Fool Of The Year" GEORGIA GIBBS 70850	"Why Talk" AND "How Deep Is The Ocean" MIYOSHI UMEKI 70838	"Believe In Love" AND "The Puppeteer" GUY CHERNEY 70865	"Cashmere Sweater" AND "The River, The Moonlight And You" KITTY WHITE 70817	"Draggin' " AND "Mobile, Alabama" CURTIS GORDON 70861
"Honey Hair, Sugar Lips, Eyes Of Blue" AND "Out Of The Picture" CREW CUTS 70840	"Born To Be With You" AND "Hot Rod Henry" LOLA DEE 70870	"Dear Love" AND "Forget You Never" JEAN SWAN 70866	"Stewball" AND "Lost John" LONNIE DONEGAN 70872	"My Greatest Possession" AND "Thank You Lord For Dinner" JIM WILSON 70859
"Hot And Cold Runnin' Tears" AND "That's Not The Kind Of Love I Want" SARAH VAUGHAN 70846	"Break The String" AND "Too Many Teardrops" BAKER SISTERS 70839	"Busy Body Rock" AND "All My Love Belongs To You" THE GADABOUTS 70823	"Rock Right" AND "The Greatest Thing" GEORGIA GIBBS 70811	"Corinne Corinna" AND "You Don't Know My Mind" ROY MOSS 70858
"Too Young To Go Steady" AND "My First Formal Gown" PATTI PAGE 70820	"The Cap With The Strap In The Back" AND "No Baby No" JERRY MERCER 70849	"Shangri-La" AND "Summertime" JIMMY RANDOLPH 70869	"The Cat's Meow" AND "When My Baby Smiles At Me" THE HARMONICATS 70841	"Mother Is Old" AND "Road Of Prayer" CARL STORY 70856
"Who's Gonna Take You To The Prom" AND "Bella Bambinella" THE GAYLORDS 70834	"Beginner's Luck" AND "I Surrender" DORI ANNE GRAY 70857	"Goodbye, So Long, I'm Gone" AND "Too Much" FRANKIE CASTRO 70873	"Poinciana" AND "Infatuation" DICK CONTINO 70830	"Hello, Mr. Blues" AND "I Found Out (What I've Been Thinking)" JIMMY DEAN 70855
Theme From "The Swan" AND "Miss Powder Puff" DAVID CARROLL 70860	"Whistling The Blues" AND "My Whistling Heart" DICK KUHN 70843	"Speak Low (Tout Bas)" AND "Mambo Italiano" THE BLUE STARS 70808	"Rock Island Line" AND "Real Live Doll" LEN DRESLAR 70831	"(My Heart's) On A Budget" AND "Dime A Dozen (That's What You Are)" JIMMIE SKINNER 70854
"You Are My Sunshine" AND "Margie" GEORGIE AULD 70864	"La Chnouf" AND "Tic Tac Tango" EDDIE BARCLAY 70862	"Yak Tam Squeegee Polka" AND "You'll Be Sorry" RON TERRY 70848	"Everlasting Love" AND "I'm The World's Biggest Fool" ANN MCCORMACK 70845	"Done Gone" AND "Better Stop, Look And Listen" GEORGE AND EARL 70852
"Anything Goes" AND "End Of A Love Affair" HELEN MERRILL 70844	"Heywood's Bounce" AND "Soft Summer Breeze" EDDIE HEYWOOD 70863	"The Disc Jockey Blues" AND "A Happy Marriage" THE SIX DEE JAYS 70847	"Gloria" AND "On A Night When Flowers Were Dancing" JERRY WALLACE 70812	"Goo-Goo Da Da" AND "Pickin' Peas" THE CARLISLES 70828

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great!
Johnny*

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DESMOND**

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FORGET ME, DEAR"**

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on "Robert Montgomery Presents"

b/w

**"A LITTLE LOVE CAN GO
A LONG, LONG WAY"**

from Goodyear TV Playhouse "Joey"

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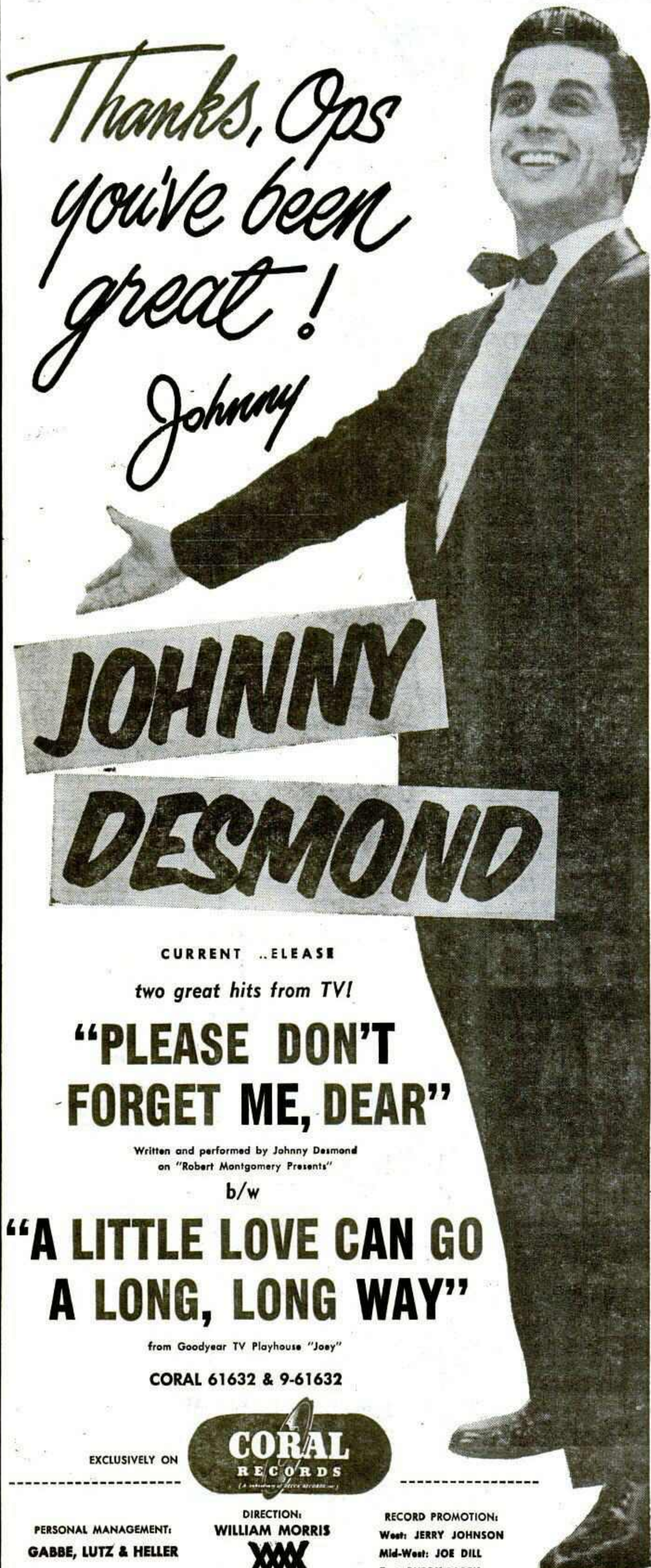


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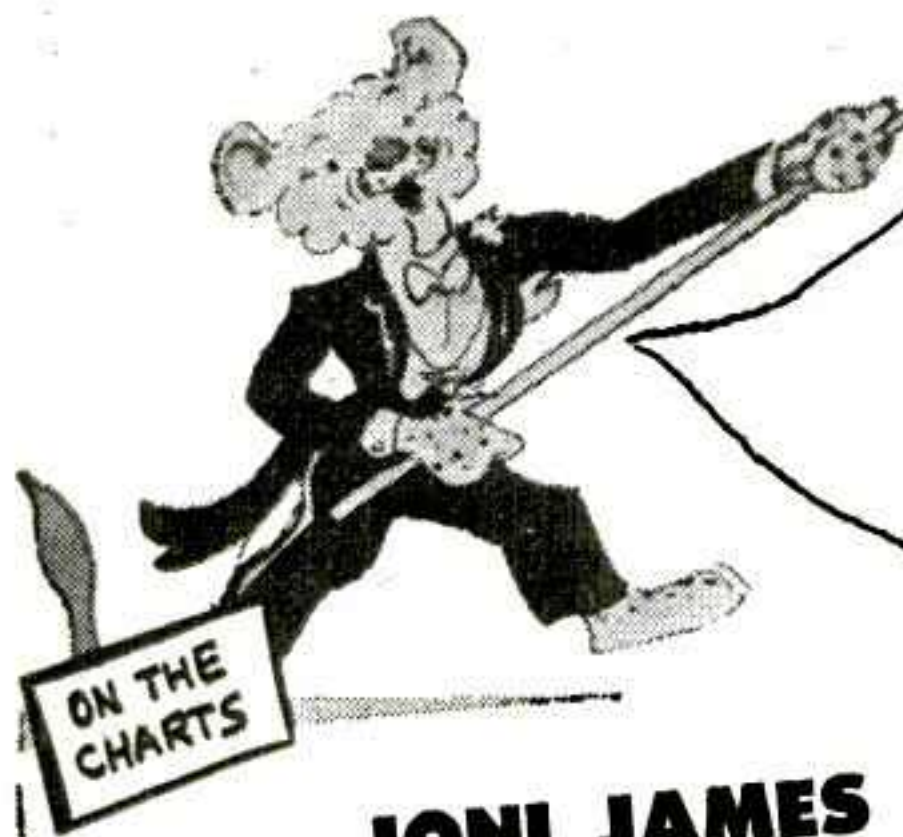


Territorial Best Sellers

For survey week ending May 2

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

- ### Atlanta
- 1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 2. Ivory Tower, C. Carr, Fty.
 - 3. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
 - 4. Too Young to Go Steady N. (King) Cole, Cap.
 - 5. Happy Whistler, D. Robertson, Cap.
- ### Baltimore
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. It Only Hurts for a Little While Ames Brothers, Vic.
 - 3. I Want You to Be My Girl Teen-Agers, Gee
 - 4. Moonglow and Theme From "Picnic" G. Cates, Cor.
 - 5. My Little Angel, Four Lads, Col.
 - 6. Blue Suede Shoes, C. Perkins, Sun
 - 7. Ivory Tower, O. Williams, Del.
 - 8. Magic Touch, Platters, Mer.
- ### Boston
- 1. Moonglow and Theme From Picnic M. Stoloff, Dec.
 - 2. Heartbreak Hotel, E. Presley, Vic.
 - 3. Poor People of Paris, L. Baxter, Cap.
 - 4. Standing on the Corner, Four Lads, Col.
 - 5. Happy Whistler, D. Robertson, Cap.
 - 6. Magic Touch, Platters, Mer.
 - 7. R-O-C-K, B. Haley, Dec.
 - 8. Lisbon Antigua, N. Riddle, Cap.
 - 9. Blue Suede Shoes, C. Perkins, Sun
 - 10. Can You Find It in Your Heart T. Bennett, Col.
- ### Buffalo
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Magic Touch, Platters, Mer.
 - 3. Long, Tall Sally, Little Richard, Spe.
 - 4. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 5. Hot Diggity, P. Como, Vic.
 - 6. My Blue Heaven, F. Domino, Imp.
 - 7. Poor People of Paris, L. Baxter, Cap.
 - 8. Church Bells May Ring, Diamonds, Mer.
 - 9. Ivory Tower, O. Williams, Del.
- ### Chicago
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Moonglow and Theme From "Picnic" G. Cates, Cor.
 - 3. Wayward Wind, G. Grant, Era
 - 4. Blue Suede Shoes, C. Perkins, Sun
 - 5. Hot Diggity, P. Como, Vic.
 - 6. Ivory Tower, C. Carr, Fty.
 - 7. I'll Be Home, P. Boone, Dot
 - 8. Why Do Fools Fall in Love? Teen-Agers, Gee
 - 9. Main Title ("Man With the Golden Arm"), R. Maltby, Vik
 - 10. Church Bells May Ring, Diamonds, Mer.
- ### Cincinnati
- 1. Hot Diggity, P. Como, Vic.
 - 2. Heartbreak Hotel, E. Presley, Vic.
 - 3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 4. Long, Tall Sally, Little Richard, Spe.
 - 5. Blue Suede Shoes, C. Perkins, Sun
 - 6. Poor People of Paris, L. Baxter, Cap.
 - 7. Moonglow and Theme From "Picnic" G. Cates, Cor.
 - 8. Why Do Fools Fall in Love? Teen-Agers, Gee
 - 9. Ivory Tower, C. Carr, Fty.
 - 10. Lisbon Antigua, N. Riddle, Cap.
- ### Cleveland
- 1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 2. Heartbreak Hotel, E. Presley, Vic.
 - 3. I Want You to Be My Girl Teen-Agers, Gee
 - 4. My Little Angel, Four Lads, Col.
 - 5. Ivory Tower, C. Carr, Fty.
 - 6. Little Girl of Mine, Cleftones, Gee
 - 7. Poor People of Paris, L. Baxter, Cap.
 - 8. Hot Diggity, P. Como, Vic.
 - 9. Picnic, McGuire Sisters, Cor.
 - 10. Can You Find It in Your Heart? T. Bennett, Col.
- ### Dallas-Fort Worth
- 1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 2. Heartbreak Hotel, E. Presley, Vic.
 - 3. Long, Tall Sally, Little Richard, Spe.
 - 4. Poor People of Paris, L. Baxter, Cap.
 - 5. Ivory Tower, O. Williams, Del.
 - 6. Happy Whistler, D. Robertson, Cap.
 - 7. Ivory Tower, C. Carr, Fty.
- ### Denver
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Ivory Tower, O. Williams, Del.
 - 3. Hot Diggity, P. Como, Vic.
 - 4. Poor People of Paris, L. Baxter, Cap.
 - 5. Blue Suede Shoes, C. Perkins, Sun
 - 6. Magic Touch, Platters, Mer.
 - 7. Main Title ("Man With the Golden Arm"), L. Figart, Col.
- ### Detroit
- 1. Moonglow and Theme From "Picnic" G. Cates, Cor.
 - 2. Heartbreak Hotel, E. Presley, Vic.
 - 3. I Want You to Be My Girl Teen-Agers, Gee
 - 4. Hot Diggity, P. Como, Vic
 - 5. Can You Find It in Your Heart? T. Bennett, Col.
 - 6. Happy Whistler, D. Robertson, Cap.
 - 7. Little Girl of Mine, Cleftones, Gee
 - 8. Magic Touch, Platters, Mer.
 - 9. Poor People of Paris, L. Baxter, Cap.
 - 10. Portuguese Washerwoman J. (Fingers) Carr, Cap
- ### Kansas City
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 3. Blue Suede Shoes, C. Perkins, Sun
 - 4. Magic Touch, Platters, Mer.
 - 5. Long, Tall Sally, Little Richard, Spe.
- ### Los Angeles
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Poor People of Paris, L. Baxter, Cap.
 - 3. Blue Suede Shoes, C. Perkins, Sun
 - 4. Moonglow and Theme From "Picnic" G. Cates, Cor.
 - 5. Why Do Fools Fall in Love? Teen-Agers, Gee
 - 6. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
 - 7. Juke Box Baby, P. Como, Vic.
 - 8. Hot Diggity, P. Como, Vic
 - 9. Magic Touch, Platters, Mer.
 - 10. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- ### Milwaukee
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Wayward Wind, G. Grant, Era
 - 3. Ivory Tower, C. Carr, Fty.
 - 4. Moonglow and Theme From "Picnic" G. Cates, Cor.
 - 5. Happy Whistler, D. Robertson, Cap.
 - 6. Rock Island Line, L. Donegan, Lon.
- ### Minneapolis-St. Paul
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Moonglow and Theme From "Picnic" G. Cates, Cor
 - 4. Hot Diggity, P. Como, Vic.
 - 5. Blue Suede Shoes, C. Perkins, Sun
 - 6. Crazy Little Palace, B. Williams, Cor.
 - 7. Standing on the Corner, Four Lads, Col.
 - 8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 9. Lovely One, Four Voices, Col.
 - 10. Lisbon Antigua, N. Riddle, Cap.
- ### New Orleans
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 3. Hot Diggity, P. Como, Vic.
 - 4. Ivory Tower, O. Williams, Del.
 - 5. Magic Touch, Platters, Mer.
 - 6. Poor People of Paris, L. Baxter, Cap.
 - 7. Happy Whistler, D. Robertson, Cap.
 - 8. I'm in Love Again, F. Domino, Imp.
 - 9. Crazy Little Palace, B. Williams, Cor.
 - 10. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
- ### New York
- 1. Poor People of Paris, L. Baxter, Cap.
 - 2. Heartbreak Hotel, E. Presley, Vic.
 - 3. Hot Diggity, P. Como, Vic.
 - 4. Why Do Fools Fall in Love? Teen-Agers, Gee
 - 5. Lisbon Antigua, N. Riddle, Cap.
 - 6. Blue Suede Shoes, C. Perkins, Sun
 - 7. A Tear Fell, T. Brewer, Cor.
 - 8. Moonglow and Theme From "Picnic" G. Cates, Cor.
- ### Philadelphia
- 1. Poor People of Paris, L. Baxter, Cap.
 - 2. Juke Box Play, P. Como, Vic.
 - 3. Blue Suede Shoes, C. Perkins, Sun
 - 4. Lisbon Antigua, N. Riddle, Cap.
 - 5. Why Do Fools Fall in Love? Teen-Agers, Gee
 - 6. My Blue Heaven, F. Domino, Imp.
 - 7. Heartbreak Hotel, E. Presley, Vic.
 - 8. Wayward Wind, G. Grant, Era
 - 9. Hot Diggity, P. Como, Vic.
 - 10. Mr. Wonderful, P. Lee, Dec.
- ### Pittsburgh
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 3. I'm in Love Again, F. Domino, Imp.
 - 4. Hot Diggity, P. Como, Vic.
 - 5. Ivory Tower, O. Williams, Del.
 - 6. My Little Angel, Four Lads, Col.
 - 7. Moonglow and Theme From "Picnic" G. Cates, Cor.
 - 8. Ivory Tower, C. Carr, Fty.
- ### St. Louis
- 1. Moonglow and Theme From "Picnic" G. Cates, Cor.
 - 2. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
 - 3. Ivory Tower, C. Carr, Fty.
 - 5. Hot Diggity, P. Como, Vic.
 - 6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
 - 7. Happy Whistler, D. Robertson, Cap.
 - 8. Rock Island Line, L. Donegan, Lon.
 - 9. Lisbon Antigua, N. Riddle, Cap.
 - 10. Port-au-Prince, N. Riddle, Cap.
- ### San Francisco
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Hot Diggity, P. Como, Vic.
 - 3. Blue Suede Shoes, C. Perkins, Sun
 - 4. Why Do Fools Fall in Love? Teen-Agers, Gee
 - 5. Poor People of Paris, L. Baxter, Cap.
 - 6. Lisbon Antigua, N. Riddle, Cap.
 - 7. Eddle, My Love, Teen Queens, RPM
- ### Seattle
- 1. Church Bells May Ring, Diamonds, Mer.
 - 2. Hot Diggity, P. Como, Vic.
 - 3. Little Girl of Mine, Cleftones, Gee
 - 4. Why Do Fools Fall in Love? Teen-Agers, Gee
 - 5. Heartbreak Hotel, E. Presley, Vic.
 - 6. Ivory Tower, C. Carr, Fty.
- ### Toronto
- 1. Heartbreak Hotel, E. Presley, Vic.
 - 2. Poor People of Paris, L. Baxter, Cap.
 - 3. Hot Diggity, P. Como, Vic.
 - 4. Blue Suede Shoes, E. Presley, Vic.
 - 5. Church Bells May Ring, Diamonds, Mer.
 - 6. Why Do Fools Fall in Love? Teen-Agers, Gee



GREETINGS MOA FROM M-G-M

VISIT M-G-M RECORDS BOOTH #18

ON THE CHARTS

JONI JAMES

I WOKE UP CRYING

THE MAVERICK QUEEN
(From Republic picture)

MGM 12213 • K12213

EXCITING NEW HIT

DANNY KNIGHT

THE SEARCHERS

(RIDE AWAY)
(FROM C. V. WHITNEY FILM, "THE SEARCHERS")

and
THE SOMEWHERE VOICE

MGM 12252 • K12252

ROBBIN HOOD

THE ROCK-A-BYE BLUES

AND
BEAUTIFUL, BEAUTIFUL LOVE

MGM 12221 • K12221

DICK HYMAN TRIO

HITTING THE CHARTS

HI-LILI HI-LO

(FROM MGM FILM, "LILI")

and
JUNGLERO

MGM 12207 • K12207

ROSALIND PAIGE

HAVE FAITH and HAVE PATIENCE

and
LET ME BE THE FIRST ONE

MGM 12229 • K12229

Big Plug ABC-TV "STAR TONIGHT" SHOW, MAY 24

CONNIE FRANCIS
FORGETTING

Big Plug on NBC-TV SHOW, "MODERN ROMANCES"

AND
SEND FOR MY BABY

MGM 12251 • K12251

JOHNNY OLIVER

SIX FEET OF HEAVEN

AND
A GOOD WOMEN'S LOVE

MGM 12230 • K12230

IN ATTRACTIVE SLEEVE

DAVID ROSE

FORBIDDEN PLANET

THEME FROM
"The Swan"
(From MGM film "The Swan")

(INSPIRED BY THE MGM FILM)
MGM 12243 • K12243

BETTY MADIGAN

SURPRISE

and
I MISS THE BOY

MGM 12214 • K12214

MARVIN RAINWATER

MR. BLUES

BILLBOARD AND CASH BOX PICK

AND
HOT AND COLD

MGM 12240 • K12240

BARRY GORDON

IN ATTRACTIVE SLEEVE

I CAN'T WHISTLE

and
THE MILKMAN'S POLKA

MGM 12222 • K12222

CHARLIE APPLEWHITE

I COULD HAVE DANCED ALL NIGHT

(From Musical, "My Fair Lady")
and **SHANGRI-LA** (From Musical, "Shangri-La")

MGM 12220 • K12220

LEROY HOLMES
& his Orch. & Chorus

TO LOVE AGAIN PLEASE DON'T FORGET ME, DEAR

(Theme from "The Eddy Duchin Story")

MGM 12234 • K12234

DON GIBSON

SWEET DREAMS

WATCH THIS ONE

AND
THE ROAD OF LIFE ALONE

MGM 12194 • K12194

OCIE SMITH

LOST HORIZON

(From Musical Prod., "Shangri-La")

GOING, GOING, GONE

MGM 12233 • K12233



WELCOME
M.O.A.
OPS

★ THE ★
GAYLORDS

CURRENT RELEASE

"WHO IS GOING TO
TAKE YOU TO THE PROM"

PERSONAL APPEARANCES

JUNE 4-17, HARRAHS CLUB, LAKE TAHOE, NEV.
JUNE 22-JULY 12, MELODY ROOM, HOLLYWOOD.

Personal Manager

ABE TURCHEN
200 WEST 57th ST.
NEW YORK CITY, N. Y.

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ASSOCIATED BOOKING CORP.
NEW YORK • CHICAGO • HOLLYWOOD



• **COMING UP STRONG**

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

1. To Love Again *The Four Aces*
(ASCAP) Decca 29889
2. Tango of the Drums *Les Baxter*
(ASCAP) Capitol 3404
3. Picnic
Delilah Jones *The McGuire Sisters*
(ASCAP); (ASCAP) Coral 61627
4. How Little We Know
500 Guys *Frank Sinatra*
(ASCAP); (ASCAP) Capitol 3423
5. It Only Hurts for a Little While
. *The Ames Brothers*
(ASCAP) RCA Victor 6481
6. Ivory Tower *Gale Storm*
(ASCAP) Dot 15458
7. A Little Love Can Go a Long, Long Way
. *The Dreamweavers*
(ASCAP) Decca 29905
8. Walk Hand in Hand *Tony Martin*
(BMI) RCA Victor 6493
9. Graduation Day *The Rover Boys*
(BMI) ABC-Paramount 9700
10. On the Street Where You Live . . *Vic Damone*
(ASCAP)—Columbia 40654

• **THIS WEEK'S BEST BUYS**

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

HOW LITTLE WE KNOW (E. H. Morris, ASCAP)
500 GUYS (Sherwin, ASCAP)—Frank Sinatra—Capitol 3423—It wasn't until this past week that the steamroller started moving to put over another big one for Sinatra. Sales reports from Los Angeles, St. Louis, Detroit, Philadelphia, Baltimore, Buffalo, Boston, Chicago and New York were excellent and indicated volume rapidly picking up in pace. "How Little We Know" was the preferred side in a majority of areas checked, altho the flip is attracting considerable attention, too. A previous Billboard "Spotlight" pick.

GRADUATION DAY (Sheldon, BMI)—The Rover Boys—ABC-Paramount 9700—Competition on this tune is keen, and bound to become more so. At this point, the Rover Boys are benefiting from early timing, and have a comfortable lead on the opposition. In Boston, Providence, Philadelphia, Baltimore, Pittsburgh, Los Angeles, St. Louis and Cleveland the disk is already reported a strong seller with considerably more potential. Flip is "I Hear Music" (George George, BMI). A previous Billboard "Spotlight" pick.



"The play's the thing..."



*The Commodores
the Classmates*



In behalf of the Dot organization, our sincere appreciation for your wonderful cooperation
Randy Wood



STOP BY AND SAY HELLO AT THE DOT BOOTH, HOTEL MORRISON, AND MEET THE DOT ARTISTS

ROY

Thanks, Ops,
for your help
in making '56
a great year!



HAMILTON

CURRENT JUKE BOX HIT:

Frank Loesser's

SOMEBODY SOMEWHERE

From the Broadway musical, "THE MOST HAPPY FELLA"

b/w

SINCE I FELL FOR YOU

EPIC 9160

Exclusively
on



THE TOP 100

For survey week ending May 7

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

Pos.	Song	Artist	Label	Last Week
1.	HEARTBREAK HOTEL	E. Presley	Victor	1
2.	HOT DIGGITY	P. Como	Victor	2
3.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	3
4.	BLUE SUEDE SHOES	C. Perkins	Sun	4
5.	MAGIC TOUCH	Platters	Mercury	5
6.	LIBSON ANTIGUA	N. Riddle	Capitol	5
7.	IVORY TOWER	C. Carr	Fraternity	12
8.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	16
8.	MOONGLOW AND THEME FROM "PICNIC"	M. Stoloff	Decca	13
10.	A TEAR FELL	T. Brewer	Coral	7
11.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	11
12.	IVORY TOWER	Williams	DeLuxe	14
13.	LONG TALL SALLY	Little Richard	Specialty	14
13.	ROCK ISLAND LINE	L. Donegan	London	10
15.	I'LL BE HOME	P. Boone	Dot	9
16.	NO, NOT MUCH	Four Lads	Columbia	8
17.	HAPPY WHISTLER	D. Robertson	Capitol	25
18.	LONG, TALL SALLY	P. Boone	Dot	23
19.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	17
20.	IVORY TOWER	G. Storm	Dot	26
20.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	22
22.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	20
23.	EDDIE, MY LOVE	Fontane Sisters	Dot	19
24.	JUKE BOX BABY	P. Como	Victor	21
25.	STANDING ON THE CORNER	Four Lads	Columbia	30
26.	I'M IN LOVE AGAIN	F. Domino	Imperial	42
27.	BLUE SUEDE SHOES	E. Presley	Victor	24
28.	ROCK AND ROLL WALTZ	K. Starr	Victor	17
28.	CAN YOU FIND IT IN YOUR HEART	T. Bennett	Columbia	47
30.	WAYWARD WIND	G. Grant	Era	50
31.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	D. Jacobs	Coral	28
32.	MR. WONDERFUL	P. Lee	Decca	27
33.	WILD CHERRY	D. Cherry	Columbia	33
34.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	E. Bernstein	Decca	38
35.	ROCK	B. Haley	Decca	31
36.	CHURCH BELLS MAY RING	Diamonds	Mercury	47
37.	BO WEEVIL	T. Brewer	Coral	34
38.	TOO YOUNG TO GO STEADY	Nat (King) Cole	Capitol	35
38.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	44
40.	I WAS THE ONE	E. Presley	Victor	32
41.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	35
42.	GRADUATION DAY	Four Freshmen	Capitol	—
43.	TO LOVE AGAIN	Four Aces	Decca	64
44.	PICNIC	McGuire Sisters	Coral	100
44.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	54
46.	MR. WONDERFUL	S. Vaughn	Mercury	58
47.	MY LITTLE ANGEL	Four Lads	Columbia	63
48.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	77
49.	WALK HAND IN HAND	T. Martia	Victor	62
50.	TO YOU MY LOVE	N. Noble	Mercury	40
51.	PORT-AU-PRINCE	N. Riddle	Capitol	50
52.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	64
53.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. May	Capitol	68
54.	EDDIE, MY LOVE	Teen Queens	RPM	46
54.	EDDIE, MY LOVE	Chordettes	Cadence	28
56.	GREAT PRETENDER	Platters	Mercury	47
57.	SAINTS ROCK AND ROLL	B. Haley	Decca	50
58.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	37
59.	WITHOUT YOU	E. Fisher	Victor	41
60.	INNAMORATA	D. Martin	Capitol	44
61.	POOR PEOPLE OF PARIS	R. Morgan	Decca	43
62.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	L. Elgart	Columbia	56
63.	HELD FOR QUESTIONING	R. Draper	Mercury	50
64.	LOVELY ONE	Four Voices	Columbia	39
65.	CORRINE, CORRINA	J. Turner	Atlantic	—
66.	WINNER TAKE ALL	Platters	Mercury	73
67.	LITTLE GIRL OF MINE	Cletones	Gee	61
68.	POOR PEOPLE OF PARIS (JEAN'S SONG)	C. Atkins	Victor	96
69.	MY BLUE HEAVEN	F. Domino	Imperial	79
70.	NO OTHER ONE	E. Fisher	Victor	67
70.	TOO CLOSE FOR COMFORT	E. Gorme	Paramount	58
72.	POOR PEOPLE OF PARIS	L. Weil	Coral	—
73.	BLUE SUEDE SHOES	B. Bennett	King	90
74.	IN A LITTLE SPANISH TOWN	Bing Crosby	Decca	82
75.	CRAZY LITTLE PALACE	B. Williams	Coral	60
76.	JUST AS LONG AS I'M WITH YOU	P. Boone	Dot	85
76.	OUR LOVE AFFAIR	T. Charles	Decca	87
78.	ROCK ISLAND LINE	D. Cornell	Coral	64
79.	NEVER LET ME GO	Nat (King) Cole	Capitol	88
80.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	74
81.	INNAMORATA	J. Vale	Columbia	81
81.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	—
83.	HI-LILI HI-LO	D. Hyman	M-G-M	93
84.	A LITTLE LOVE CAN GO A LONG, LONG WAY	Dream Weavers	Decca	90
84.	MONEY, HONEY	E. Presley	Victor	—
86.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	90
86.	TUTTI FRUTTI	P. Boone	Dot	69
86.	GRADUATION DAY	Rover Boys	Paramount	—
89.	CHURCH BELLS MAY RING	Willows	Melba	84
90.	LOOK HOMEWARD, ANGEL	Four Esquires	London	55
91.	WALK HAND IN HAND	A. Williams	Cadence	57
92.	DELILAH JONES	McGuire Sisters	Coral	69
93.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	76
94.	JOEY, JOEY, JOEY	P. Lee	Decca	100
95.	KISS ME ANOTHER	G. Gibbs	Mercury	—
95.	I'VE GROWN ACCUSTOMED TO YOUR FACE	G. MacRae	Capitol	—
97.	ROCK AND ROLL WEDDING	S. Gale	Victor	78
98.	I COULD DANCE ALL NIGHT	D. Shore	Victor	94
98.	THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE)	L. Armstrong	Columbia	88
98.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	R. Hayman	—	—
		J. August	Mercury	—

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.



OTIS WILLIAMS AND HIS
CHARMS
IVORY TOWER
DeLuxe 6093
THAT'S YOUR MISTAKE
DeLuxe 6091

LITTLE WILLIE JOHN
FEVER
LETTER FROM MY DARLING
King 4935

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

BOYD BENNETT
LET ME LOVE YOU
THE GROOVY AGE
King 4925

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

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

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

NEW RELEASES!!
JOE TEX
SHE'S MINE
I HAD TO COME BACK
TO YOU
King 4911

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

THE DRIVERS
SMOOTH, SLOW
AND EASY
WOMEN
De Luxe 6094

KING RECORDS

PERSONAL MANAGEMENT: **BILL COOK**
DIRECTION: **GALE AGENCY, INC.** 48 West 48th St. New York, N. Y.

BIGGER THAN "ROCK ISLAND LINE"!

A NEW BIG SMASH BY

**LONNIE
DONEGAN**



"LOST JOHN"

AND

"STEWBALL"

MERCURY 70872

**NOW EXCLUSIVELY ON MERCURY RECORDS
In Cooperation With Nixa Of London**



**OPERATORS! GREAT FOR YOUR BOXES!
LISTEN TO THIS HIT!**



A
SMASH

By—

DENISE

"If I Give My Heart To You"

LOR

**'HURT
ME'**

c/w

'THAT'S THE WAY I FEEL'

with Russ Garcia & His Orch.

#55020

Look For The New
ALFI and HARRY

(That's The Trouble With Harry)

'PERSIAN on EXCURSION'

c/w

'The Word Game Song'—#5016



1556 No. LaBrea Ave.
Hollywood 28, Calif.
Phone: HO 2-0811

VOX JOX

By JUNE BUNDY

GIMMIX: In an effort to clarify thinking on rock and roll, Norman Wain, WDOK, Cleveland, reports that the station went on the air last week and from 9 a.m. on asked listeners to call and say simply "Make it" or "Break it." The station is tabulating results and will be guided by them in programming r.&r. one way or the other. . . . Norm Prescott, WBZ, Boston, recently aired his Saturday afternoon show from the floor of a local Packard showroom, during the

YESTERYEAR'S TOPS—

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

MAY 11, 1946:

1. Oh! What It Seemed to Be
2. Laughing on the Outside (Crying on the Inside)
3. The Gypsy
4. Shoo-Fly Pie and Apple Pan Dowdy
5. All Through the Day
6. Prisoner of Love
7. One-Zy, Two-Zy, (I Love You-Zy)
8. Sioux City Sue
9. I'm a Big Girl Now
10. Seems Like Old Times
11. You Won't Be Satisfied
12. Personality
13. Cement Mixer (Put-ti, Put-ti)
14. Day By Day
15. In Love in Vain

MAY 12, 1951:

1. Mocking Bird Hill
2. How High the Moon
3. On Top of Old Smoky
4. If
5. Sparrow in the Tree Top
6. Would I Love You?
7. Be My Love
8. Too Young
9. I Apologize
10. Aba Daba Honeymoon

course of which he offered gifts to any of his listeners who came in with a mop or broom. One elderly lady contributed a mop she claimed was as old as she was—92 years. . . . Also on the giveaway kick is David Dreis, KENT, Shreveport, La., who is broadcasting every Friday afternoon from the Florsheim Shoe Store. Winners of his "I Hate David Dreis" contest rate a free shine with Dreis himself handling the polishing chore.

Joe Ryan, WALL, Middletown, N. Y., interviewed Gordon MacRae on the air, via long-distance telephone to Hollywood to discuss the warbler's "Carousel" movie, which was opening at the local Paramount Theater. The movie house paid for the call. . . . Jim Symons, WLDS, Jacksonville, Ill., loves his job. Last week he interviewed eight beauty contestants from a local girls school and next month he's set to interview "Miss America" entries in the local "Miss Jacksonville" contest.

Dean Ward, KNOR, Norman, Okla., recently conducted a 60-hour continuous marathon broadcast in behalf of the March of Dimes, and wonders how this record stacks up with other marathon airers. . . . When Ken Collins moved from an all-night show to an afternoon spot over KXYZ, Houston, last month, he showed up for work the first day in pajamas. Going along with the gag was fellow deejay Ken Bagwell, who served him coffee on the sidewalk for the benefit of local newspaper cameras.

RECORD HOPS: Bill Powell, WILY, Pittsburgh, had banned the wearing of jeans or dungarees by either

gals or boys at his record hops. Latter must wear dress slacks and former skirts. . . . Joe Dannery, WFAR, Farrell, Pa., recently raised money for a local cancer drive by emceeding a record dance. King Records donated 150 disks, which were sold at half price to those attending, with proceeds also going to the fund. . . . Gene Platt, KELO, Sioux Falls, S. D., celebrated the fourth year of his "Record Den" program last week with a special record hop at the local YWCA. The gate went to the Student Exchange Council. Platt's record hop audience selected a new "Record Den Sweetheart" from six high school girl finalists. The former "sweetheart," Marilyn Rush, will attend college this fall. Last week's winner will appear regularly on Platt's show and also take over music librarian chores at the station.

CHANGE OF THEME: Monte Lang, former promotion staffer at H-R Representatives, Inc., has joined new station WCAT, Athol, Mass., as a deejay. . . . Paul Howard, ex-WTRX, Wheeling, W. Va., has moved into the 5-7 a.m. slot at WCUE, Akron, O. . . . Ken Fuller, formerly with WJHO, Opelika, Ala., recently joined WRBL, Columbus, Ga. . . . Walter Hofer on a deejay promotional trip thru Pennsylvania. . . . Ed Bonner, KXOK, St. Louis, has a new publishing firm tagged Radoir. . . . Bud Brees, WPEN, Philadelphia, signed to a new three-year contract. . . . Freddy Marshall, WMIE, Miami, Fla., has the only evening jazz show in his market—"Sunday Session." . . . Webcor-Chicago has signed to sponsor six weekly half-hour shows emceed by spinner Jerry Collins over WJBC, Bloomington, Ill., for the next 26 weeks.

Another successful teen-age TV show is "Bud Davies Dance Party" on CKLW-TV, Detroit, from 5 to 5:30 p.m. daily. . . . Eddie Dillon, WMBS, Uniontown, Pa., is conducting record hops thru-out Western Pennsylvania, West Virginia and Maryland. . . . Stan Sanders, WGAT, Utica, N. Y., conducts record hops for local sororities and fraternities in Utica and Hartford. . . . Also active in the personal appearance field is Ken Rowland, KSAL, Salina, Kan., who emceed eight home talent shows last March and has five more booked this month.

Mike McManus has left WKOP, Binghamton, N. Y., to pilot a three-hour afternoon show over WINR in the same city. . . . Ray Starr, former program director of WJAN, Spartanburg, S. C., is that station's new manager, replacing W. Ennis Bray, who will continue to head the Spartanburg Broadcasting Company as its president and owner. Starr won three national awards during his programming days with the station.

Bob Nordmeyer, former student spinner on WPGU, the University of Illinois station, Champaign, Ill., has graduated to a regular deejay post at WKID, same city. . . . Tracy Carneau, WNRI, Woonsocket, R. I. (who sends a "pat on the back" for the "good-music" programming of Jim Mendes, WICE, Providence, R. I.), notes that Steve Mayone has returned to WNRI's morning deejay slot. . . . Bill Lamb and his frau are starting a new Mr. and Mrs. show over WBBC, Flint, Mich.

Thanks
Ops

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Bill Hayes

Marion Marlowe

Andy Williams

the Mariners

the Barry Sisters

the Four Tophatters

Archie Bleyer

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 "ONE MORE CHANCE WITH YOU"
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• **Tunes With Greatest Radio-TV Audience**

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

- Radio**
- Birds and the Bees (R) (F)—Gomallo—ASCAP
 - Brazil (R)—Southern—ASCAP
 - Can You Find It in Your Heart? (R)—Witmark—ASCAP
 - Flamenco Love (R)—Bregman, Vocco & Conn—ASCAP
 - Heart of Paris (R)—B. F. Wood—ASCAP
 - Hot Diggity (R)—Roncom—ASCAP
 - How Little We Know (R)—E. H. Morris—ASCAP
 - I Could Have Danced All Night (R) (M)—Chappell—ASCAP
 - If You Wanna See Mamie Tonight (R) (F)—Miller—ASCAP
 - In a Little Spanish Town (R)—Feist—ASCAP
 - I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
 - Joey, Joey, Joey (R) (M)—Frank—ASCAP
 - Lisbon Antigua (R)—Southern—ASCAP
 - Moonglow (R) (F)—Mills—ASCAP
 - Most Happy Fella (R) (M)—Frank—ASCAP
 - Mr. Wonderful (R) (M)—Laurel—ASCAP
 - Never Let Me Go (R)—Famous—ASCAP
 - On the Street Where You Live (R) (M)—Chappell—ASCAP
 - Picnic (R) (F)—Columbia Pic—ASCAP
 - Poor People of Paris (R) — Connelly—Port-au-Prince (R)—E. B. Marks—BMI
 - Serenade (R) (F)—Harms—ASCAP
 - Somebody Somewhere (R) (M) — Frank—ASCAP
 - Standing on the Corner (R) (M)—Frank—Frank—ASCAP
 - Te Amo (R)—Southern—ASCAP
 - To Love Again (R) (F)—Columbia Pic—ASCAP
 - Too Close for Comfort (R) (M)—Laurel—ASCAP
 - We All Need Love (R)—Remick—ASCAP
 - What a Heavenly Night for Love (R)—Tee Kays—ASCAP
 - Without You (R)—Broadcast—BMI

- Television**
- Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI
 - Bo Weevil (R)—Reeve—BMI
 - Brazil (R)—Southern—ASCAP
 - Can You Find It in Your Heart? (R)—Witmark—ASCAP
 - Delilah Jones (R) (F)—Dena—ASCAP
 - Everybody's Got a Home But Me (R) (M)—Chappell—ASCAP
 - Get Me to the Church on Time (R) (M)—Chappell—ASCAP
 - Heartbreak Hotel (R)—Tree—BMI
 - Hot Diggity (R)—Roncom—ASCAP
 - I Could Have Danced All Night (R) (M)—Chappell—ASCAP
 - Innamorata (R)—Paramount—ASCAP
 - I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
 - Ivory Tower (R)—E. H. Morris—ASCAP
 - Joey, Joey, Joey (R) (M)—Frank—ASCAP
 - Lisbon Antigua (R)—Southern—ASCAP
 - Magic Touch (R)—Panther—ASCAP
 - Mr. Wonderful (R) (M)—Laurel—ASCAP
 - No, Not Much (R)—Beaver—ASCAP
 - On the Street Where You Live (R) (M)—Chappell—ASCAP
 - Picnic (R) (F)—Columbia Pic—ASCAP
 - Play for Keeps (R)—Korwin—ASCAP
 - Please Don't Forget Me, Dear—Sam Weiss—ASCAP
 - Poor People of Paris (R) — Connelly—ASCAP
 - Rock and Roll Waltz (R)—Sheldon—BMI
 - Rock Island Line (R)—Hollis—BMI
 - Standing on the Corner (R) (M)—Frank—ASCAP
 - Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
 - Too Close for Comfort (R) (M)—Laurel—ASCAP
 - Too Young to Go Steady (R)—Robbins—ASCAP
 - With a Little Bit of Luck (R) (M)—Chappell—ASCAP

• **Best Selling Sheet Music in Britain**

(For Week Ending April 28)

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

- It's Almost Tomorrow—Macmelodies (Northern)
- No Other Love—Chappell (Williams)
- The Poor People of Paris—Berry (Connelly)
- My September Love—Bron
- Willie Can—Frank (Acuff-Rose)
- Memories Are Made of This—Montclare (Montclare)
- Rock and Roll Waltz—Maddox (Sheldon)
- Theme From "The Three Penny Opera"—Arcadia (Harms)
- The Ballad of Davy Crockett—Disney (Disney)
- Zambezi—Fields (Shapiro-Bernstein)
- Young and Foolish—Chappell (Chappell)
- The Dambusters March—Chappell (Chappell)
- Only You—Sherwin (Wildwood)
- A Tear Fell—Robbins (Progressive)
- Robin Hood—New World (Official)
- Band of Gold—Essex (Ludlow)
- Jimmy Unknown—Bron (Jefferson)
- You Can't Be True to Two—Dash (Joy)
- Pickin' a Chicken—Berry (Connelly)
- The Great Pretender—Southern (Panther)
- Don't Ringa Da Bell—Michael Reine (Regent)

• **Best Selling Pop Records in Britain**

(For Week Ending April 28)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. NO OTHER LOVE—Ronnie Hilton (HMV)	4
2. POOR PEOPLE OF PARIS—Winifred Atwell (Decca)	1
3. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick)	2
4. ROCK AND ROLL WALTZ—Kay Starr (HMV)	3
5. ONLY YOU—Hilltoppers (London)	5
6. A TEAR FELL—Teresa Brewer (Vogue-Coral)	8
7. MY SEPTEMBER LOVE—David Whitfield (Decca)	9
8. THEME FROM "THE THREE PENNY OPERA"—Louis Armstrong (Philips)	14
9. MAIN TITLE—Billy May Orchestra (Capitol)	24
10. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	11
11. YOU CAN'T BE TRUE TO TWO—Dave King (Decca)	13
12. LOST JOHN—Lonnie Donegan (Nixa)	16
13. MEMORIES ARE MADE OF THIS—Dean Martin (Capitol)	10
14. I'LL BE HOME—Pat Boone (London)	19
15. MEMORIES ARE MADE OF THIS—Dave King (Decca)	6
16. ZAMBESI—Lou Buech (Capitol)	7
17. WILLIE CAN—Aima Cogan (HMV)	15
18. AIN'T MISBEHAVIN'—Johnnie Ray (Philips)	12
19. THEME FROM "THE THREE PENNY OPERA"—Dick Hyman Trio (M-G-M)	17
20. GREAT PRETENDER—Jimmy Parkinson (Columbia)	18

German Music Biz Booms

• *Continued from page 12*

chancial rate is predicated on the sales price rather than per side, as in the United States. The BIEM mechanical rate is 8 per cent of the sale price. Thus, with fewer sides on the LP, publishers and writers receive a larger royalty return than would be the case, if the royalties were divided among many. The tendency in Europe had been to use as many as 24 and 30 tunes on an LP. Whereas under American practice each of these tunes had a mechanical rate, under European practice it merely meant a thinner slicing of the royalty derived from the sale price. The new restrictions, it is figured will benefit not only European publishers and writers but also

Americans whose works are sub-published abroad.

Siegel has just acquired for Germany "Heartbreak Hotel," the smash Elvis Presley hit on Victor, published by Tree Music. He also has the German rights to such hits as "The Great Pretender" and "Lisbon Antigua," from the Ralph Peer catalog, "Dungaree Doll" from Edward B. Marks Music, "Rock Island Line" from Hollis Music, etc. Together with such great standards as "Moulin Rouge," "Adios," "Besame Moucho," etc., Siegel's catalog also includes such modern items as "Crazy, Man, Crazy." "For the younger generation," he says.

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- FRANZEL POLKA BF 204
- LINDENAU POLKA
- CUCKOO WALTZ BF 205
- IN A TRAIN POLKA
- DU DU LIEGST MIR IN HERZEN BF 206
- HOCH HEIDELBERG MARSCH
- HOF BRAU HAUS LAENDLER BF 207
- MUS ICH DENN ZUM STADLE HINAUS
- OLD COMRADES SAN DIEGO POLKA BF 208

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EDDIE MY LOVE

The Teen Queens

RPM 453

THE GIRL IN MY DREAMS

The Cliques

Mod. 987

WHY DID I FALL IN LOVE

The Jacks

RPM 458

SO ALL ALONE BABY MINE

The Teen Queens

RPM 460

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Review Spotlight on . . .

RECORDS

ELVIS PRESLEY . . . RCA Victor 6450 . . . MY BABY LEFT ME
(Presley, BMI)

I WANT YOU, I NEED YOU, I LOVE YOU . . . (Presley, BMI)
Another pair of exciting Presley sides have the big-money look. The top features a real blues with that wild r.&b. infusion so well calculated to hit the all-market pay-off. On the flip, it's a different, more gentle Presley, but he still vibrates with that husky, coin-pulling charm. Either one or both could be the big "Heartbreak Hotel" follow-up.

DOROTHY COLLINS . . . Coral 61647 . . . HE'S GOT ME HOOK, LINE AND SINKER
(Reeve, BMI)

TREASURE OF LOVE . . . (Monument-Progressive, BMI)
Miss Collins has a pair of classy covers here, each with a large hunk of potential. On top she hops on a swinging, winning little ditty that figures to grab off the pop loot on the tune cut by Smiley Lewis in r.&b. The flip covers Clyde McPhatter's dinking which is moving fast. This can hit for plenty, too.

RICHARD HAYES . . . ABC-Paramount 9706 . . . MY GIRL AND HIS GIRL
(Driftwood, BMI)

BLUE BOLERO . . . (Stratton, BMI)
Hayes, one of the smartest singers around, has two of his classiest sides in this pairing. On top, he airs a plaintive lament of the typical triangle and it's smooth and sincere. The flip, almost equally appealing, blends the distinctive beats of rock and roll and bolero for a unique and listenable job. Either one could be the big one for Hayes, fresh out of the Army.

Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

80-100, Tops
60-69, Excellent
70-79, Good
50-59, Satisfactory
30-39, Limited
0-49, Poor

TOMMY LEONETTI

Free 81
CAPITOL 3442 — A most engaging ballad by Larry Conley and Johnny Marks (of "Rudolph" fame) is sung warmly by the warbler. It's Leonetti's strongest entry to date, and one that could break into the money. (Laurel, ASCAP)

It's Wild 70
This side is a hip rhythm ditty done much as Sinatra might have done it. The flip is the one to watch. (Craigmorse)

ROBERTA SHERWOOD

Lazy River 80
DECCA 29911—This oldie got a big TV send-off by the Miami gal. Here is definitely an offbeat style, but one that's likely to pay off. That husky approach demands listening and the jocks will probably get behind this side. (Peer, BMI)

This Train 75
Miss Sherwood's distinctive husky, catchy style works magic on this infectious, revival-flavored opus. Wild excitement jumps from the wax. Adds up to a solid impression on the thrush's second single for the label. (Mills, ASCAP)

SOMETHIN' SMITH AND THE REDHEADS

In a Shanty in Old Shanty Town 79
EPIC 9168—The oldie gets another updating job, in the Johnny Long style, but with new special chorus lyrics. A good juke bet. (Witmark, ASCAP)

Coal Dust on the Fiddle 76
The boys have a cute bundle here—all about romance in a mining community. The job has a "16 Tons" finger-snapping quality and it's rendered with solid appeal. Should be spins here. (Planetary, ASCAP)

PERCY FAITH ORK

The Rain in Spain 77
COLUMBIA 40696 — The infectious tango theme from the new hit musical, "My Fair Lady," is wrapped up in a first-rate instrumental treatment, which should grab off considerable play. Good conversation piece for jockeys. (Chappell, ASCAP)

With a Little Bit of Luck 76
Another excellent Faith treatment of another tune from the "My Fair Lady" score. This one's a catchy little ditty with a folksy, lilting tempo. These are the first single versions of both tunes. (Chappell, ASCAP)

GEORGIE SHAW

What a Fool Was I 77
DECCA 29906—The singer's soft, expressive tones on this lilting ballad add up to a top-notch performance. The guy can do a standout job with good material and this is definitely that. Watch this one. (Pinelawn, BMI)

Run, Run, Run 76
Shaw Belts a spirited moral lesson on the different kinds of love. His is the true kind, of course, and he sells the imaginative lyric with excitement. Good commercial appeal. (Treble, ASCAP)

LENA HORNE

From This Moment On 77
VICTOR 6512—Exciting rendition by the exciting Lena Horne of the magnetic Cole Porter rhythm tune from his Broadway musical of a few years ago, "Out of This World." Fine backing job. Deejays will give this one plenty of spins. (Harms, ASCAP)

Running, Running, Running 74
The thrush sells an attractive rhythm song with maximum allure and showmanship. (Maurice, ASCAP)

(Continued on page 96)

**MAY
RELEASE**

the stars are out on...

**CORAL
RECORDS**

JOHNNY DESMOND



CORAL
61632

PLEASE
DON'T
FORGET
ME,
DEAR

A LITTLE
LOVE CAN
GO A LONG,
LONG
WAY

DOROTHY COLLINS



CORAL 61647

TREASURE
OF
LOVE

HE'S GOT
ME
HOOK, LINE
AND
SINKER

LAWRENCE WELK



CORAL
61644

I COULD
HAVE
DANCED
ALL NIGHT

ON THE
STREET
WHERE
YOU LIVE

Vocal by
Alice Lon

Vocal by
Buddy Dean

LAWRENCE WELK



CORAL
61645

WITH A
LITTLE
BIT OF
LUCK

I'VE GROWN
ACCUSTOMED
TO HER
FACE

Vocal by
Larry Hooper

Vocal by
Dick Dale

LAWRENCE WELK
presents ...

the LENNON SISTERS



GRADUATION
DAY

THE
TOY
TIGER

CORAL 61648

LAWRENCE WELK
presents ...

BUDDY MERRILL



CORAL 61649

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MAY
BE
SILLY

ROCK
AND
ROLL
RUBY

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b/w

COAL DUST ON THE FIDDLE

ORCHESTRA UNDER THE DIRECTION OF O. B. MASINGILL

EPIC
5-9168



• Reviews of New Pop Records

• Continued from page 94

THE MORRISON SISTERS

Where Is My Love?76
DEED 1019—The gals offer pleasing harmonies on this new and commercial lyric, set to the tune of "Blow the Man Down." There's real substance to this and with jockey interest, it could sell. (Hill & Range, BMI)

The Grass Is So High67
The gal trio bounce along on a ditty with down-on-the-farm flavor, relating what happens in that tall, tall grass. It's light and bright but it may never burn holes in the turntables. (Harper, BMI)

DON CORNELL

Fort Knox76
CORAL 61631—The lesson here is that the gal is worth more than all the gold in Fort Knox. The whole job has a bright, happy approach that spells action. Jockeys will like this one. (Planetary, ASCAP)

But Love Me (Love) But Me75
Here's a slow, triplet-backed pleader sung in vigorous, meaningful tones. The flip, however, has an edge. (Leeds, ASCAP)

JOHNNIE RAY

Because I Love You76
COLUMBIA 40695—Ray socks across an appealing love song with an insistent beat in his usual emotion-packed fashion. (Hollis, BMI)

Goodbye, Au Revoir, Adios75
Another intense vocal job by Ray on a swiny ditty with effective lyrics and a strong beat. (Paxton, ASCAP)

RALPH WALDO CUMMINGS

The Black Weekend76
ABC-PARAMOUNT 9697—Of all the songs that deal with careless driving and the consequences thereof, this is undoubtedly one of the most original and effective. Cast in the form of a folk ballad, it has a memorable quality, and could easily catch on. (Sunbeam, BMI)

Hold On72
This attractive tune has the basic make-up of a country weeper. Cummings handles it with tenderness and sincerity and sells it easily. (Devere, BMI)

DANNY KNIGHT

The Searchers (Ride Away)75
M-G-M 12252—Sincere, strong vocalizing on a dramatic Western-flavored

ditty with an insistent beat reminiscent of "High Noon." A big promotional push behind the movie of the same title should help the disk grab off spins. (Witmark, ASCAP)

The Somewhere Voice72
Another plug-tune (from the TV drama "Frontier") is handed a thoughtful and expressive vocal treatment by Knight. The quietly paced, pretty ballad has a pleasant folksy quality. (Duchess, BMI)

MICHEL LEGRAND ORK

Bonjour, Paris74
COLUMBIA 40692—From the film, "M'sieur La Caille," comes this instrumental. As performed by Michel Legrand's ork, it has a haunting quality. Nice for deepay programming. (Bourne, & BIEM, ASCAP)

Smile73
From the old film, "Modern Times," this melody gets a lush, sweeping performance. A good coupling for the flip. (Bourne, ASCAP)

FRED ASTAIRE

There's No Time Like the Present74
VERVE 2009—Whether Astaire sells or not, it's still great on the ear. It bounces and jumps and you can almost see the feet and coat tails flying. Jockeys will give this a ride. (General, ASCAP)

Hello, Baby74
Here's slow, danceable stuff with a winning melody. Astaire gives it his own special brand of schmaltz. Will vie with the flip for deejay attention. (General, ASCAP)

LAWRENCE WELK ORK

I've Grown Accustomed to Her Face74
CORAL 61645—Dick Dale is Welk's vocalist in this popular ballad from "My Fair Lady." The arrangement is nicely relaxed for dancers. Should pick up some share of the action on the tune and also click with the regular Welk buyers. (Chappell, ASCAP)

With a Little Bit of Luck74
Larry Hooper, another of Welk's vocalists, sets his deep bass to a novelty from the same show. This one's a rousing Welk polka. (Chappell, ASCAP)

LAWRENCE WELK ORK

On the Street Where You Live74
CORAL 61644—Larry Deane turns in
(Continued on page 98)



singing
"HALF YOUR HEART"
b/w
"GOODIE BYE-BYE BABY"



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hits!**

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SEPTEMBER
LOVE**

DAVID
WHITFIELD

1654

**ROSES
OF
PICARDY**

THE
JOHNSTON
BROS.

1616

**LOOK
HOMeward
ANGEL**

THE FOUR
ESQUIRES

1652

**ROCK
ISLAND
LINE**

LONNIE
DONEGAN

1650

New!

MAY 15 MANTOVANI MONTH

MANTOVANI

**MERRY
GO-ROUND WALTZ**

B/W HEARTS OF PARIS #1669

New!

WINIFRED ATWELL
and FRANK CHACKSFIELD

PORT AU PRINCE

B/W STARLIGHT

#1667

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17 1/2" x 22 1/2", with the week's top 10 tunes in giant type . . . plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.



3 FULL-SIZE AD REPRINTS

Colorful posters to build bigger sales for the "coming-up-strong" disks.



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Reviews of New Pop Records

Continued from page 96

a warm vocal on the lovely "My Fair Lady" tune, while Welk's forces back him with happy, dancy orking. A tasteful side for the boxes. (Chappell, ASCAP)

I Could Have Danced All Night...73
Alice Lon warbles this much recorded tune from "My Fair Lady." Welk's rhythm is that of a brisk polka. For the fans. (Chappell, ASCAP)

EARTHA KITT
Honolulu Rock and Roll...74
VICTOR 6521—Provocative thrashing on a gimmicked-up grass skirt theme with a strong beat. Should get jockey play. (Joy, ASCAP)
There Is No Cure for L'Amour...73
Saucy vocalizing by Miss Kitt on an attractive ditty with amusing lyrics. (Shapiro-Bernstein, ASCAP)

MITZI MASON
Theme From "Alexander the Great"...74
ABC-PARAMOUNT 9696—A theme prominent in the background music of this recently released pic has been fashioned into a most attractive heart ballad. Miss Mason belts it out with great feeling and an artful style. (Global, ASCAP)

Hearts Weren't Made for Breaking...73
The catchy rhythm backing of this tune has some of the infectious quality of "Memories Are Made of This." The tricky beat requires some fancy styling from the vocalist, and she delivers solidly. (Coliseum, BMI)

THE THREE DONS AND DEENA
Hurry...74
CORAL 61633—The new group kicks things off with a driving rhythm job with a stylish blues pattern. Things work up to a wild crescendo in the wind-up. Solid performance. (Blue-River, BMI)
Keep A-Wallin'...72
Here's a three-quarter time job that has an infectious, folksy quality. Especially good juke fare for those barroom baritones. (Simon House, ASCAP)

RAY BLOCH ORK
Wedding in Monaco...73
CORAL 61635—A timely mood piece. It's a light-hearted melodic picture of the Mediterranean gaiety and pomp attaching to the Grace Kelly Wedding. Good deejay fare. (Hollywood, ASCAP)
Lost Horizon...73
From the new play, Ray Bloch does this theme with an arrangement denoting grandeur and Oriental mystery. A chorus chants the vocal. (Horizon, ASCAP)

LOU MONTE
(If I Knew You Were Comin') I'd've Baked a Cake...73
VICTOR 6522—Monte gives the oldie his Italian-styled lyric treatment. The waxing has bounce and vitality, but it's doubtful if the old hit tune can rise to the occasion again. (Robert, ASCAP)
Ask Your Heart...72
Monte and chorus warble in okay fashion on an appealing ballad. (Regent, BMI)

AL CASTELLANOS ORK
Together 1-2-3...72
MARDI-GRAS 1021 — Highly danceable, flavorsome cha cha cha. Castellanos and group intone the refrain in heavily accented English. Should be a big seller where cha cha cha are being sold. (Aljean, BMI)
Merengue Ta-Ka-Ta...71
Bright, danceable and listenable merengue played by Castellanos' full-sounding band, and chanted well by the maestro. Both sides are fine for the Latin slot on the jukes. (Aljean, BMI)

GEORGIE AULD
You Are My Sunshine...72
MERCURY 70864—A bright orchestral reading of the oldie that is a credit to the arranger and the revitalized Auld ensemble. The band has a terrific beat for dancing. Operators note. (Peer, BMI)
Margie...71
Coupling these two favorite standards was a smart idea. To the juke box operator, it will be a most attractive buy. Many deejays are going to like these spruced-up orchestrations, too. (Mills, ASCAP)

JERRI ADAMS
Walk Fast...72
COLUMBIA 40690—A poignant vocal stint by the thrush on an appealing ballad with effective lyrics. (Jimskip, BMI)
If I Forget You...70
Warmly expressive piping on the lovely oldie. (Caesar, ASCAP)

EDDIE BARCLAY ORK
Tic Tac Tango...72
MERCURY 70862—Instrumental novelty is likely to get good exposure by deejays. Lush fiddles and the arrangement produce an attractive side. (Felsl, ASCAP)
La Chnouf...70
The original French version of another lush instrumental, but this lacks the interesting sound of the flip. (Rayven, BMI)

LA PLAYA SEXTET
The Laughing Cha Cha Cha...71
MARDI-GRAS 1020 — Comfortable tempo, good chorus and guitar, plus some brilliant jazz-tinged trumpet make this a good change of pace for pop deejays as well as a natural for the usual Latin dance crowd. (Southern, ASCAP)

Mambo Batiri...71
Another danceable, listenable side. (Ejay, BMI)

RUSS CARLYLE
Hold On Tight...71
ABC-PARAMOUNT 9705 — Carlyle dispenses some sound advice in this frothy, lighthearted ditty: when you meet a pretty girl, you'd better nail her down fast, or you'll lose her. Carlyle does a smooth job on the vocal. (Carbaugh, ASCAP)

Maritana...71
An instrumental side that is notable for its bright orchestration. A vigorous march, it has an attractive melodic riff that sticks in the memory. Makes good programming for jockeys. (Carbaugh, ASCAP)

RUSS MORGAN ORK
The Prince and Princess Waltz...71
DECCA 29927—A stately ditty with timely lyrics (penned by Tiomkin and Washington and dedicated to "you-know-who") is handed a pleasant vocal by Bill Reeves and a melodic waltz tempo backing. The promotional "honeymoon" may be over before the disk can fully cash in on it. (Tiomkin, ASCAP)
Lover's Rhapsody...69
A solemnly paced waltz theme is sung with sincerity and dignity by Reeves. Flip tho is the big hype item. (Glenmore, ASCAP)

CAROL RICHARDS
My Sweet Little Music Box...71
VICTOR 6497—Miss Richards, familiar to many TV viewers from her appearances on the Bob Crosby show, has much of the warmth of Kay Starr. In this sentimental, r.&b. styled song she has a good commercial vehicle, and she does well by it. (Shapiro-Bernstein, ASCAP)
First Row Balcony...70
The singer essays an r.&b. type tear-jerker here, also with success. She pours a lot of emotion into it, and sounds convincing. (E. B. Marks, BMI)

THE BEAU BRUMMELS
In Self Defense...71
VIK 0208—In routine r.&b. ballad style, the boys pour a lot of heart into this weeper. May register some appeal with the teeners, if they feel the need for another Four-Aces type group. (Peer, BMI)
I Haven't the Heart...66
A routine shuffle-rhythm side by the energetic, coarse-grained group. (Simon, BMI)

THE MULCAYS
Anniversary Song...70
CARDINAL 1050 — Tasteful instrumental with standout electric harmonica solo work by the Mulcays on the hauntingly nostalgic oldie. Effective mood music programming for deejays and good stock juke wax. (Mood, ASCAP)
Always...70
Same comment. (Berlin, ASCAP)

ESQUIVEL ORK
Port-Au-Prince...70
VICTOR 6514—A dramatic instrumental arrangement of the exotic theme, with some interesting background choral effects. Should get some jockey attention, but Nelson Riddle's waxing is still the one to beat. (E. B. Marks, BMI)
To Love Again...70
A lush arrangement of the haunting
(Continued on page 100)



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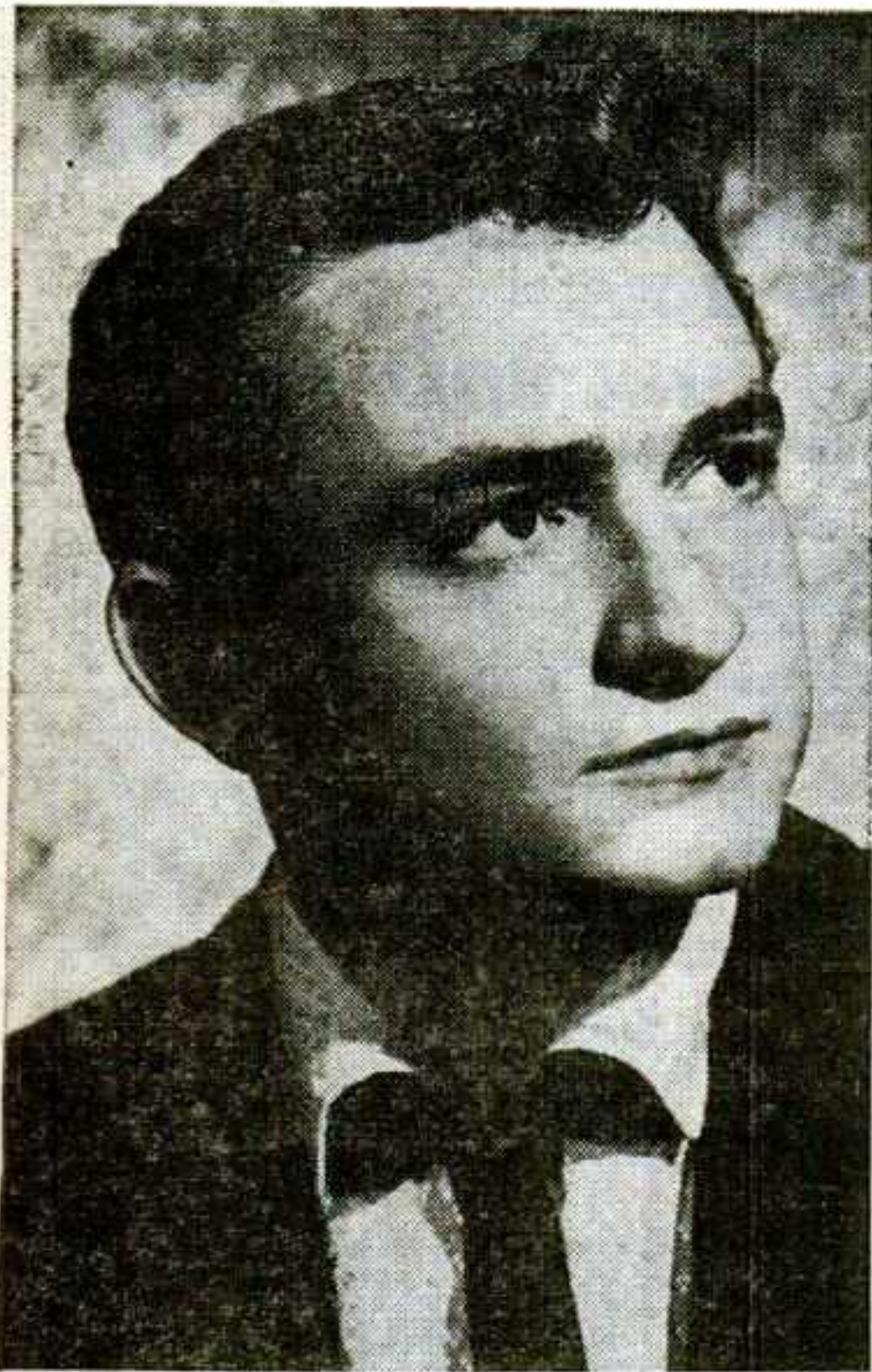
• Reviews of New Pop Records

• Continued from page 98

- theme from the new bio film, "The Eddy Duchin Story." There's plenty of competition on this ditty, but this version should grab off some deejay spins. Both sides were recorded in Mexico. (Columbia Pic, ASCAP)
- GUY CHERNEY**
Believe in Love 70
 MERCURY 70865—Melodic, hand-holding material this, and Cherney handles it in a pleasant crooning style. Calculated to sell to the young-at-hearts. (Robbins, ASCAP)
Puppeteer . . . 66
 Cherney sings the tale about the little man who pulls the strings. Material is pretty tame. (Veronique, ASCAP)
- THE THREE HARMONICAIRES**
Starlight Fantasy 70
 ART 161—Nice harmonica side here—the act performing an interesting mood piece with commendable technique. (Artrec, BMI)
Lost Again . . . 65
 This harmonica group displays some virtuosity, but the material fails to impress. (Artrec, BMI)
- STEVE CLAYTON**
The Man With Seven Loves 68
 JUBILEE 5242—Here's an ode to a Don Juan with amours all over the place. Singing is polished enough, but the gimmick doesn't go far. (Jubilee, ASCAP)
Straight From the Shoulder . . . 68
 Clayton voices a slow ballad with okay pleader values. This and the flip both credit Richard Hayman as arranger, which may win some jockey attention. (Kellam, ASCAP)
- EDDIE HEYWOOD**
Soft Summer Breeze 68
 MERCURY 70863—Drawn from Heywood's recent LP, this pretty instrumental, with piano featured, will strike many a deejay as a tasty item for May programming. (Regent, BMI)
Heywood's Bounce . . . 66
 A light swiny opus that shows the pianist's breezy style at its most attractive. (Meridian, BMI)
- BABY GONZALES**
'Round About Midnight 68
BLUE NOTE 1638—Minor key melancholies here have a haunting blues quality. Organ back-up helps carry the mood.
You Need Connections . . . 60
 Here are a flock of verses on the general theme of "It's not what you know, but who you know." Commercially, an unlikely entry, tho some may enjoy the implications.
- VAL W. SHERMAN**
A Ballad for Democracy 66
BURTON 103—This ballad is an emotional editorial on the Autherine Lucy case. It carries many fighting words about equal rights etc. The organ backs it with "Battle Hymn of the Republic," and the side should get some sales response. Radio black-out likely, however, because of controversial material.
Nobody Knows the Trouble I've Seen . . . 65
 With guitar backing, here's more editorializing on the segregation issue (this time on the bus boycotts) which leads to a chorus of the old spiritual. The flip is likely to be the more active side.
- HAL DICKINSON**
She's Got 20 Million Pesos 68
CORAL 61634—The humor of this lightweight material revolves around a fat and ugly senorita with a surplus of loot stashed in the bank. Mildly amusing novelty that will have some deejay appeal. (Lantern, ASCAP)
The German Band . . . 60
 Using the "Schnitzelbank" song and "O du Lieber Augustin" as the basis of his material, Dickinson lampoons the oompah bands beloved by the Germans. The humor is forced. (Lantern, ASCAP)

(Continued on page 102)

JOHNNY CASH



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- 2. Wild Cherry—I'm Still a King to You... Don Cherry...40665...4-40665
- 3. I Could Have Danced All Night—I've Grown Accustomed to Your Face... Rosemary Clooney...40676...4-40676
- 4. On the Street Where You Live—We All Need Love
Vic Damone...40654...4-40654
- 5. Somebody Somewhere—We'll Love Again... Doris Day...40673...4-40673

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B 8722...B 8723

- 1. My Fair Lady... Rex Harrison, Julie Andrews, Original Cast...OL 5090...A 5090
- 2. Ambassador Satch—Louis Armstrong and His All Stars...CL 840...B 840
- 3. Songs of the West... Norman Luboff and Choir...CL 657...B 506...B 2003
- 4. The Eddy Duchin Story... Eddy Duchin...CL 790...B 790
- 5. Reflections of an Indian Boy... Paul Weston and Orchestra...CL 788...B 788
- 6. It's So Peaceful in the Country... Percy Faith and Mitch Miller...CL 779...B 779

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MENDELSSOHN: VIOLIN CONCERTO
David Oistrakh...ML 5085

- 1. Goldberg Variations... Glenn Gould...ML 5060
- 2. Vivaldi: Double Concerto... Oistrakh, Stern, Ormandy-Philadelphia Orchestra...ML 5087
- 3. Parsifal... Ormandy, Philadelphia Orchestra...ML 5080
- 4. Shostakovitch: Violin Concerto... David Oistrakh...ML 5077
- 5. Brahms: Double Concerto... Walter, Stern and Rose...ML 5076
- 6. Beethoven: Symphony No. 6... Szell, Philharmonic Symphony Orchestra of N. Y...ML 5057

BEST SELLING FOLK RECORDS

CRAZY ARMS—
YOU DONE ME WRONG
Ray Price...21510...4-21510

- 1. Answers—My Dream of the Old Rugged Cross... Carl Smith...21507...4-21507
- 2. Honky-Tonk Man—I'm Ready, If You're Willing... Johnny Horton...21504...4-21504
- 3. Make Him Behave—The Rockaway Rock... The Collins Kids...21514...4-21514
- 4. I've Changed—If You Do Dear... Carl Smith...21493...4-21493
- 5. Run Boy—You Never Will Be True... Ray Price...21474...4-21474

NEW POP RELEASES

WARM ALL OVER—BIG D
Jo Stafford...40697...4-40697

- 1. The Rain in Spain—With a Little Bit of Luck... Percy Faith...4-40696
- 2. Goodbye, Au Revoir, Adios—Because I Love You... Johnny Ray...40695...4-40695
- 3. Don't Cry—Ticky Ticky Tick... Frankie Laine...40693...4-40693
- 4. If I Forget You—Walk Fast... Jerrl Adams...40690...4-40690

NEW FOLK RELEASES

I JUST CAN'T HELP MY LOVIN' YOU—
SO IN LOVE AGAIN
Roy Drusky...21516...4-21516

- 1. Big Sandy—It Scares Me Half to Death
"Little" Jimmy Dickens...21515...4-21515
- 2. Take a Look at Yourself—Send for My Baby... George Morgan...4-21517
- 3. Tennessee Two Step—Guitar Rock and Roll... Joe Maphis...4-21518

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• Reviews of New Pop Records

• Continued from page 100

BOB HARMAN
Kingfish Boogie64
 DECCA 29872—A fast and furious piano essay that takes the listener back to period of Meade Lux Lewis and the early Basie. The market isn't particularly receptive to instrumentals of this type now, but some deejays may try it. (Northern, ASCAP)

Kentucky Home Boogie...62
 Another piano-with-rhythm opus in similar vein. Harman is a past master of this swiny piano style, of which there are still a few diehard adherents. (Northern, ASCAP)

JEAN SWAN
Dear Love63
 MERCURY 70866—A ballad of the type associated with Joni James. Miss Swan puts heart and soul into this song, but is not quite strong enough to bring it off. (Judy, ASCAP)

Forget You, Never...62
 Phrasing and style here again suggest Joni James. Pretty as it may be, it will have tough sledding. (Lexington, ASCAP)

GERALD
I Hit the Jackpot69
 MANSFIELD 607—Gerald does a pleasant vocal here. The ballad is very simply produced—seemingly just piano and guitar are backing the vocal. (Wise, BMI)

GERALDINE
I'm Lonely Just for You...56
 This ditty is not in the modern commercial groove, and the engineering is not good. (Wise, BMI)

BETSY GAY
Backfire59
 REGIS 3847—Miss Gay puts a lot of personality into this rhythm novelty, selling it effectively. The material itself has a dated sound and is further weakened by thin backing. (Windy City, ASCAP)

SID NIEMAN
Take Me Back...58
 A ragtime piano side, taken at a fast clip. Admirers of the rickety keyboard idiom will get a kick out of this old-fashioned number. (Windy City, ASCAP)

RHYTHMETTES
(I'm Only) Your Once-in-a-While.....50
 MANHATTAN 502 — Coupling

sounds like a songwriter's demo cut before the girl group joined RCA Victor. Little potential here. (Manhattan, ASCAP)

Innocent Eyes...50
 As above. (Manhattan, ASCAP)

• Reviews of New Jazz Records

ANITA O'DAY
Boogie Blues79
 VERVE 2008 — After a vigorous stanza by Gene Krupa's band, in which Roy Eldridge blows lead horn, Anita O'Day styles this Swing Era classic to a "T." Her phrasing and the subtleties of her delivery are a terrific listening pleasure. (Robbins, ASCAP)

Let Me Off Uptown...79
 Another standard that arouses nostalgic memories. Miss O'Day, with solid assistance from the big Krupa band, recreates it with a light, sophisticated touch. (Duchess, BMI)

JOHNNY HODGES ORK
I'm Gonna Sit Right Down and Write Myself a Letter78
 NORGRAN 149—Hodges, in this excerpt from the new "Ellingtonia '56" LP, is backed by a small unit of Ellingtonians. He walks, talks and wails thru the popular standard in a manner that's well suited to most juke boxes. Fine dance stuff. (Crawford, ASCAP)

Night Walk...75
 Blues number on the order of "Night Train" also is an excerpt from the new LP. Hodges is backed by the full Ellington band minus Duke. (Tempo, ASCAP)

THE JOHNNIE PATE TRIO
In the Wee Small Hours of the Morning70
 GIG 200—A mood piece, marked by clean, sensitive instrumentation, with piano featured.

You're a Livin' Doll...70
 This side has a bright beat and a lilting vocal. The trio performs nicely.

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Goody Launches Record Club

• Continued from page 11

ord dealers explaining how they can take part in the Goody Club.

Two separate plans, carrying annual membership service charges of \$12 and \$25, respectively, provide for identical offers during the year, except that under the more expensive fee, the new member also receives a free Walco diamond needle, with a retail value of \$25 to \$31, depending on the unit to be fitted.

Payment of the service fee under either of the two plans brings an immediate free record and entitles the buyer to purchase any or all of the LP selections of the month at an average discount of 38 per cent. LPs listed at \$3.98 thus go for \$2.47, while disks listed at \$4.98 cost \$3.09. The \$5.95 records will be available at \$3.69.

Considering the \$12 annual service fee, a minimum of eight records, normally selling for \$3.98 each, would have to be purchased in order for the buyer to come out even in terms of regular list prices. Following this, he would start reaping the benefits of the savings and would, in effect, save more on more records purchased.

A monthly bulletin containing 20 "best of the month" selections will be mailed to all club subscribers, who can have their pick of any, all or none. There is no obligation to take any "minimum" number of records during the year.

Selections will be made by the "Goody Record Club Board of Experts," headed by Abner Levin, manager of the Goody store and head of Phonotapes, a recorded tape firm.

A strong indication that hit or potential hit albums will be among the regular offerings was seen in the May selection. In the pop category, the line-up includes the "My Fair Lady" original cast album, Sinatra's "Songs for Swingin' Lovers" and the album from Sammy Davis' legiter, "Mr. Wonderful." Among the jazz entries are "Count Basie Swings," "Joe Williams Sings," "K. and J. J.," and the Gerry Mulligan quartet, "Paris Concert" package. Classical material includes "Brahms Violin Concerto," with Jascha Heifetz and the Chicago Symphony, and the Minneapolis Symphony's waxing of Tchaikovsky's "1812 Overture" and "Capriccio Italien."

Goody will pay a flat commission of \$5 for every new club member signed up by other dealers. Dealers will be sent brochures on the club in any reasonable amount for a \$2, "good faith" fee. However, this fee will be refunded along with the \$5 commission at the time the dealer signs his first member.

It was noted that one of the few labels of substance not to be represented among selections offered was Angel. Asked why, Goody said that Dario Soria, Angel prexy, has never allowed him (Goody) to serve his customers in the same manner

Contract Ties

• Continued from page 12

erties. He is currently recording songs from the 20th Century-Fox film, "The Best Things in Life Are Free," and is being sought for both "The Pajama Game" at Warner Bros. and "Silk Stockings" at M-G-M. With Doris Day already inked for "Pajama Game," a conflict is expected should MacRae get the part.

In addition, Capitol currently has the Harry James Band in "The Opposite Sex," Dean Martin in "Hollywood or Bust," Yma Sumac in "The Loves of Omar Khayyam" and Frank Sinatra in "The Pride and the Passion." Tunes from these pictures, plus others already completed in which Capitol artists have appeared, are expected to be recorded by the diskery.

that he serves them with all other labels. "On any label," said Goody, "if I can't give my customers the service they are entitled to, I would rather not handle the line."

In addition to ads announcing the club in the New York Times and New York Herald Tribune, follow-up promotion has already been set for a number of national magazines, including Esquire, the Saturday Evening Post and the Saturday Review of Literature. Goody's regular mail order customer lists will also be solicited via direct mail efforts.

Tradesters can be expected to watch with great interest for dealer reactions to the Goody Club plan. In some circles, it was felt that retailers would be hesitant to offer anything approaching full support. It's reasoned that the each member signed brings a \$5 dealer commission, when buyers once get ac-

Music Rights

• Continued from page 11

lation of approximately ten-and-one-half million would also be used. The acquisition of four TV and five radio stations by Crowell-Collier last week is also looked upon as an important adjunct of the company's upcoming record operation. Collier President Paul Smith also disclosed that a new consumer publication, similar in nature to the Time-U. S. format, is on the drawing boards.

The possibility also existed, Smith disclosed, that the acquisition of recording rights in addition to primary first magazine rights would be considered in all future literary properties. An esoteric LP series of important literary and dramatic works is reported to be considered.

quainted with the savings and selections available, they might be less likely to visit local stores.

No More Crying Towels

• Continued from page 11

ing until recently had a virtual corner on choral editions. Both of the latter, in recent years, have broadened into original material.

3-Million Choral Copies

One printer, Kuperman and Del Guercio, turned out three million choral copies for Waring in a single year. The same printer, at one time regarded as the biggest pop printer for Tin Pan Alley, has determined that his current business is 80 per cent standard and 20 per cent pop. Two years ago, it was 60 per cent pop and 40 per cent standard. Just one year ago, according to Kuperman, most of the hits were rock and roll, and a good ballad would rarely sell as many as 200,000 copies. He was ready to give up on the music business, and concentrate on the commercial field and then the orders roared in for chorals, concert

and marching band arrangements, instrumental editions, etc.

The well-rooted educational tradesters have noted, however, that many pop publishers, lacking experience in the field, are starting to flood the market with unsuitable material. It is pointed out that each choral or instrumental category has its own specialists, with official acceptance among the educators who attend the various music conventions, clinics and camps. Most of the old line firms have their representatives attend those events. An outfit like Sam Fox, for example, has six such representatives.

One of the biggest pop firms told The Billboard that he'd still prefer a couple of pop tune hits a year, but since these are not always forthcoming: "Thank God for the educational business."


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How Ops, DJ's Can Co-Operate

• Continued from page 61

talent contests among teenagers.

Radio Help

Small's first task was to set up a meeting with radio personnel who might be interested in the teen-age campaign. Accordingly, he arranged a luncheon with Austin Grant, new analyst, CKLW, and Larry Gentile, disk jockey, WJBK. The idea was kicked around, and as a result of this informal get-together the event got rolling.

Leading disk jockeys were asked if they would emcee teen-age events at regular intervals—over a dozen, from five radio stations, stated they would.

With radio co-operation assured, UMO took its plan to the police commissioner for endorsement. The commissioner liked the plan so well that he suggested that he make a formal news release to all the papers in the area announcing the planned program.

At the next association meeting, operators, radio personnel, the press, city officials and leaders of local business organizations were on hand. The entire plan was outlined, with each group represented given a special assignment. It was here that the first teen-age fete was scheduled.

Paper Co-Operate

Stories of the teen-age party were featured in all the papers, news commentators and disk jockeys chatted about the event on their programs nearly every day. Representatives of the City Park and Recreation Department offered a gymnasium as a site for the event.

Record companies were contacted by UMO in an effort to enlist their co-operation. Such artists as Rusty Draper, the Chuckles, Bunny Paul, Roy Hamilton, Tommy Mara, Pat Boone, Frankie Cas-

tro, Jaye P. Morgan and Bill Darnel all turned out to make the event a success.

The teen-age parties were originally scheduled to be weekly events, but were later re-scheduled for every other week.

During all the preparation meetings, operators and disk jockeys became well acquainted. Before long, UMO changed its bylaws so that disk jockeys could be made honorary members.

To control the attendance at the teen-age shows, a limited number of tickets were distributed for each event. The tickets were distributed by three groups—UMO, the city Youth Bureau and the Parks and Recreation Department. The first show pulled approximately 2,000 teen-agers, subsequent shows drew about 1,500.

Ops Contribute

The task of installing speakers in the gymnasium fell to UMO operators. Before every event, different operators would wire speakers and install one or two juke boxes.

The same program was also developed in surrounding suburban communities. It drew such wide publicity that even Toledo operators and disk jockeys went for the program. Fred Mitchell, WOHO, Toledo, asked UMO to assist him organize a similar teen-age program there.

At each of the teen-age shows in Detroit, amateur talent contests were held. The winners, local teen-agers, were given the opportunity of appearing on local disk jockey shows. Bob Maxwell, who headed the Bob Maxwell Show, WWJ-TV, which is currently off the air, had winners of the teen-age talent contest on his show every week.

All in all, about 30 disk jockeys in the Detroit area participated in the UMO campaign. Tho the

events do not now get the newspaper publicity that greeted the program when first introduced, it has solid sustaining support from radio stations and civic officials. Canceled during the winter months, the program will begin again this summer.

Op Assn.

• Continued from page 61

Company, presented a box to a veterans' organization for their youth group.

Maintenance of the machines so donated is also underwritten by the UMO, providing a continuing public relations contact. This has been financed from part of a special assessment of \$3 per machine paid by UMO members. In addition the organization has recently gone into operating itself to provide a fund for such maintenance.

Detroit music operators appear confident that public relations work is definitely building up the prestige and recognition accorded their business, and that it is best accomplished thru organized effort.

P-R Legislation

• Continued from page 61

Redd, Atlas and Associated Amusements have won considerable commendation for their donations to Catholic, Protestant and Jewish organizations. Operators also are garnering constant favorable opinion by supplying equipment to youth and other groups.

Adolph Dugas, who operates a route out of Webster, recently was cited by the Catholic Youth Organization for giving more than 100 juke boxes to the group. Anthony Crazio, of Globe Vending Machine Company, Quincy, has been a strong supporter of boys groups in the Quincy area with records, equipment and personal help in rebuilding sound systems.

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Fred Amsel

Nickel Play, High Costs Collide

• Continued from page 63

panding market has kept pace with advancing costs here. In the midst of a tremendous period of growth, this area for the past 10 years has produced locations for juke boxes almost as fast as operators in the district could finance and place new machines.

Explains Reasons

Reasons for dime play were neatly summed up by one operator who said: "I can remember a time when three machines could keep five machines operating. Now your lucky if you can equal the 3 per cent sales tax. I have in the neighborhood of 100 machines. At \$32.50 net license fees per machine a year, I have to shell out \$3,250 before I can even start operating."

"If we are ever going to work into dime play, now is the time," said operator Nathan Allen, owner of Ten Ball Novelty Company, adding, "I think the new 200-selection machines give us a perfect entry into dime play. All locations want the new machines, and most seem willing to go to dime play provided they get them."

A spot check of location owners revealed that most would welcome the advent of dime play if their competitors were to switch too.

No Fast Change

Allen pointed out that the caution on the part of the location owners could work to the advantage of operators. "None of us can afford to replace all of our equipment over night," Allen said, "so if operators would change equipment in one area at a time, the new equipment could be gradually introduced."

Allen has some of his equipment on dime play. He admits that the total number of plays has declined

slightly, but adds hurriedly that collections are up in every instance.

Allen, who has been in the business since 1928, said he believed a positive attitude was needed in selling location owners on dime play. Operators should explain to location owners how the location owner's profit will increase, not how rising costs are forcing the operator out of business, he asserted.

However, the general timbre of feeling is that dime play will eventually come to Birmingham. The only questions are how and when.

Westm'ter Produces

• Continued from page 13

Artists' series will offer poetry story and play readings by such as Alfred Lunt and Lynn Fontanne, Anthony Quayle, etc. The "Golden Treasury of Verse" series will include readings in German, French, Spanish and Italian chosen by university professors and read by leading artists in each tongue. These will include Jean Vilar, Jean-Louis Barrault and Madeleine Renaud, Padraic Colum and Henry Schnitzler.

A "Playwright Series" will start with Arthur Miller in excerpts from "Death of a Salesman" and "The Crucible," and will continue with disks by John van Druten, Lillian Hellman and Paul Green. There also will be a "Distinguished Teachers" catalog, in which top pros will discuss important phases of their work. Subjects will, include anthropology, history, zoology, economics and literature.

The disks will all be 12-inch LP's and will retail at \$4.98.

Utah Dime Play

• Continued from page 63

co-operation for the slow dime move in Utah.

A distributor in Salt Lake City estimates that only 20 per cent of all the machines in the area are set for dime. "There has been a lot of talk about dime play, but only recently have Salt Lake operators really tried to get together."

Switch Back to 5¢

Another distributor noted the attempt to switch to the 10-cent price, but added: "Some operators started out new machines with a dime and had to switch back to a nickel."

One of the large operators here said: "I can't see any future in the music business unless there is a switch to dime play."

He said operators are trying to switch to dime play but are afraid they will lose locations.

He said that costs have gone up so much that dime play is necessary if "we are going to stay in business."

Operators in Northern Utah are meeting regularly now to hash out the problem in a co-operative manner.

Memphis Dime Play

• Continued from page 63

erators used EP's extensively, some filling their machines with as much as 40 per cent of the longer playing disks. Nearly all operators agree that the EP's served as a cushion during the conversion period.

As dime play became entrenched operators began using less and less EP's. A few still use them extensively, tho the majority have cut the percentage down to around 5 or 10 per cent.

Bay State Gains

• Continued from page 63

operating problems all come up at association meetings and are discussed.

With regard to dime play, we intend to keep plugging away. Currently, we are stressing proper programming to operators as a means of increasing collections. The association also urges members to keep their equipment as up-to-date as possible for better collection results.

A long, hard fight is ahead of us all if we are to continue to operate and receive a fair return on our investments. As stated before, our 10-cent machines are up in collections despite the fact that they are surrounded by nickel machines.

I would like to close by citing one true incident:

Recently one of our better customers, who would not go on dime play because "the juke box is for our customers' convenience only, the money is secondary to us," decided to buy their own machine. They did, and immediately put it on dime play. Asked why, they replied: "The machine is very expensive and records cost a lot of money. We'll never get our money back operating it at a nickel."

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MOA Biographies

• Continued from page 69

William Blatt Director

Willie Blatt entered the coin machine business in 1928. He started out operating Arcade equipment and penny venders. Today his route consists of about 500 phonographs, cigarette venders and novelty-type machines. His firm, Supreme Distributors, Inc., Miami, supports eight employees. In addition to his MOA post, Blatt is a member of the board of directors of the Automatic Music Operators' Association of Dade County. He was instrumental in AMOA's adoption of a public relations program which calls for regular juke box donations to charitable organizations. Blatt thinks the future of the phonograph business is good, tho adds that the industry needs dime play desperately.

Max Hurvich Director

Max Hurvich, assisted by his brother, Harry, who is his business partner, started in the coin machine business in 1931 with a couple of peanut machines. Today he heads one of the largest phonograph and vending operations in the Mid-south. He was one of the founders of MOA and has been a director for the past two years. Max hails from Boston but is a staunch Southerner from Birmingham, Ala. He is married and has three children.

Norman Gefke Director

Norm Gefke first became aware of the coin machine business when he was an orchestra leader. It just naturally followed that Gefke become a music operator. He entered the business in 1940 with just a handful of phonographs. As time went on he not only added phonographs, but vending machines, amusement games and pin balls as well. Gefke has been a member of MOA since 1950 and a director since 1954. He played a key role in forming the South Dakota Phonograph Operators' Association in 1945, and currently is vice-president. Oddly enough, his hobby is collecting records. He's married and was made a dad last St. Patrick's Day.

Larry Marvin Director

Larry Marvin entered the music machine business in 1941. He's a native of California and operates out of Sacramento. Once in the business, Larry decided a local association affiliation was a must and joined the Sacramento division of the California Music Merchants' Association in 1942. A year later he was elected president. Marvin has served as president ever since. He joined MOA in 1952 and was named a director two years ago. His California operation boasts of two full-time employees and one part-timer. Larry is married and has two children.

State Licenses

• Continued from page 65

due on the gross receipts taken from the machines.

Oregon. There is an annual license fee of \$10 per juke box and an additional \$1 for each additional wall box. The receipt for this license fee must be affixed to each machine before it can be put into operation.

Rhode Island. There is no State tax, license or regulation on juke boxes.

South Carolina. There is no State tax, license or regulation on juke boxes.

South Dakota. There is no State tax, license or regulation on juke boxes. Receipts are subject to sales tax, however.

Tennessee. For each machine that requires a minimum deposit of 5 cents the annual license fee is \$5. For each machine that requires a minimum deposit of more than 5 cents, the annual license fee is \$10. These license fees are payable in the county where the machine is in operation. The license receipt shall be attached to the machine, and the entire contents of the license shall be visible to the public so as to be readable at all times.

Texas. The State levies an annual tax of \$5 on each juke box. No other regulation on juke boxes except that a tax receipt must be displayed on the machines.

Utah. There is no State tax, license or regulation on juke boxes.

Vermont. There is an annual license fee of \$25 for each machine in operation, which extends from January 1 to December 31 of each year. A receipt for each license must appear on each machine. When juke boxes are licensed to be operated as concessions at fairs or carnivals the fee is \$50 per week for each concession.

Virginia. There is a State license tax of \$5 per year on each juke box. A license receipt sticker must be displayed on each machine.

Washington. Each machine must be registered with the State Tax Commission. This is accom-

City License

• Continued from page 65

a strict censorship on records played, with a long list of titles not allowed. This includes "bee-bop" style of music.

New Orleans.—The annual city permit for juke boxes is \$10.25 per machine. There is also a \$2.50 Charity Hospital permit.

New York City.—There is a \$1 per machine occupancy tax.

Newark, N.J.—There is no city tax or regulation.

Oklahoma City.—There is an annual license fee of \$5 per machine. The license must be purchased before May 1, and tags indicating the purchase of licenses must be on machines by May 15.

Philadelphia.—There is an annual license fee of \$25 per machine.

Providence.—There is no city tax, license or regulation on juke boxes.

Richmond, Va.—There is an annual license fee of \$10 per machine.

Salt Lake City.—There is an annual license fee of \$15 per machine. This license must be affixed on each machine.

Seattle.—Each operator must have a mechanical musical machine operator's license. The fee is \$100 per year per operator. There is also an annual license fee for each juke box of \$10.

plished by completing the proper application form 2401 and the payment of \$1 to cover the fee. It is also necessary to apply for and obtain a certificate of registration to be attached to each machine in operation. There is no charge for these certificates of registration.

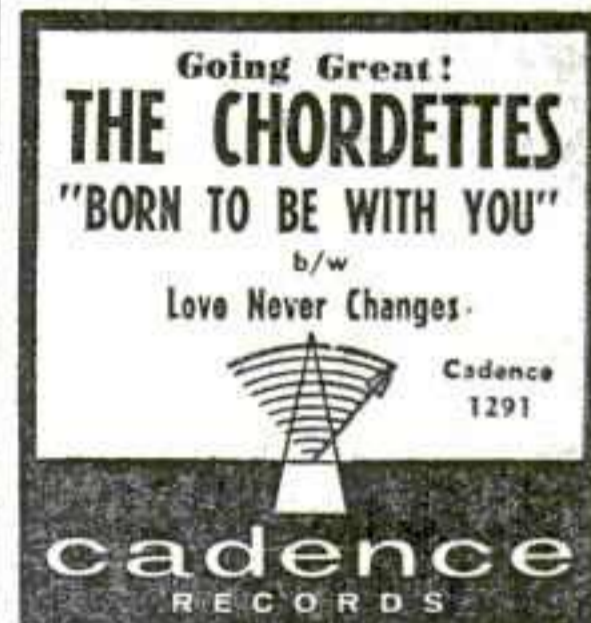
West Virginia. A license fee of \$5.50 per year is required for all juke boxes.

Wisconsin. There is no State tax, license or regulation on juke boxes.

Wyoming. There is no State tax, license or regulation on juke boxes. There is, however, a use tax due on the purchase of the machine itself.

Charter Music Assn. in N. C.

ASHEVILLE, N.C.—Western North Carolina Music Operators Association, Inc., with principal office here, has obtained a charter from Secretary of State Thad Eure. It is a non-stock corporation. Berlin Ashe and Glenn Holt, both of Franklin, and Gladys Underwood, Asheville, were listed as the incorporators.



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Wide Choices

Continued from page 67

their silver celebration, they're making big plans for a gala occasion.

In Garden District

The firm, headed by John (Tac) Elms, is in the city's swank Garden District section. Elms picked up the nickname "Tac" as a kid, and the name remained with him ever since.

"The funniest part of it," says Elms today, "I don't remember who first tacked that name on me, or how it came about, but it stuck with me like glue, and eventually became the trade name for our firm."

The firm is built on a foundation of service, dependability and courtesy. A fleet of service trucks work around the clock to insure prompt and efficient service whenever a location calls.

The TAC firm operates 400 juke boxes, and boasts a staff of 26 trained specialists. They wear snappy looking uniforms—a familiar sight every Thursday night when the record men gather to sort their routes.

Lining Up Selections

Thursday morning the route men visit the record shops and buy new disks, and later that evening, about 6, they meet to assert the records and line up the selections for their routes.

They meet in the library—a room containing a large working table, with plenty of space for the men to lay out their records. Thirty bins, containing 3,000 records each, flank the tables on four sides.

The TAC plant is a spacious one, containing a display room, several offices, a paint and cabinet room, a repair shop, and the library, or record room.

The company has proved it believes in a good public relations program, and they have a live-wire artist in the person of Joe Ricks, the sparkplug behind the "Juke Box Week in N. O." and who is currently ramrodding a move to provide the city's recreation spots with gratis jukes. (See story elsewhere in this issue.)

This, in addition to a softball team (kids) which TAC sponsors, and an entrant in the annual Soap Box Derby, show conclusively that TAC keeps "public interest" foremost in thought.

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Hit Records

Continued from page 67

three months. Some hits cling to the juke for as long as a year. Rock and roll and country and western hits last longer than pop in most cases.

Canale Amusement Company keeps a log on each sapphire phonograph needle. An electric recording device notes how many times it has played a record. When it goes thru 10,000 plays it is replaced. This insures the best possible sound reproduction.

Three times a year a crew of three servicemen with felt cloths and cleaning solvent go over every machine thoroughly. A clean machine not only has eye appeal and brings more plays—it functions better mechanically, says Canale.

When Memphis operators changed over to dime play a year ago, Canale had half of his units on 45 r.p.m. and half on 78. He bought 45's and replaced the 78's. All the new 45's were geared to take dimes, two nickels, or quarters.

A helpful cushion to Canale and other operators during the conversion period was the use of EP's. He had 15 to 20 per cent on each machine at the height of converting, but is now using only a few on each juke box.

The public likes singles just as well or better, he believes. Too, EP's cost more and slow down play on the machines.

All Canale's servicemen have portable typewriters they take with them on the route. Reason is the title cards fade after five weeks. They are thus replaced with fresh cards, improving eye appeal and upping play.

Another good feature, Canale believes, is high fidelity. He has it on most of his machines to give the customer the ultimate in good sound reproduction.

Canale started in the music business after meeting George Sammons, president of Sammons-Pennington Company, in 1949. Sammons is the Seeburg distributor here. Canale was then a junior in law school.

He took on several phonographs and put them on location. By the time he was a senior in law school he had 40 units. He realized little profit during the first three years, but was building equity.

He graduated and became a lawyer in 1951, but has never practiced. He had built a good route, liked the music business, and stayed in it.

Location Taste

Continued from page 67

machine is doing well, he provides the customers with a faster turnover, thereby building play incentive.

He's heard customers remark that such a machine "always seems to have the top numbers."

"This is what builds income," says Willens, "selling the tune when it is popular."

Another effective procedure is to increase the percentage of disk change on selected locations that run below average if they have a good potential. In this way the superior record service may transform the spot into a top location.

Willens buys records once a week, using the combined effects of his own judgment, the recommendations of a trusted one-stop and the buying guides of the trade papers. If he has confidence in a new number, he buys it for all his machines, or he may buy for half his route, buying for the other half if results warrant.

Artists can lose their sales edge, he believes, by cutting too many platters in too short a time. One good artist had three potentially good numbers in six weeks recently. Too fast, Willens insists, to give any one of them a chance to "jell."

In his typical 100-selection set-up about 20 disks will be semi-

Digs Disks

Continued from page 67

such as those carried by The Billboard.

"I start by listening to the commercial copies of records sent us by the various labels. Then I place them in a spot that caters to the class of people I feel the record should appeal to, such as juvenile, western, ballad, etc.

Checks Disks Three Ways

"By weekly checks of the meters, close scrutiny of charts such as The Billboard carries and some personal observation, I can usually judge whether I should put a record on my own best seller list—and machines," he said.

Altho Bob Holt classes himself as "a middle-sized operator for his area," his success in programming and business operation is reflected in the fact that he has progressed from a virtually one-man operation to his present staff of four, who, with himself, are kept busy full time.

Bob believes in keeping up to date not only on records, but on equipment as well. "That is the difficult part, what with prices the way they are today," he said. However, he now handles one make of music machines (Seeburg), thus eliminating the larger inventory of parts he carried when his route consisted of several makes.

He estimates that with his programming system, he often comes up with a hit record and a good money-maker from four to six weeks before they are termed "hits" by listings. "That way I have a balanced programming system, wherein I take into account the popularity charts and my own judgment and meter readings—and that is where a hit counts—in the meter readings," he said.

He noted that national reports on records are not always true of any given area. It is up to the operator to discover and cater to the tastes in his area, Bob feels.

"After we get a program set up for a trend, we immediately start looking forward to the next trend and for records to match. On our best spots we change records once each week, on all others we change at least every two weeks," Bob said.

He said he pulls the four low meter readings each week at good locations, replacing with four he thinks will have top ratings soon.

By not missing any spot longer than two weeks, he said, the operator can keep equipment clean. Also regular checks often head off service calls before the machine breaks down and loses sales.

When his servicemen run into trouble they have orders to do a complete check, rather than to simply "un-jam" the machine.

"I have found that by locating the trouble—no matter how small—and correcting it on the spot, a recall to service the machine again is prevented. With each service call costing about \$7, every one that can be prevented by a thoro check during regular record changes saves us that much money in operation," Bob concluded.

classics and show tunes; close to 40 pop tunes; 5 to 10 country and western numbers, and the rest specialties. The latter will include about 30 varied disks—good instrumentals, progressive jazz, perhaps a few novelties.

Disks are grouped in categorical position on the machines so that people can easily find the kind of music they like. This he feels, is important in building repeat business and appealing to consistent customers . . . better than breaking up categories, he believes, because people usually stay within one field of music selection.

Each selection is programmed for the individual location on-the-spot; not rigidly planned in advance. One proof of results may be that some of his numbers stay on the same machine and have continued to do business for over a solid year.

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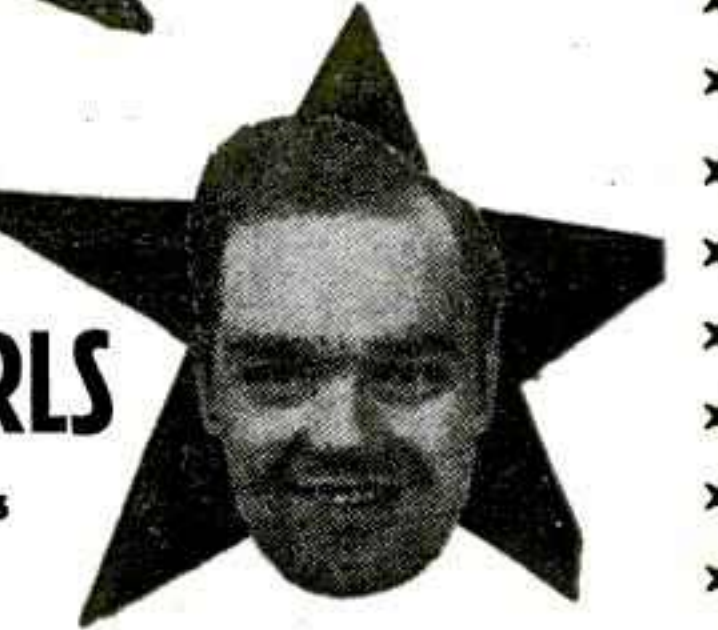
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Teamwork Keynote Of Wis. Juke Firm

• Continued from page 58

of seniority has been with Pierce eight years.

Routemen observe a few simple, but important company rules:

1. Every piece of equipment must be thoroughly inspected and cleaned at each service call.

2. Routemen must always be courteous.

3. No drinking while on the job.

Pierce's routemen are thoroughly trained to handle the bulk of the service problems that pop up on locations. Seldom is it necessary for machines to be taken to the Brodhead headquarters for repairs, except for periodical overhauls and renovating.

Soliciting of new locations is avoided. Only exceptions occur when a new restaurant, tavern or filling station building is erected in the territory. In such cases, a call is usually made by the routeman to sell the location owner on the top quality service and equipment they can provide. Almost all of the firm's hundreds of locations have been acquired via personal recommendations from old accounts, and inquiries from the field.

Routemen report for work at 7 a.m. and normally are on the road headed for their first stop of the day within 15 minutes. Their supplies of records, supplies and route instructions have all been prepared for them the day before to eliminate wasted time getting started in the morning. By the time most of their competitors have pulled up before their first service call, the Pierce music men have already handled two or three stops.

Title Strips Home Made

Record title strips are all printed at the Brodhead office. An addressograph system is employed to make them for each of the many thousands of disks used on the juke boxes. "It provides more uniform, legible title strips all thru the routes," points out Mrs. Marie Pierce, who handles most of the managerial tasks. "And, it gives us complete control over one of the most important first impressions our equipment makes on the public."

Once a disk is removed from a juke box, the title strip is destroyed, and new ones are printed if the same record is ever re-used.

Systematic records are kept of each location. A filing system reveals at a glance the history of each machine from the moment it is unpacked from the crate. Each file card notes the type of machine, its manufacturer, model number, serial number, quantity of records it holds, color of machine, from whom purchased, price, accessory equipment such as volume control kits, serial numbers of locks for front and back doors and the coin box. Also listed is a description of the type of light fixtures on the machine, the type of needle cartridges and whether the machine is set for nickel or dime play.

Handy Record Catalog

In addition, a continual running list is kept of each record used on

the machine. If the record has been put on as the result of a location request, it is followed by the letter (R). The disk listing includes a remark concerning the location's preferences in music to guide the routemen in programming.

A good Pierce location receives

PIERCE'S POINTS

- Keep accurate and complete business records.
- Demand top level route servicing and maintenance performance from employees, who must first of all, be selectively hired.
- Make certain that equipment on location is at all times in working condition.



"Nerve Center" of C. S. Pierce Music Company, Brodhead, Wis.: Mrs. Marie Pierce, standing, and the three girls who handle all of the firm's bookkeeping and office details.

an average of five new records a week, if it uses 78's; or eight replacements if it is a 45 rpm machine.

Like every other music operator in the industry, Pierce is faced with the problem of accumulations of old records. With approximately 500 juke boxes spotted, heavy quantities of used records are apt to create a space problem unless they are somehow disposed of. Used record jobbers take most of them off their hands—30,000 of them recently were sold to a Chicago firm.

A systematic procedure of filing a few of each number that Marie Pierce feels may possibly be used again at some later date, is followed. Currently, the shelves lining the first floor of the plant hold about 25,000 assorted records.

Dime Play Factor

The Pierces are convinced that dime play is the key to successful music operation in these days of high equipment and labor costs. Each day their routemen are add-

ing new dime play locations on their routes. Results in virtually every conversion, according to a survey of their cash receipts, show definite improvement.

Wedding bells in 1932 brought Marie Pierce into the family as C. S.'s wife and business partner. Today, as partners, the firm they own and operate can boast of over 1,000 pieces of music, games and cigarette vending equipment, blanketing a radius of 70 miles around its Brodhead headquarters.

Ills Still Plague Band Biz

• Continued from page 13

able, the somewhat less financially remunerative. MCA and GAC regularly book dates thruout the West and Northwest among such organizations as the Rotary clubs, Elks, Veterans of Foreign Wars, American Legion posts and in ever increasing numbers at military bases. Bands that have played these of late include Johnny Long, Ted Weems, Jerry Gray, Charlie Barnett, Blue Barron and Charlie Spivak.

Diverse opinions continue to exist within the industry for the growing scarcity and so-called dwindling popularity of bands. Some hold that the fault lies with the musicians themselves, claiming that Petrillo has priced his own musicians out of business via unrealistic wage scales, the latter including recording scales. They argue that more work would be available, and similarly more recordings exposed, were it not as expensive to utilize a musician's services.

There's little doubt that the musicians will have to get together, primarily thru the efforts of DOLA and in co-operation with the National Ballroom Operators of America, if they choose to accomplish something positive. Such problems as the recognition of the NBOA pact with ASCAP, a contract which

called for seven-tenths of 1 percent of the gross after taxes, are on the agenda and should be of primary concern of both groups.

DOLA President Les Brown declared here last week that a definite program is expected to be established and submitted to the membership at the next convention of the group in September.

Ted Heath Band

• Continued from page 12

ricized American rock and roll, successfully attempted a Kenton-ish approach to jazz in compositions like "Stonehenge" and "Processional" and socked out danceable standards with equal aplomb. Featured assisting artists at Carnegie Hall were June Christy and the Four Freshmen.

Negotiations are already under way for a return engagement. Whether such materializes or not, record dealers stand to see heavy volume on Heath LP's as result of the excitement aroused thruout the country by this visit. In the commercial field, at present, the English visitors have no rivals.

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HIT!**

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OF LOVE'**

b/w

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SHOW ON
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PAMPER MUSIC

• This Week's Best Buys

UNCLE PEN (Monroe, BMI)—Porter Wagoner—RCA Victor 6494—Those who are led to believe that rock and roll has swamped the country field should observe how well commercially an outstanding piece of traditional material like "Uncle Pen" is currently doing. Not only in Southern areas like Atlanta, Richmond, Nashville and the Carolinas, but in Chicago, Buffalo, Cleveland and other Northern territories, Wagoner is making a very fine showing. Flip is "How I've Tried" (Barton, BMI). A previous Billboard "Spotlight" pick.

HOPING THAT YOU'RE HOPING (Cedarwood, BMI)—The Louvin Brothers—Capitol 3413—Also in the traditional country vein, the Louvin Brothers are enjoying success with the latest entry. Important dealers and one-stops on both sides of the Mason-Dixon line reported a fast take-off in the direction of the charts. Flip is "Childish Love" (Acuff-Rose, BMI).

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jim Beck, of the Jim Beck Studios, Dallas, died there suddenly Thursday (3), according to word received at press time from Charles Wright, Dallas talent booker. For further details see story in news section.

"Consolation Prize," new tune just released by Fred Stryker's Fairway Music, has been cut by Eddy Akridge for Capitol, Terry Fell for Victor and Joey Gills for Mercury. . . . Bob J. Nikhazy, promoter, performer and manager of country talent, had a narrow escape from death recently when his recently purchased plane crashed and burned in South Dakota. He escaped with minor bruises and a bad shake-up and is already back in harness.

The Wilburn Brothers and Justin Tubb begin a swing thru Mississippi, Louisiana and Georgia, under the direction of Gabe Tucker, at Laurel, Miss., May 21. Remainder of the route stacks up as follows: Logtown, Miss., 22; Bogalusa, La., 23; McNeil, Miss., 24; Meridian, Miss., 25-26; Gainesville, Ga., 29; Maysville and Jeffersonville, Ga., 30; Tigall, Ga., 31, and Monroe, Ga., June 1.

Jack Turner, until recently on the Victor label, has inked a recording pact with Hickory Records and is rockin' with excitement over his first release, "Everybody's Rockin' But Me," due out this week. Turner is still a feature on WSFA-TV, Montgomery, Ala., with "Alabama Jubilee" on Monday nights and the "Jack Turner Show" on Tuesday and Thursday at 5. . . . Jimmy Newman's newest release on the Dot label, "Come Back to Me" b/w "I Wanna Tell All the World," hits the racks this week. Jimmy penned both ditties. Newman and his personal manager, Slick Norris, will make the Jimmie Rodgers Day celebration in Meridian, Miss., May 25-26.

Merle Travis (Capitol) was a recent guest on Hank Thompson's TV-er, which originates from Oklahoma City every Saturday night. The show is carried on four Oklahoma TV stations. Wanda Jackson (Decca) and Floyd Tillman were also recent guests with Thompson. The guests double at the Trianon Ballroom, Oklahoma City, on the same night. . . . Russell Sims flew into Dallas from Hollywood May 1 to sign and record Jackie Cochran, rock 'n' roller, on the Sims label. Deal was handled by Charles Wright Agency, Dallas.

Linda Flanagan, 14-year-old country singer of KWHN, Fort Smith, Ark., appeared as guest on "Ozark Jubilee" May 5. In addition to her radio work at KWHN, Linda is a feature on "Brother Bob's Auction Ranch Party," hour-long TV show heard on KTVX,

Tulsa, Okla., every Sunday night. Others on the latter show are the Foggy River Boys, Jimmy Helm, the Osborne Twins and Virginia Byrd. Miss Flanagan is carded to appear on the main show at the Jimmie Rodgers Day celebration in Meridian, Miss., May 26.


Following a report from WSM officials in Nashville last week that the NBC network portion of "Grand Ole Opry" would be broadcast from the Jimmie Rodgers Day celebration in Meridian, Miss., May 26, comes the news that Ernest Tubb's "Midnight Jamboree" will originate from Meridian on the same date. Both WSM broadcasts will be co-ordinated with the Saturday night stage show.

Sylvester Cross, of American Music, Inc., Hollywood, reports that the firm's newly released "Merle Travis Hit Parade Song Folio No. 1" moved into its second edition within two weeks after the first 5,000 copies were put on the market. The 52-page book contains 20 of Travis' most popular songs, in addition to some 30 photos, cartoons and stories. . . . Roy Acuff heads up the Prince Albert portion of "Grand Ole Opry" over the NBC radio network from Nashville Saturday (12), when Johnny and Jack and Kitty Vells will be the special guests. . . . Mac Curtis' first release for King Records, "Just So You Call Me" b/w "If I Had Me a Woman," hit the music racks last week, some two weeks ahead of the original release date. Both sides were written jointly by Joe Price and Jim Shell.

Red Foley and his "Ozark Jubilee" gang, including Marvin Rainwater, Bobby Lord, Tabby West, Uncle Cyp Brasfield, Lennie and Goo Goo, the Foggy River Boys and Bill Wimberly and His Country Rhythm Boys, returned to Springfield, Mo., April 28 after one of the most successful tours ever experienced by an "Ozark Jubilee" unit. The troupe is reported to have chalked up sro business in Cedar Rapids, Ia.; Austin, Minn.; Milwaukee, and Springfield, Ill.

Despite inclement weather, Jimmie Skinner's picnic and show, celebrating the fourth anniversary of his Cincinnati Music Center at Verona Lake Ranch, near Walton, Ky., Sunday (29), attracted more than 3,000 country and western music addicts. Verona Lake Ranch is operated by Thurston Moore and Smokey Warren. Among the artists on deck for the Skinner shindig were Jimmie Osborne (King), Betty Foley (Decca) the Davis Sisters (RCA), Jimmie Williams (M-G-M), Esco Hankins (Mercury); Claude Sweet, of Renfro Valley; the Country Partners (RCA); Marty Roberts and Nelson King, of WCKY, Cincinnati; Ray Scott, of WNOP, Newport, Ky.; Estel Lee

(Continued on page 110)



Audrey WILLIAMS

"AIN'T NOTHIN' GONNA BE ALL RIGHT NO HOW"

and

"LIVIN' IT UP AND HAVIN' A BALL"

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P. S.—Many thanks, Ops! Hope you'll be "LIVIN' IT UP AND HAVIN' A BALL" at your M. O. A. Convention.

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Reviews of New C & W Records

LINK DAVIS

Sixteen Chicks
This side reviewed April 21, 1956.
Grasshopper Rock...77
Another sock vocal by Davis on an infectious rhythm ditty with a strong rock and roll beat. (Starrite, BMI)

MAC CURTIS

If I Had Me a Woman79
KING 4927—Curtis' first recording for King is in the Elvis Presley manner. In this fast bluesy material, he has hit upon a style that is potent in today's market. Both talent and tune are impressive, and should be watched. (Armo, BMI)
Just So You Call Me...75
Hitting a slower, groovier pace, Curtis proves that he is a versatile stylist. Again, it is in a down-home idiom, a mixture of folk material with rock and roll that teen-agers will approve. (Armo, BMI)

TERRY FELL

Consolation Prize78
VICTOR 6515—Fell's weepy tones tell the tale of the heart that came out second best. Traditional country theme gets a sincere reading that definitely rates spins. (Fairway, BMI)
Wham! Bam! Hot Ziggity Zam...74
Here's a swingy tune with a rickety-tick touch. Sounds somewhat like Glenn Miller's "Wham Reboop Boom Bam" done in country style. A happy juke box entry. (Jungnickel, ASCAP)

TEX RITTER

The Wayward Wind77
CAPITOL 3430 — Western folk-flavored ditty doing well in Gogi Grant's version currently. Ritter's excellent performance is backed with a chorus and fine instrumental arrangement. This cover should do well in several markets.
The Searchers...76
A stately folk-flavored picture song with the mood of pioneers and the outdoors. Tex Ritter does this kind of thing very well. Good for deejays.

JIM REEVES

My Lips Are Sealed77
VICTOR 6517—The guy bravely rubs the tears away and promises not to reveal "their secrets" to the gal's new love. A very commercial country idea and Reeves sells it well. (Hill & Range, BMI)
Pickin' a Chicken...72
Reeves gets in the samba groove with some happy hand-clapping doings. This covers previous wax of the tune by British thrush Eve Boswell. Reeves has done better in more traditional fare. (Hill & Range, BMI)

HANK PENNY

Southern Fried Chicken75
DECCA 29926—Penny belts out a lilting vocal here. The lyric has plenty of smartly-turned phrases. Nice c.&w. novelty. (Magnus, BMI)
Rock of Gibraltar...72
This side is in the current rock and roll groove. An okay attempt; but ditty has not the charm of the flip. (Penny, BMI)

JIMMY WAKELY

Goo Goo Dads75
DECCA 29925—Theme is "Mama, that baby's talking"—and Wakely chants this cover with a wealth of style and feeling. Arrangement is smart, for it has a dash of the blues feeling so popular in current c.&w. (Barton, BMI)
Slow Down...71
Another side with a rock and roll feeling; but side has not the impact of the flip. (Paco, ASCAP)

MARTHA CARSON

Music Drives Me Crazy74
VICTOR 6510—This is a country rhythm job with Miss Carson, a trumpet and saxes give it a strong rock and roll slant. The side has enough sound and drive to make the boxes jingle. (Jungnickel, ASCAP)
Dixieland Roll...73
Here's the same rock and roll tempo as the flip but with some Dixie "Basin Street" touches. Juke potential here too. (Trinity, BMI)

CLIFF SHEPARD

I've Got an Awful Itch72
CHOICE 847—Flavorsome singing by Shepard and good backing. Novelty tune is bright and snappy, but not too unusual for today's market. (Shelter, BMI)
I'm Taking Out Insurance of My Heart...65
"Idea" song doesn't have much impact. (Shelter, BMI)

JOE MAPHIS

Guitar Rock and Roll71
COLUMBIA 21518 — This instrumental is a spirited adaptation of rock and roll to the country idiom, with the solo guitar fronting the band. The powerful beat makes for a good dance side. (Blackwood, BMI)
Tennessee Two Step...70
Here Maphis and his boys return to a more conventional country style for a very attractive two step. Again, the pace is brisk, and well suited for juke boxes. (Vidor, BMI)

JERRY JERICO

I'm Getting More Than My Share69
DAFFAN 104—Plaintive warbling on

Best Sellers in Stores

For survey week ending May 2

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

This Week	Last Week	Weeks on Chart	
		Week	Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	11	
I WAS THE ONE (BMI)—Vic 20-6420			
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	13	
Honey, Don't (BMI)—Sun 234			
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	3	35	
MYSTERY TRAIN (BMI)—Vic 20-6357—Sun 223			
4. YOU AND ME (BMI)—R. Foley & K. Wells	5	16	
No One But You (BMI)—Dec 29740			
5. I'VE GOT FIVE DOLLARS (BMI)—F. Young	8	6	
YOU'RE STILL MINE (BMI)—Cap 3369			
6. YES, I KNOW WHY (BMI)—W. Pierce	4	10	
'CAUSE I LOVE YOU (BMI)—Dec 29805			
6. FOLSOM PRISON BLUES (BMI)—J. Cash	9	13	
SO DOGGONE LONESOME (BMI)—Sun 232			
8. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)—P. Wagoner	10	7	
How Can I Refuse Him Now? (BMI)—Vic 20-6421			
9. BLACKBOARD OF MY HEART (BMI)—H. Thompson	10	6	
I'M NOT MAD, JUST HURT (BMI)—Cap 3347			
10. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	7	16	
In the Middle of Nowhere (BMI)—Cap 3300			
11. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce ..	6	21	
Missing You (BMI)—Dec 29755			
12. BABY, LET'S PLAY HOUSE (BMI)—E. Presley	13	14	
I'm Left, You're Right, She's Gone (BMI)—Sun 217			
12. FOR RENT (BMI)—S. James	15	3	
My Stolen Love (BMI)—Cap 3357			
14. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	12	2	
Hold Everything (BMI)—Dec 29876			
15. HOW FAR IS HEAVEN (BMI)—		1	
Dust on the Bible (BMI)—Dec 29823			

FOLK TALENT AND TUNES

Continued from page 109

(Excellent), and Fiddlin' Guy Blakemann.

Roy Moss has a new release on Mercury, "You Don't Know My Mind" b/w "Corrine, Corrina," the former written by Jimmie Skinner. The latter also has a new one on Mercury, "Dime a Dozen" b/w "I've Got My Heart on a Budget." Skinner, incidentally, will appear as guest deejay on WWVA, Wheeling, W. Va., May 25, and the following day does a guest spot on the "WWVA Barn Dance." On May 20, Jimmie begins his sixth year on WNOP, Newport, Ky.

Booking on the Blackwood Brothers' Quartet, gospel singers, for the remainder of May are as follows: Waycross, Ga., May 10; Macon, Ga., 11; Asheville, N. C., 12; Hattiesburg, Miss., 15; Memphis, 18; Birmingham, 19; Tupelo, Miss., 22; Fairfield, Ill., 23; St. Louis, 24; Centralia, Ill., 25; Knoxville, 26; Carbon Hill, Ala., 29, and Louisville, 31. . . . Hank Snow, George Morgan and the Carter Family set for Memphis May 15-19. . . . Odie and Jody begin a Texas swing at Laredo May 15, and follow with San Antonio, 16; Corpus Christie, 17; Kingsville, 22, and Harlinger, 23.

Hank Thompson and His Brazos Valley Boys are lined up on May dates as follows: Rapid City, S. D., May 9; Greeley, Colo., 10; Laramie,

a moving weeper about a guy who's getting more than his share of bad breaks. (Hill & Range, BMI)

Always Lend a Helping Hand...68
Sincere vocalizing on an appealing tune with a message. (Hill & Range, BMI)

DON RENO AND RED SMILEY

Old Home Place69
KING 4921—Reno and Smiley form an effective harmony team along the traditional, old-fashioned lines. The sentiment and fast pace of this tune have appeal and will sell to the duo's following. (Lois, BMI)

Banjo Riff...66

Don Reno is one of the country field's outstanding banjo pickers, and in this instrumental side, he shows off his skills. The relaxed rhythm and bluesy flavor of the material add to the listening pleasure. (Lois, BMI)

Wyo., 11; Casper, Wyo., 12; Cheyenne, Wyo., 13; Blackwell, Okla., 17; Oklahoma City, 18-19; Seminole, Okla., 25; Tulsa, Okla., 26; Kansas City, Mo., 27; Topeka, Kan., 28; Omaha, 29; Lincoln, Neb., 30, and Salina, Kan. . . . Ernest Tubbs shows his wares at Jackson, Miss., May 12, and follows with Pensacola, Fla., 13, and St. Louis, 20.

Jimmy Key, formerly with WOLF, Dothan, Ala., is now holding forth with c.&w. wax over WMAK, Nashville. . . . Georgie Riddle, WRHC, Jacksonville, Fla., recently guested on "Country Frolics," which is beamed over the Florida Television Network. Riddle is scheduled to appear soon on the "Swansee River Jamboree" in Live Oak, Fla., along with the Masters Family (Columbia) and Jim and Jesse (Capitol).

(Continued on page 112)

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b/w
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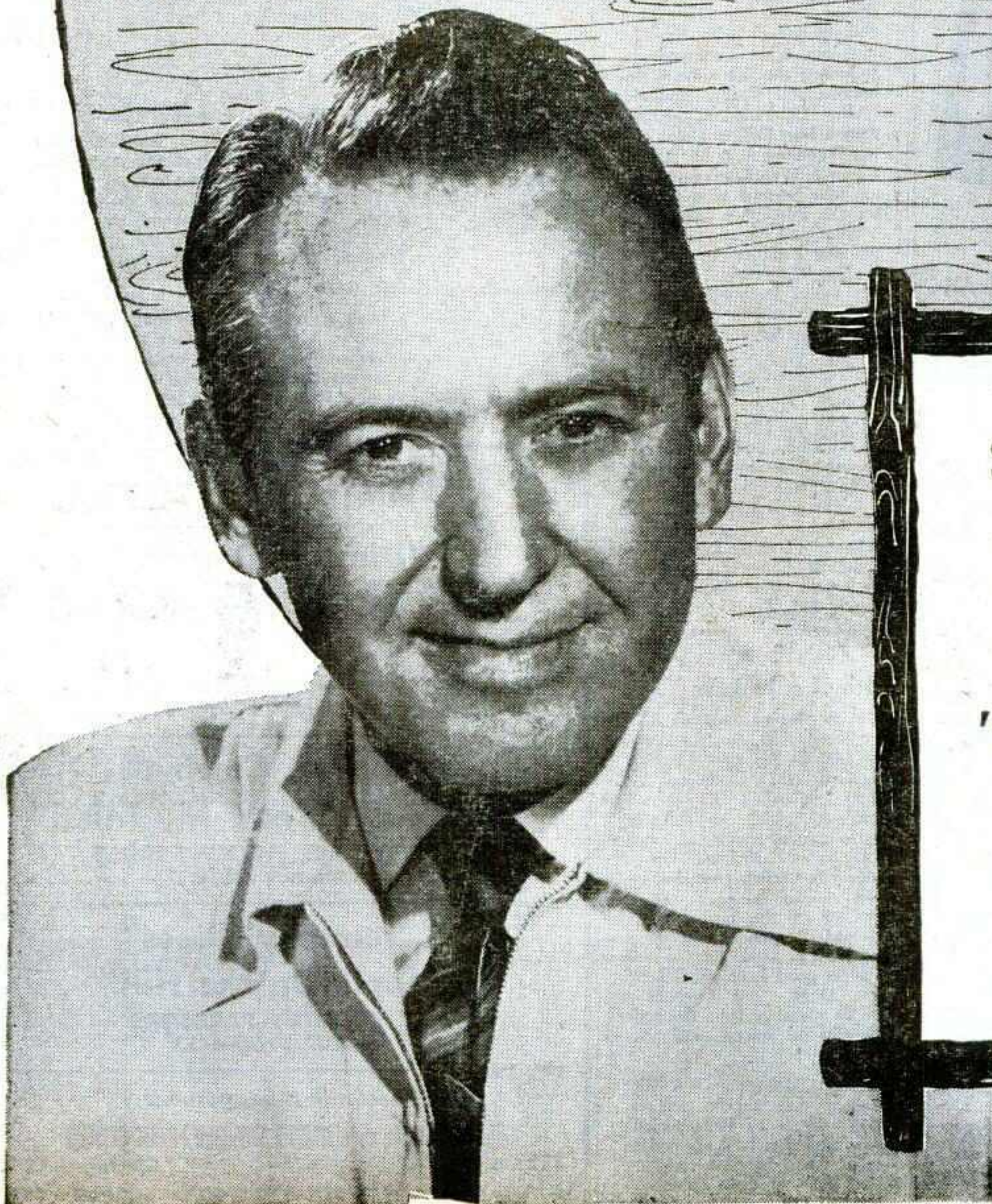
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**FOLK TALENT
AND TUNES**

• Continued from page 110

Promoters William H. King, Paul Raffles and Frank Atlas have an ambitious country and western extravaganza set for two performances at Chicago International Amphitheater next Sunday (13). Talent brigade will comprise the Pee Wee King unit, with Redd Stewart, Neal Burris and Little Eller Long; Red Foley, the Foggy River Boys, Bobby Lord, Minnie Pearl, Goldie Hill, Audrey Williams, Red Blanchard, Dorothy Ann Ferguson, Boyd Bennett and His Rockets and Ron Terry and His Polka Band.

Jim Reeves returned to Nashville May 1 and the following day cut transcriptions for the U. S. Navy. Last Saturday (6) Jim embarked on a Midwestern tour at Oklahoma City, following with Kansas City, Mo., Sunday (6); Topeka, Kan., Monday (7); Omaha, Tuesday (8); Lincoln, Neb., 9; Salina, Kan., 10, and Wichita, Kan., 11, after which he heads back for Nashville and the "Opry." Reeves' personal manager, Herb Shucher, joined him in Kansas City Sunday and then flew to Chicago for the MOA convention.

Hank Thompson, who for the last three years has been working radio, TV and personals for Falstaff Beer, has just entered into a new three-year pact with the suds firm. Hank's personal manager, Jim Halsey, also has Thompson and His Brazos Valley Boys set on a long string of rodeo dates, including the '89 Days Celebration and Rodeo, Guthrie, Okla.; Colorado A. & M. Rodeo, Fort Collins, Colo., and the Wyoming A. & M. Rodeo, Laramie, Wyo. Hank and band are also booked as a feature for the Edmonton (Alta.) Exhibition and are tentatively set for the Frontier Days Celebration, Cheyenne, Wyo., and the Texas State Fair, Dallas, both of which they have played the last three years.

The June issue of TV Star Parade magazine features a four-page story on "Grand Ole Opry," illustrated by 10 shots of "Opry" stars in action. . . . Glenn Trout, the Missouri Mountain Boy, is back in Southern California after a tour of the northern part of the State, accompanied by his guitarist, Gary Lambert. . . . Betty Lee and Walter Riddle, currently displaying their wares over WARU, Peru-Wabash, Ind., are planning to settle soon in Jacksonville, Fla., for radio and club work.

With the Jockeys

Cousin Mack Howerton, KTCB, New Kensington, Pa., for the past three months has been running as a part of "RFD Jamboree" a 15-minute seg called "Country Star Time," in which he features a quarter-hour of songs by a different top c.&w. artist each day. He inserts information concerning the artists spotlighted each day, getting most of the info from The Billboard. Response, thus far, has been good, he says. "Record service has been good from small labels," writes Mack, "but I could use more co-operation from the majors, especially on gospel and sacred songs."

Bob McKinnon, KTKT, Tucson, Ariz., reports that station will go to 10,000 watts soon and that he'd appreciate artists and deejays sending him tapes or disks comment-

(Continued on page 114)

• Most Played in Juke Boxes

For survey week ending May 2

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	9
I WAS THE ONE (ASCAP)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	10
Honey, Don't (BMI)—Sun 234		
3. YES, I KNOW WHY (BMI)—W. Pierce	3	8
'CAUSE I LOVE YOU (BMI)—Dec 29805		
4. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	4	26
MYSTERY TRAIN (BMI)—Vic 20-6357—Sun 223		
5. SO DOGGONE LONESOME (BMI)—J. Cash	5	9
FOLSOM PRISON BLUES (BMI)—Sun 232		
6. YOU AND ME (BMI)—R. & B. Foley	8	7
No One But You (BMI)—Dec 29740		
7. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	6	13
Missing You (BMI)—Dec 29755		
8. I'VE GOT FIVE DOLLARS (BMI)—F. Young	9	2
You're Still Mine (BMI)—Cap 3369		
9. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	6	9
In the Middle of Nowhere (BMI)—Cap 3300		
10. BLACKBOARD OF MY HEART (BMI)—H. Thompson	10	4
I'm Not Mad, Just Hurt (BMI)—Cap 3347		

• Review Spotlight on . . .

RECORDS

ELVIS PRESLEY

My Baby Left Me (Presley, BMI)
I Want You, I Need You, I Love You (Presley, BMI)—RCA Victor 6540—See under Review Spotlight on Pop Records.

RED FOLEY

The Hoot Owl Boogie (Aberbach, BMI)
A Handful of Rice (Springfield, BMI)—Decca 29894—Foley sounds as mellow as ever on this winning coupling. First, there's a country swinger, with peppy beat and happy lyrics to match. The Foley hootin' makes it a real winner. The flip is a warm and weepy traditional opus about the gal's wedding to the other guy. With Foley fandom, these should be great attractions.

GEORGE MORGAN

Take a Look at Yourself (Cedarwood, BMI)—Columbia 21517—Morgan milks this job for all it's worth. The theme of self-reflection via the looking-glass is a natural for the country traditional market and this highly emotional reading is bound to get plenty of attention. Flip is "Send for My Baby" (Milene, ASCAP).

3 COUNTRY COIN CATCHERS

"Dime A Dozen"

**"I've Got My Heart
On A Budget"**

BY JIMMIE SKINNER
on Mercury 70854

"Corrine, Corrina"

"You Don't Know My Mind"

BY ROY "MR. ACTION" MOSS
on Mercury 70858

"Everready Kisses"

"Maple On the Hill"

BY COUNTRY PARTNERS
on RCA 20/47-6433

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JUKE BOX OPS, *sure happy about the way you liked my "Run Boy."*
I hope you'll find my latest is equally good.

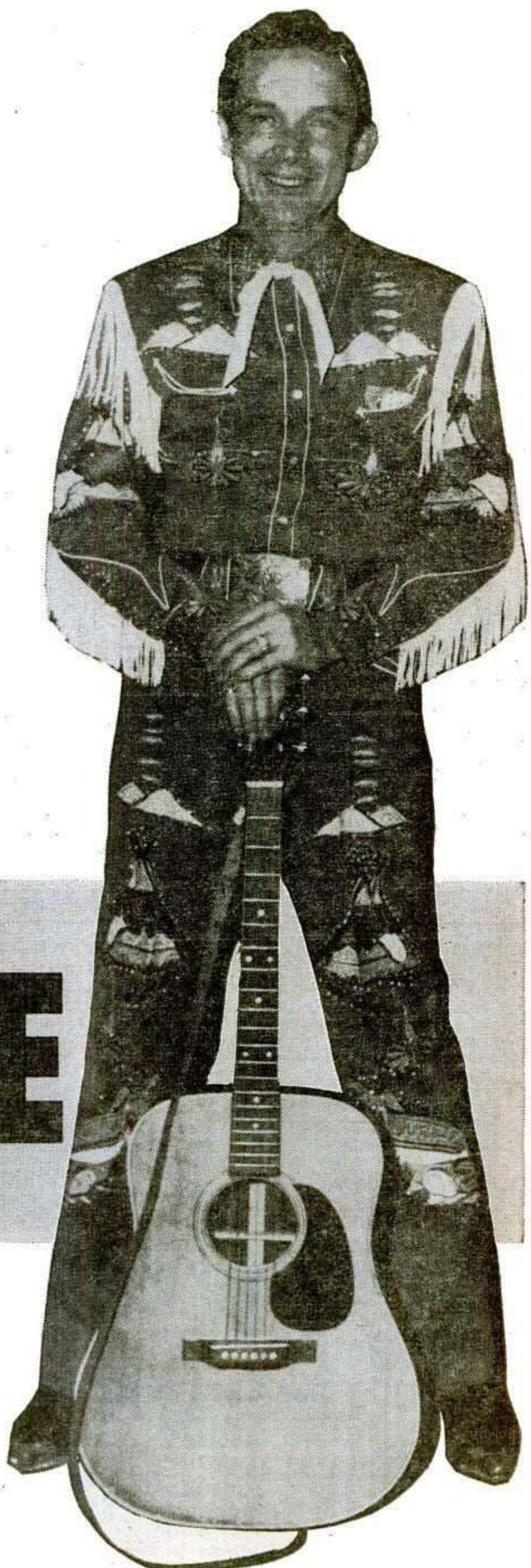
**"CRAZY
ARMS"**

PAMPER MUSIC

**"YOU DONE
ME WRONG"**

CEDARWOOD PUBLISHING CO.

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1526 BATTLEFIELD DRIVE
NASHVILLE, TENNESSEE
Cypress 7-0728 - Alpine 4-5656

FOLK TALENT AND TUNES

• Continued from page 112

ing on the increased power. Bob is now conducting "Hill-billy Jamboree" from 9-11 a.m., Monday thru Saturday. . . . Denver Duke and Jeffrey Null recently guested on Wild Bill Hayden's all-night "Country Corner" over WJOB, Hammond, Ind.

seven-hour seg of country music April 16, running from 10 a.m. to 5 p.m. He hits the air on KTLW, Texas City, Tex., at 10, and at 1 goes for a four-hour seg on KBRZ, Freeport, Tex. . . . An all-country-music station, KLOF, Albuquerque, N. M., took to the air April 15. On the staff thus far are Smokey Stover and Boyd Whitney, with

Pete Hunter started a daily

veral other deejays still to be added.

William R. McDaniel, director of public relations, WSM, Nashville, letters: "We have been receiving many queries on how to arrange for an appearance on 'Mr. Deejay, U. S. A.' The show is open to any country music disk jockey who is willing to wait his turn. Reservations are usually filled several weeks in advance. Deejays who wish to appear on the show should write to me for a reservation, giving me some idea of the date on which he prefers to appear. The program has been operating almost three years, and in that time we have had jockeys from 36 States and Canada. No one has ever appeared twice. Requests for an initial appearance are so heavy that we have not felt justified in permitting a repeat performance."

Earl Peterson, WCEN, Mount Pleasant, Mich., recently guested on Lee Sutton's show over WWVA, Wheeling, W. Va., and on "WWVA Jamboree." Peterson, who's on a deejay tour thru West Virginia, Virginia and the Carolinas, has a Columbia release coming out soon, "World of Make-Believe" b/w "You Gotta Be My Baby." . . . Renee Fontenot, KSLO, Opelousas, La., is heard each Tuesday night from 7:30-8:55 with his "Hillbilly Jamboree," and each Saturday from 6-7 p.m.

Paul Wills, recently of the Windy City, is now doing radio, TV and live shows with the KOTA Cowboys, reports Vern Lotz, deejay at KOTA, Rapid City, S. D. . . . Black Jack Wayne, who is helming a new show, "Star Brigade," Sunday afternoons over KVSM, San Mateo, Calif., writes that Skeets McDonald (Capitol) pulled a good crowd at the Garden of Allah, Niles, Calif., recently. . . . Hank Thompson (Capitol) and the Brazos Valley Boys recently did a live 30-minute show over KHOB, Hobbs, N. M., according to deejay Slim Corbin. KHOB is now programming five hours of country music daily, with Blackie Crawford handling four hours, and Corbin the other.

Shel Horton, WKMC, Roaring

• Most Played by Jockeys

For survey week ending May 2

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

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL—E. Presley	1	11
Vic 20-6420—BMI		
2. BLUE SUEDE SHOES—C. Perkins	2	12
Sun 234—BMI		
2. YES, I KNOW WHY—W. Pierce	2	11
Dec 29805—BMI		
4. YOU AND ME—R. & B. Foley	4	13
Dec 29740—BMI		
5. LITTLE ROSA—R. Sovine & W. Pierce	6	4
Dec 29876—BMI		
6. YOU'RE STILL MINE—F. Young	7	4
Cap 3369—BMI		
7. FOR RENT—S. James	7	5
Cap 3357—BMI		
8. FOLSOM PRISON BLUES—J. Cash	14	14
Sun 232—BMI		
9. I TAKE THE CHANCE—M. & J. E. Brown	15	3
Vic 20-6480—BMI		
10. I DON'T BELIEVE YOU'VE MET MY BABY—		
Louvin Brothers	5	18
Cap 3300—BMI		
10. SEASONS OF MY HEART—J. Newman		2
Dot 1278—BMI		
12. BLACKBOARD OF MY HEART—H. Thompson	9	2
Cap 3347—BMI		
13. I'VE GOT FIVE DOLLARS—F. Young		3
Cap 3369—BMI		
13. CAUSE I LOVE YOU—W. Pierce	12	6
Dec 29805—BMI		
15. I WAS THE ONE—E. Presley	13	3
Vic 20-6420—ASCAP		
15. HOW FAR IS HEAVEN?—K. Wells		1
Dec 29823—BMI		

Springs, Pa., advises that his daily morning show, heard from 5:30-8:30, is completely sold out. Horton is doing record hops in his area and is also putting together a Western unit to do live shows, broadcast work and square dances.

Marty Cardone, WHWL, Nanticoke, Pa., now helms the "WHWL Jamboree" from 1:30-2:30 p.m., Monday thru Friday. Cardone devotes half of his Friday show to sacred spinning. . . . Peanut Faircloth, formerly with WRDW, Augusta, Ga., is now deejaying country and western material over WAPO, Chattanooga. He replaced Red Brown, who moved on to another station.

Shorty Mason, WICK, Scranton, Pa., info: "The new record segment of our early-morning country
(Continued on page 124)

• C & W Territorial Best Sellers

For survey week ending May 2

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. You and Me, R. & B. Foley, Dec.
2. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
3. Heartbreak Hotel, E. Presley, Sun
4. Blackboard of My Heart H. Thompson, Cap.
5. I've Got Five Dollars, F. Young, Cap.

Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. I Forgot to Remember E. Presley, Vic-Sun
4. Baby, Let's Play House E. Presley, Vic-Sun
5. You and Me, R. & B. Foley, Dec.
6. It's Only You That I Love H. Snow-A. Carter, Vic.
7. I Was the One, E. Presley, Vic.
8. So Doggone Lonesome, J. Cash, Sun
9. You're Still Mine, F. Young, Cap.
10. Cause I Love You, W. Pierce, Dec.

Dallas-Fort Worth

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Folsom Prison Blues, J. Cash, Sun
4. I Was the One, E. Presley, Vic.
5. You and Me, R. & B. Foley, Dec.

Houston

1. Heartbreak Hotel, E. Presley, Vic.
2. Honky Tonk Man, J. Horton, Col.
3. Blue Suede Shoes, C. Perkins, Sun
4. For Rent, S. James, Cap.
5. Seasons of My Heart, J. Newman, Dot
6. I Was the One, E. Presley, Vic.
7. Sixteen Chicks, L. Davis, Sdy.
8. I'm Not Mad, Just Hurt H. Thompson, Cap.

Memphis

1. Blue Suede Shoes, C. Perkins, Sun
2. For Rent, S. James, Cap.
3. Heartbreak Hotel, E. Presley, Vic.
4. Rock 'n' Roll Ruby, W. Smith, Sun
5. Yes, I Know Why, W. Pierce, Dec.
6. Why, Baby, Why? W. Pierce-R. Sovine, Dec.

Nashville

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Yes, I Know Why, W. Pierce, Dec.
4. Cause I Love You, W. Pierce, Dec.
5. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
6. Little Rosa, R. Sovine-W. Pierce, Dec.
7. So Doggone Lonesome, E. Tubb, Dec.
8. You and Me, R. & B. Foley, Dec.

New Orleans

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. I've Changed, C. Smith, Col.
4. Run, Boy, R. Price, Col.
5. I Don't Believe You've Met My Baby Louvin Brothers, Cap.

Richmond, Va.

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. How Far Is Heaven? K. Wells, Dec.
4. For Rent, S. James, Cap.
5. Yes, I Know Why, W. Pierce, Dec.
6. You and Me, R. & B. Foley, Dec.

St. Louis

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. I've Got Five Dollars, F. Young, Cap.
4. Baby, Let's Play House E. Presley, Vic-Sun
5. Yes, I Know Why, W. Pierce, Dec.

Best Wishes . . .

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b/w "IN MY HEART I LOVE YOU"
by BILL and MARY REID
and the MELODY MOUNTAINEERS
on Columbia #21497

Thanks, Juke Box Operators, for programming our record. We appreciate it.

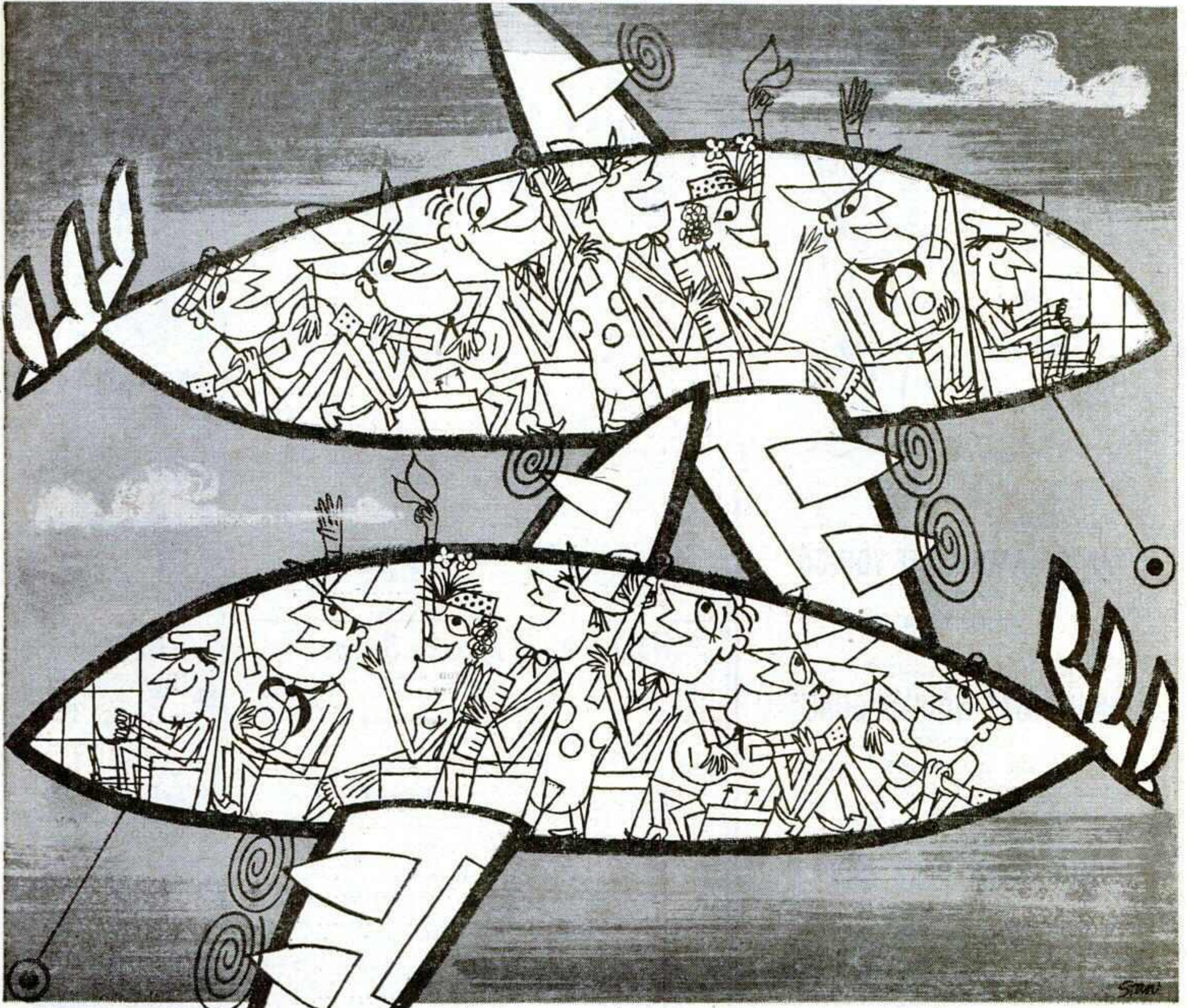
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NASHVILLE, TENNESSEE

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Johnny and Jack
Faron Young
The Jordanares
Goldie Hill
Minnie Pearl
Red Sovine
Marty Robbins
Jimmy Dickens
The Carlises
Grandpa Jones
Roy Acuff
Carter Sisters and
Mother Maybelle
Kitty Wells
Ray Price
Rod Brasfield
George Morgan

Ernest Tubbs
Lew Childre
Martha Carson
Hank Snow
Lonzo and Oscar
Bill Monroe
Ferlin Huskey
The Louvin Brothers
Justin Tubbs
Flatt and Scruggs
Cousin Jody
Jim Reeves
Slim Whitman
Benny Martin
Moon Mullican
Hawkshaw Hawkins
Jean Shepard
Del Wood
June Carter
Stringbean & Kirk McGee



(THIS WEEK'S BEST BUYS—MAY 5 ISSUE)

"CAN'T STAND TO SEE YOU GO"

#186 VEE-JAY

JIMMY REED

"NOW THAT YOU'VE GONE"

#180 VEE-JAY

THE ELDORADOS

(REVIEW SPOTLIGHT . . . MAY 5 ISSUE)

"BIG TOWN PLAY BOY"

#185 VEE-JAY

EDDIE TAYLOR

"DEAR HEART"

#189 VEE-JAY

THE SPANIELS

"JESUS REMEMBERS"

#182 VEE-JAY

THE SWAN SILVERTONES

"WHEN THE SAINTS GO MARCHING IN"

#181 VEE-JAY

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SPECIAL MOA PREVIEW HIT

"UP ON THE MOUNTAIN"

#183 VEE-JAY

THE MAGNIFICENTS

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• Best Sellers in Stores

For survey week ending May 2

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

This Week	Last Week	Weeks on Chart	Record
1.	1	6	LONG TALL SALLY (BMI)—Little Richard
			SLIPPIN' AND SLIDIN' (BMI)—Specialty 572
2.	4	4	I'M IN LOVE AGAIN (BMI)—F. Domino
			MY BLUE HEAVEN (ASCAP)—Imperial 964
3.	3	9	BLUE SUEDE SHOES (BMI)—C. Perkins
			Honey, Don't (BMI)—Sun 234
4.	2	13	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers
			Please Be Mine (BMI)—Gee 1002
5.	7	2	CORRINE, CORRINA (BMI)—J. Turner
			Boogie Woogie Country Girl (BMI)—Atlantic 1088
6.	5	5	HEARTBREAK HOTEL (BMI)—E. Presley
			I Was the One (BMI)—Vic 20-6420
7.	6	6	MAGIC TOUCH (ASCAP)—Platters
			Winner Take All (ASCAP)—Mercury 70819
8.	12	2	I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers
			I'm Not a Know-It-All (ASCAP)—Gee 1012
9.	10	5	IVORY TOWER (ASCAP)—O. Williams
			In Paradise (BMI)—De Luxe 6093
10.	9	4	PLEASE, PLEASE, PLEASE (BMI)—J. Brown
			Why Do You Do Me? (BMI)—Federal 12258
11.	11	13	EDDIE, MY LOVE (BMI)—Teen Queens
			Just Goofed (BMI)—RPM 453
12.	8	12	DROWN IN MY OWN TEARS (BMI)—R. Charles
			Mary Ann (BMI)—Atlantic 1085
13.	—	6	DOWN IN MEXICO (BMI)—Coasters
			Turtle Dovin' (BMI)—Atco 6064
14.	—	14	NEED YOUR LOVE SO BAD (BMI)—Little Willie John
			Home at Last (BMI)—King 4841
15.	—	1	RUBY BABY (BMI)—Drifters
			Your Promise to Be Mine (BMI)—Atlantic 1089

• Most Played in Juke Boxes

For survey week ending May 2

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1.	1	5	LONG TALL SALLY (BMI)—Little Richard
			SLIPPIN' AND SLIDIN' (BMI)—Specialty 572
2.	2	9	BLUE SUEDE SHOES (BMI)—C. Perkins
			Honey, Don't (BMI)—Sun 234
3.	6	3	HEARTBREAK HOTEL (BMI)—E. Presley
			I Was the One (ASCAP)—Vic 20-6420
4.	5	10	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers
			Please Be Mine (BMI)—Gee 1002
5.	9	2	CORRINE, CORRINA (BMI)—J. Turner
			BOOGIE WOOGIE COUNTRY GIRL (BMI)—Atlantic 1088
6.	3	11	DROWN IN MY OWN TEARS (BMI)—R. Charles
			Mary Ann (BMI)—Atlantic 1085
7.	8	3	MAGIC TOUCH (ASCAP)—Platters
			Winner Take All (ASCAP)—Mercury 70819
8.	4	9	EDDIE, MY LOVE (BMI)—Teen Queens
			Just Goofed (BMI)—RPM 453
9.	7	2	FORTY DAYS AND FORTY NIGHTS (BMI)—M. Waters
			All Aboard (BMI)—Chess 1620
10.	10	2	I'M IN LOVE AGAIN (BMI)—F. Domino
			My Blue Heaven (ASCAP)—Imperial 964

• Most Played by Jockeys

For survey week ending May 2

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

This Week	Last Week	Weeks on Chart	Record
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			Specialty 572—BMI
2.	3	5	SLIPPIN' AND SLIDIN'—Little Richard
			Specialty 572—BMI
3.	2	4	I'M IN LOVE AGAIN—F. Domino
			Imperial 964—BMI
4.	9	4	CORRINE, CORRINA—J. Turner
			Atlantic 1088—ASCAP
5.	7	5	MAGIC TOUCH—Platters
			Mercury 70819—ASCAP
6.	4	7	HEARTBREAK HOTEL—E. Presley
			Vic 20-6420—BMI
6.	5	5	IVORY TOWER—O. Williams
			De Luxe 6093—BMI
8.	6	11	WHY DO FOOLS FALL IN LOVE?—Teen-Agers
			Gee 1002—BMI
8.	8	10	BLUE SUEDE SHOES—C. Perkins
			Sun 234—BMI
10.	10	12	DROWN IN MY OWN TEARS—R. Charles
			Atlantic 1085—BMI
10.	13	4	PLEASE, PLEASE, PLEASE—J. Brown
			Federal 12258—BMI
12.	11	2	MY BLUE HEAVEN—F. Domino
			Imperial 5386—ASCAP
13.	—	1	LOST DREAMS—E. Freeman
			Imperial 5381—ASCAP
14.	—	1	I WANT YOU TO BE MY GIRL—Teen-Agers
			Gee 1012—BMI
15.	—	8	NEED YOUR LOVE SO BAD—L. W. John
			King 4841—BMI
15.	15	2	CHURCH BELLS MAY RING—Willows
			Melba 102—BMI

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Parts 1 and 2

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RPM 459

SHORT'NIN' BREAD ROCK

B/W

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JOHNNY 'Guitar' WATSON

RPM 455

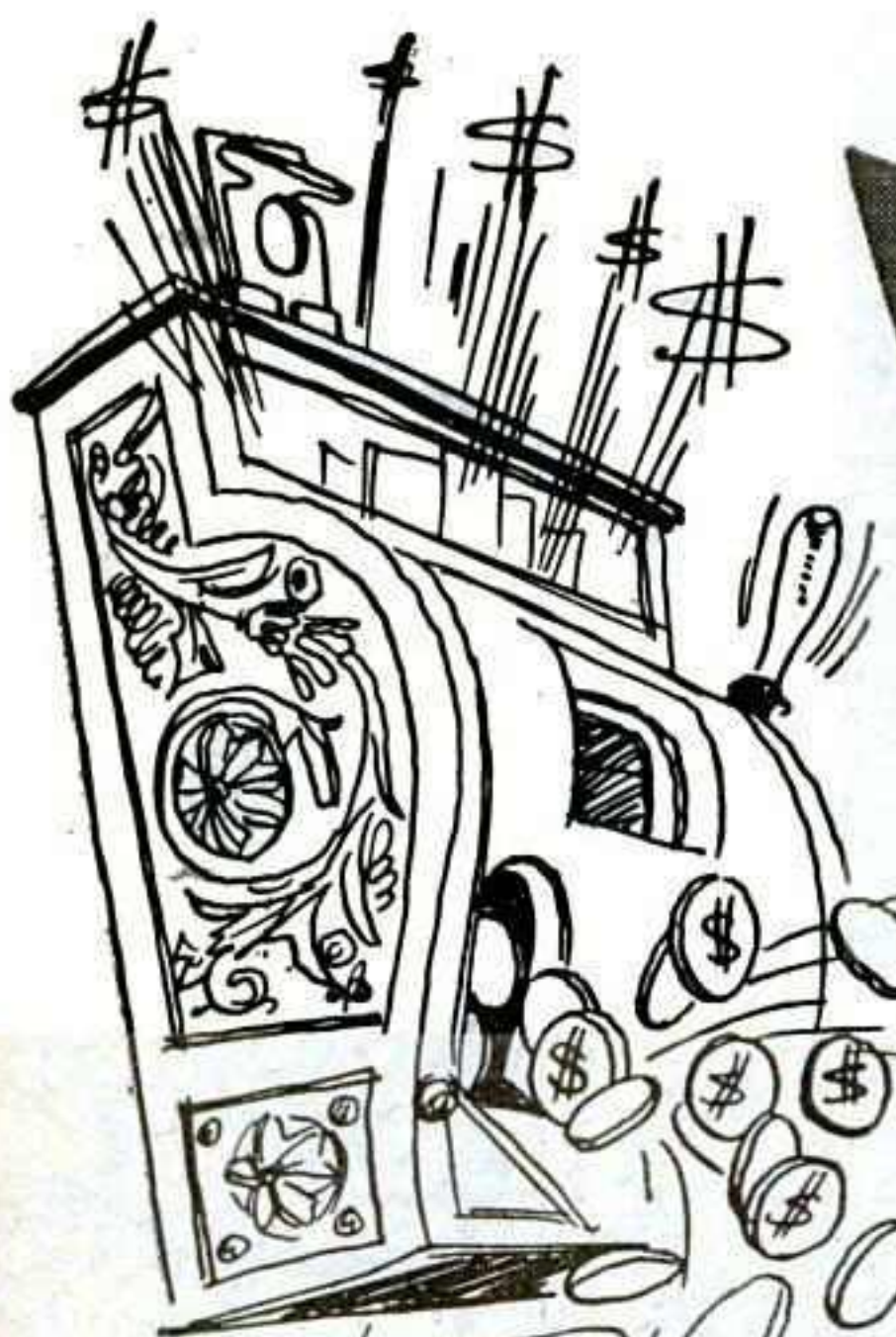
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THE DRIFTERS - 1089

"OFF SHORE"
THE CARDINALS - 1090

"A TEAR FELL"
IVORY JOE HUNTER - 1086

"MARY ANN"
RAY CHARLES - 1085

"SWEET BABY
OF MINE"
RUTH BROWN - 1091

"IN PARADISE"
THE COOKIES - 1084

"YOUR PROMISE
TO BE MINE"
THE DRIFTERS - 1089

"DROWN IN MY
OWN TEARS"
RAY CHARLES - 1085

"FEE-FEE-FI-FO-FUM"
LAVERN BAKER - 1093

"CORRINE, CORRINA"
JOE TURNER - 1088

"TREASURE
OF LOVE"
CLYDE McSPHATTER - 1092

*"Thanks Ops"
See you at the
M.O.A.*

*A Hit all over again!
"MONEY HONEY"
Clyde McPhatter
- 1006*

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SAVOY SAVOY

THE AWARD OF THE WEEK "SAY YOU'RE MINE" THE SAVOYS Savoy 1188 A DEFINITE HIT!



• Reviews of New R & B Records

FLAMINGOS
A Kiss From Your Lips80
CHECKER 837—Tho the material on both sides is below par for this fine group, the renditions should carry them into the money. This one's a ballad, with an especially tender voice handling the lead thruout. (Are, BMI)
Get With It....76
A rocking item that has special dance appeal. (Are, BMI)

THE SOPHOMORES
Every Night About This Time79
DAWN 216 — Polished, youthful sounding new group from Boston re-views a great old ballad that fits well into the current rock and roll idiom. Jocks will rally to the support of this classy issue. (Warlock, ASCAP)
Cool, Cool Baby....77
Jump side has a combination rumba-boggy rhythm that's quite contagious. Another fine effort by this new group. (Cherio, BMI)

THE PENGUINS
Dealer of Dreams77
WING 90076—A moving reading by the boys on a serenely paced ballad with imaginative lyrics. Excellent job by the lead singer. (Panther, ASCAP)
Peace of Mind....72
The group wraps up a pretty, placid ballad in a tender vocal treatment. (Pera, BMI)

ARNIE WILLIAMS
Come On Sweetie76
HERALD 479—Williams shouts some inviting lines in an appealingly raspy voice. Different sound figures to get some attention. (Angel, BMI)
Margo....73
Rock and shout treatment of the old standard is keyed perhaps by Fats

Domino's "Blue Heaven" click. Okay program wax. (Fisher-Mills, ASCAP)

THE CARPETS
Chicken Backs76
FEDERAL 12269—The forceful projection of this humorous material by these teen-age boys reinforces an earlier impression that they are a talented group of whom more is going to be heard in the future. They do a knock-out job here. (Armo, BMI)
Lonely Me....73
The group's lead is given a chance to wall in this pretty weeper ballad. He has an expert and most appealing style. The other boys give him solid, tasteful backing. (Armo, BMI)

CHUCK EDWARDS
Just for a Day76
APOLLO 495—A slow blues. Chuck Edwards chants this story of his baby with emotion, and he's backed with tasteful instrumentation with a satisfying Southern touch. (Bess & Pollard, BMI)

INSPIRATIONS
Maggie75
APOLLO 494—This one is related melodically to "Why Do Fools Fall in Love?" Strong rhythm picks it up out of the routine groove and gives it some potential, depending on the kind of plugging it can get. (Bess, BMI)
Raindrops (The Crying Song)....69
Except for the sobs that punctuate this side, it's just one more unoriginal r.&b. ballad. Rendition is competent and includes a recitation. (Bess, BMI)

WILD BILL GRAHAM
Mama Chita75
EMERALD 2010—Wild Bill Graham aptly demonstrates how he earned his nicknames on this savage side, featuring guttural jungle noises, schreeches and a wild drum solo with a pounding beat. (Cavalcade, BMI)
Sinbad Blues....68
Graham sings the blues with feeling

THE DREAMERS
Lips Were Meant for Kissing71
MANHATTAN 503—This slow tempo ballad is belted out in nice style by
(Continued on page 119)
the Dreamers. Horns and piano back-

and a primitive beat. (Cavalcade, BMI)
DAY, DAWN AND DUSK
Anytime73
JOSIE 794—The threesome stirs up some very positive blues sounds on this ballad with a slow, steady beat. Lead singer particularly hits the mark. Jocks may go for this one. (Bennell, BMI)
Who Are You Kissing?...70
Humor gets the spotlight as the boys wonder whom she's kissing when she closes her eyes. The ditty moves with a solid beat and the boys give it a good ride. (Bennell, BMI)

BIG JOE TURNER
Corrine, Corrina72
DECCA 29924 — Turner's original version of his current hit was made in 1941 as guest vocalist with a jazz combo led by Art Tatum. There's some fine Tatum piano and Joe Thomas trumpet here for the jazz buffs, and this could pick up a few stray sales where the Atlantic version isn't readily available. (Gotham, ASCAP)
It's the Same Old Story....71
Turner fans in both the jazz and the r.&b. fields will want to fill in their collections with this fine 1944 vintage blues side. Pete Johnson's rolling piano backs him here in the Kansas City manner. (Leeds, ASCAP)

CORA WOODS
Just in Case You
Change Your Mind72
FEDERAL 12268 — The warm contralto voice of this singer is an ideal vehicle for this favorite standard. Her velvety lower tones are a special delight. Tho the backing is definitely r.&b., there could be good pop volume on this, too. (Leeds, ASCAP)
Don't Fall in Love With Me....78
Another ballad that ought to strike both pop and r.&b. customers favorably. The pop and smooth, polished delivery of the singer are mighty easy to take. (Lola, BMI)

THE DREAMERS
Lips Were Meant for Kissing71
MANHATTAN 503—This slow tempo ballad is belted out in nice style by
(Continued on page 119)
the Dreamers. Horns and piano back-

ATCO
GOT
2 Hits
"DOWN IN MEXICO"
The Coasters-6064
"PLEASE MR. DISC JOCKEY"
The Sensations-6067

Greetings COIN OPERATORS from GROOVE
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Watch these

■ VARETTA DILLARD CHERRY BLOSSOM

b/w

GONNA TELL MY DADDY G/G4 0152

■ AL SEARS LOVE CALL

b/w

ROCK AND ROLL BALL G/G4 0151

■ PIANO RED I'M NOBODY'S FOOL

b/w

THAT'S MY DESIRE G/G4 0145

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

• R & B Territorial Best Sellers

For survey week ending May 2

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. I'm in Love Again, F. Domino, Imp.
2. Long, Tall Sally, Little Richard, Spe.
3. Shippin' and Shidin', Little Richard, Spe.
4. I Want You to Be My Girl Teen-Agers, Gee
5. Corrine, Corrina, J. Turner, Atl.
6. Ruby, Baby, Drifters, Atl.
7. Forty Days and Forty Nights M. Waters, Chs.
8. Magic Touch, Platters, Mer.
9. Can't Stand to See You Go J. Reed, VJ.

Charlotte

1. Ivory Tower, O. Williams, Del.
2. Long, Tall Sally, Little Richard, Spe.
3. Shippin' and Shidin', Little Richard, Spe.
4. I'm in Love Again, F. Domino, Imp.
5. Corrine, Corrina, J. Turner, Atl.
6. I Want You to Be My Girl Teen-Agers, Gee
7. Why Do Fools Fall in Love? Teen-Agers, Gee

Chicago

1. Blue Suede Shoes, C. Perkins, Sun
2. Why Do Fools Fall in Love? Teen-Agers, Gee
3. Heartbreak Hotel, E. Presley, Vic.
4. Long, Tall Sally, Little Richard, Spe.
5. Church Bells May Ring, Willows, Mba.
6. Drops in My Own Tears R. Charles, Atl.

Cincinnati

1. I Want You to Be My Girl Teen-Agers, Gee
2. Why Do Fools Fall in Love? Teen-Agers, Gee
3. Please, Please, Please, J. Brown, Fed.
4. Long, Tall Sally, Little Richard, Spe.
5. Lost Dreams, E. Freeman, Imp.
6. Heartbreak Hotel, E. Presley, Vic.
7. Eddie, My Love, Teen Queens, RPM
8. I'm Not a Know-It-All, Teen-Agers, Gee
9. I'm in Love Again, F. Domino, Imp.

Detroit

1. Long, Tall Sally, Little Richard, Spe.
2. Fever, L. W. John, Kng.
3. Heartbreak Hotel, E. Presley, Vic.
4. Please, Please, Please, J. Brown, Fed.
5. Blue Suede Shoes, C. Perkins, Sun
6. Why Do Fools Fall in Love? Teen-Agers, Gee
7. Down in Mexico, Coasters, Ato.
8. One More Chance With You Little Walter, Che.
9. Who? Little Walter, Che.
10. I Want You to Be My Girl Teen-Agers, Gee

Los Angeles

1. Blue Suede Shoes, C. Perkins, Sun
2. My Blue Heaven, F. Domino, Imp.
3. Why Do Fools Fall in Love? Teen-Agers, Gee
4. Cherry Lips, Robins, Whp.
5. Please, Please, Please, J. Brown, Fed.

6. I'm a Fool, Turks, Mon.
7. Long, Tall Sally, Little Richard, Spe.
8. Magic Touch, Platters, Mer.
9. Down in Mexico, Coasters, Ato.
10. Casual Look, Six Teens, Flp.

New Orleans

1. I'm in Love Again, F. Domino, Imp.
2. Corrine, Corrina, J. Turner, Atl.
3. Long, Tall Sally, Little Richard, Spe.
4. My Blue Heaven, F. Domino, Imp.
5. Heartbreak Hotel, E. Presley, Vic.
6. Lost Dreams, E. Freeman, Imp.
7. Ivory Tower, O. Williams, Del.
8. Magic Touch, Platters, Mer.
9. Please, Please, Please, J. Brown, Fed.

New York

1. Blue Suede Shoes, C. Perkins, Sun
2. I Want You to Be My Girl Teen-Agers, Gee
3. Magic Touch, Platters, Mer.
4. Long, Tall Sally, Little Richard, Spe.
5. Heartbreak Hotel, E. Presley, Vic.
6. Why Do Fools Fall in Love? Teen-Agers, Gee
7. Little Girl of Mine, Cloftones, Gee
8. Corrine, Corrina, J. Turner, Atl.

Philadelphia

1. Long, Tall Sally, Little Richard, Spe.
2. Shippin' and Shidin', Little Richard, Spe.
3. My Blue Heaven, F. Domino, Imp.
4. Drops in My Own Tears R. Charles, Atl.
5. We Go Together, Moonglows, Chs.
6. Blue Suede Shoes, C. Perkins, Sun
7. In Paradise, Cookies, Atl.
8. Corrine, Corrina, J. Turner, Atl.
9. Church Bells May Ring, Willows, Mba.
10. I Want You to Be My Girl Teen-Agers, Gee

St. Louis

1. Need Your Love So Bad L. W. John, Kng.
2. Long, Tall Sally, Little Richard, Spe.
3. Forty Days and Forty Nights M. Waters, Chs.
4. I'm in Love Again, F. Domino, Imp.
5. Why Do Fools Fall in Love? Teen-Agers, Gee
6. Blue Suede Shoes, C. Perkins, Sun
7. Shippin' and Shidin', Little Richard, Spe.
8. Please, Mr. Disc Jockey Sensations, Ato.

Washington, D. C.

1. Long, Tall Sally, Little Richard, Spe.
2. Blue Suede Shoes, C. Perkins, Sun
3. Why Do Fools Fall in Love? Teen-Agers, Gee
4. Magic Touch, Platters, Mer.
5. Corrine, Corrina, J. Turner, Atl.
6. My Blue Heaven, F. Domino, Imp.
7. Heartbreak Hotel, E. Presley, Vic.
8. I'm in Love Again, F. Domino, Imp.
9. Please, Mr. Disc Jockey Sensations, Ato.
10. Your Promise to Be Mine Drifters, Atl.

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LIVELY INSTRUMENTAL
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ERNIE FREEMAN'S Combo
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Chicago, Ill.

• This Week's Best Buys

TREASURE OF LOVE (Monument-Progressive, BMI)—Clyde McPhatter—Atlantic 1092—McPhatter, out of the Army only about as long as his latest record has been available to the public, is getting a resounding welcome back to civilian life. His fans are snowballing "Treasure" into a big hit for him. New York, Philadelphia, Baltimore, Buffalo, Cleveland, Detroit, St. Louis, Nashville and Durham reported strong sales to both pop and r.&b. (Progressive, BMI). A previous Billboard "Spotlight" pick.

FEVER (Jay & Cee, BMI)—Little Willie John—King 4935—Of the singers developed in the past year, hardly any have shown the consistency of Little Willie John. This time at bat he is certainly wasting no time in making his way to home plate. "Fever" is already on the Detroit territorial chart, and is becoming well established in Cincinnati, Cleveland, St. Louis, Nashville and Chicago. In the South and on the East Coast, the disk is also beginning to take hold. Flip is "Letter From My Darling" (Jay & Cee, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

ELVIS PRESLEY

My Baby Left Me (Presley, BMI)—RCA Victor 6540—See under Review Spotlight on Pop Records.

DINAH WASHINGTON

The First Time (Nielsen, BMI)
Cat on a Hot Tin Roof (Tee Pee, ASCAP)—Mercury 70868—The exciting Miss "D" takes off on two solid blues jobs. The top rates a slight not because it's real down-to-earth husky thrushing as only this gal can do it. The flip has almost equal potency, however, as the gal again belts in her favorite blues idiom. Real dynamics on both sides.

THE TURBANS

I'm Nobody's (Angel, BMI)—Herald 478—The crooning, screaming tenor lead makes this side stand out sharply. The guy is a great performer and his chanting with a solid vocal backup makes this a strong contender. The flip is "B-I-N-G," a humorous rock 'n' roll idea. (Angel, BMI).

TALENT

THE CARPETS

Chicken Backs (Armo, BMI)
Lonely Me (Armo, BMI)—Federal 12269—This group has impressed solidly in an earlier wax outing but here particularly they come thru in great style. It's a teen-age bunch and they really knock themselves out on the top side. The flip switches to the weeper school and the lead voice sounds fine. In both moods the group has class.

RHYTHM-BLUES NOTES

By **BILL SIMON**

The Gale Agency is putting together an all-star package for Eastern theater bookings. So far, the Teen-Agers and Clyde McPhatter have been set, but according to Gale's Irv Siders, this is only the beginning. The first date will be New York's Apollo the week of June 8. Siders also informs us that Wink orkster, Red Prysock, has been booked solid — without an open date — right thru October. Prysock's bookings, for the most part, are in weekly segs.

Joe Liebowitz has signed two new acts to his Premium label: The "scorts—a group, and Arthur Lake, a young warbler whose style is described as a cross between Roy Hamilton's and Al Hibbler's. Liebowitz' new diskery is starting to swing now that the Wheels' platter of "My Heart's Desire" is starting to click in the East. . . . Phil Rose of Glory Records has signed another young singer, Sidney Poitner. Latter's first disk is an opus tagged "Poetry of the Negro." . . . Baton Records, which has reported some success with its Frank Culley band LP, is issuing the honk tenorman's first single on the label. This is a two-sided affair named "After Hours Express." Frank Badders, deejay on WLEE, Richmond, Va., got an advance copy of the disk and has made it his theme. Culley's last big singles hit was "Coleslaw," re-

leased on Atlantic several years ago.

Tommy Smalls, well-known "Dr. Jive" of New York's WWRL, was elected Mayor of Harlem in the annual poll run thru several local newspapers. This is the honor that once went regularly to Willie Bryant, who now is cutting a new swath for himself up in Detroit. Smalls' "inauguration" will be held May 16 at Smalls' Paradise, the Harlem nitery he purchased a few months ago. . . . Evelyn Johnson of the Buffalo Agency in Houston informs us that Bobby Blue Bland and Little Junior Parker, who currently are touring the South and Middle East, will make their first appearances on the West Coast next month.

Bob Rolontz has signed several new talents for Groove. One is the West Coast thrush Beverly Wright. He also has a new group, the Twilighters, New York boys, will make their wax debut on the label, and the Johnny Byrd ork. Latter unit features two singers, Lillian Childs and a "Mr. Blues," who will be known by no other name, says Rolontz. Groove sales chief Ray Clark hit the road last week to visit his distributors in Pittsburgh, Cleveland and Detroit. He'll end up at the MOA meet in Chicago.

Gladys (Dizzy Lizzie) Hill, lovely fem deejay at KYOK, Houston, formerly was vocalist with

• Reviews of New R & B Records

• Continued from page 118

ing the chanters contribute a good sound. (Manhattan, ASCAP)
No Obligation . . . 68
Fair r.&b. ballad material gets a good vocal performance. (Manhattan, BMI)

SAVANNAH CHURCHILL
Let Me Be the First One to Know . . . 71
ARGO 5251—This three-beat popish item makes a pleasant side. Miss Churchill's vocal could stand more instrumental production. (Arc, BMI)
They Call Me a Fool . . . 70
Another pop side. Fair. (Arc, BMI)

SIL AUSTIN
Sil's Groove . . . 69
WING 90075—A hard-driving, uninhibited instrumental with a strong, swinging beat. Good juke wax. (Jim Jim, BMI)
Thanic . . . 69
Same comment. (Hartsdale, BMI)

B. B. King's aggregation for five months. . . . Ellis Feinstein of KWIN, Ashland, Ore., complains about the shortage of r.&b. wax in that neck of the woods. The demand is there, says Ellis, so "let's have 'em!" Walter Baldwin, at WLAQ, Rome, Ga., claims that he's getting very good sample service from the companies, but only from those he has written to requesting service. Baldwin says: "It seems the record business is just too good right now for anyone to bother much about promoting. Diskeries, please heed!

Since Clyde McPhatter and the Drifters have gone their separate ways (but both on Atlantic), both have done great disk-wise. The Drifters made the money chart this week with their "Ruby Baby," and indications are that McPhatter's "Treasure of Love" is going to make it both pop and r.&b.

DANNY OVERBEA
My Stubborn Heart . . . 69
ARGO 5252—Overbea warbles with gentle sincerity and feeling on a pretty pop-ish ballad. (Arc, BMI)
Hear My Story . . . 68
Same comment. (Arc, BMI)

BOB WILLIAMS
Little Girl What's on
Your Worried Mind . . . 68
VITA 129 — Williams handles this fast-moving blues with a sympathetic touch. Good listening. (Spark, BMI)
Women Are So Much Smarter Than Men . . . 65
Williams does a bit of rueful philoso-

phizing in this Calypso ditty. Combination of West Indian content with strong r.&b. backing makes an interesting hybrid specimen. (Spark, BMI)

VINNI MONTE
Without Your Love . . . 63
JOSIE 793—The guy wallows in the pains of love. Voice has power but a better showcase than records might be a night club production. The spoken intro to "darling" doesn't add much. (Benell, BMI)
Your Cute Little Ways . . . 61
Monte's volume is turned all the way up on this slow, pulsing ode to the lady love. The power tends to wear thin. (Benell, BMI)

AL ZELANE
Mildred . . . 68
MANSFIELD 604 — Adequate warbling of this nice ballad. Disk lacks production. (Wise, BMI)
Someone Special . . . 58
Ditto. (Wise, BMI)

WELCOME, MOA MEMBERS

IF YOU HAVE TIME, COME OUT AND SEE US

"SO ALL ALONE"
Teen Queens
#460 RPM

"PLEASE, MR. DISC JOCKEY"
The Sensations
#6067 ATCO

"BLUE SUEDE SHOES"
Carl Perkins
#234 SUN

**OUR
TOP
HITS**

"A SHANTY IN OLD SHANTY TOWN"
Somethin' Smith & The Red Heads
#9186 EPIC

"GENTLEMEN, BE SEATED"
(Hi Fi Minstrel Album)
#3238 LN EPIC

"WHY DID I FALL IN LOVE"
The Jacks
#458 RPM

UNITED RECORD DISTRIBUTORS
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A SMASH!!!

"A CASUAL LOOK"

The Billboard Picks April 21, 1956

• Review Spotlight on . . .

RECORDS
THE SIX TEENS
Teen-Age Promise (Limax, BMI)
A Casual Look (Limax, BMI)—Flip 315—The new, mixed vocal group has come thru here with a strong coupling. "Promise" is keyed right to the current rock and roll groove. It has a winning, lilting melody and an appealing, relaxed beat. On the flip there's an equally strong bit that has beautiful harmony and a salable teenage love theme. With exposure these can be big.

THE SIX TEENS
Flip #315

HOT IN LOS ANGELES
CASH BOX—May 15, 1956
#6

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"DARLING, DEPEND ON ME"
b/w
"DON'T LET IT END THIS WAY"
Peacock #1660

THE ORIGINAL (5) BLIND BOYS
(Jackson Harmonizers)
with something new
"THERE'S NO NEED TO CRY"
b/w
"SAVE A SEAT FOR ME" Peacock #1760

"MY LOVE"
b/w
"YOU'RE SIMPLY DRIVIN' ME MAD"
beautifully delivered by
CARL VAN MOON on Duke #151

DUKE RECORDS
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Juke Box Record Industries Converge on Chi for MOA Fete

Convention Predicted Biggest Yet; Members Tackle Many Problems

CHICAGO — From across the nation music operators, distributors and manufacturers, record personnel plus representatives of every industry connected with the music field converged on the Morrison Hotel here Sunday (6) for the ninth annual Music Operators of America convention.

Prior to the convention's opening, George A. Miller, president of MOA, said: "This will be the biggest convention we ever held, both from an attendance and a business standpoint." Miller said the meetings would probably be highlighted by juke box copyright legislation, dime play and improved industry public relations.

The originally scheduled to be a three-day event, important business sessions have been slated for Wednesday also, stretching the ac-

tivities to four days (see complete program elsewhere on this page).

Certainly, this year's convention is a great improvement over previous MOA events. Responsible for this fact is MOA's behind-the-scenes committeemen. Following are the various groups of operators who were responsible for this year's show:

Committees

General committee: George A. Miller, chairman, Clint Pierce, Al Denver, Martin C. Britz, Larry Marvin, Harry Snodgrass, Les Montooth, James Tolisano, Hirsch de La Vies, Sidney Levine and William Hullinger.

Exhibit committee: Larry Marvin, chairman; John A. Wallace, Norman Gefke, Howard Ellis and David Baker.

Entertainment committee: Hirsch

de La Vies, chairman; Buddy Basch and George Miller.

Banquet and ticket committee: Harry Snodgrass, chairman; Martin Britz and Clem Stetson.

Reception committee: Bill Hullinger, chairman; Tom Withrow, Dick Steinberg, Willie Blatt, Louis Ptacek, Max Hurvich and Victor Ostergren.

Bilotta Pushes Organs, Pianos To Juke Ops

NEWARK, N. Y.—John Bilotta, Wurlitzer distributor for Upper New York State, isn't confining his music sales to juke boxes. Bilotta operates his own music shop and handles Wurlitzer pianos and organs as well as a complete line of music equipment.

In fact, when a music or game operator drops into Bilotta's showroom here, often as not he'll wind up buying an organ for his home. According to Bilotta, 40 per cent of New York State operators own Wurlitzer pianos or organs.

Bilotta offers a combination deal on pianos and organs with the purchase of new location equipment.

Coin Row Eyes 'No Sat. Trade'; Action Doubtful

LOS ANGELES—Altho some distributors and jobbers along West Pico's Coin Row here are in favor of closing all day Saturday during June, July and August, the chances are that no plan will be put into effect.

Most of the firms have put it on a basis of "we will if they all will." Two firms, Badger Sales Company and Minthorne Music, which closed on Saturday in the past are reluctant to try again as other

(Editor's Note: Steve Allen, in a letter to the editors, takes issue with an editorial and an article which appeared in the April 21 issue of The Billboard. The editorial and article criticized Allen for a generalization in his Cosmopolitan column on hoodlums in the juke box business. Our reply to Allen is also below.)

Dear Steve:

Thanks for your letter. We're glad to publish it for it points out clearly the important fact not in your Cosmopolitan piece: That at least 99 per cent of the nation's juke box operators are honest, decent, law-abiding people.

It is these people that we instinctively defend against charges that directly or indirectly state that their business may be controlled by a mob.

We are very interested in helping the juke box industry rid itself of its fringe hoodlum element. Surely you agree with us that broad generalizations which brand the whole industry—and subject it to question—because of the 1 per

AMI Details 200-Selection Phonograph, Auxiliary Units

GRAND RAPIDS, Mich.—Details of the new AMI 200-selection phonograph and auxiliary equipment were released by the factory here last week. The new model went on formal display in Chicago, Sunday (6), at the Music Operators of America convention.

The 200-selection model has retained the basic cabinet design and sound system as featured in the firm's G-120 and G-80 models, the new phonograph represents a drastic departure from previous AMI phonographs.

Highlighting the model is an all-new record mechanism. Whereas previous AMI machines featured a

vertical record storage assembly and horizontal scanning, the new phonograph has a record mechanism which operates on a paddle wheel principle.

Mechanical Action

The new record mechanism has eliminated all selector magnets. It credits selections via a mechanical action as relayed directly from the push button panel. Only four selector relays are used in the entire assembly.

The new model, called the "G-200", also features optional dual pricing. Standard factory price setting is for 10-cent play—operating from either a dime or

Convention Program

Registration: Convention floor—Saturday, noon to 8 p.m.; Sunday and Monday, 9 a.m. to 8 p.m.; Tuesday, 9 a.m. to 6:00 p.m.
Exhibit Hours: Sunday and Monday, 2:30 p.m. to 8:30 p.m. Tuesday, 2:30 p.m. to 6:30 p.m. Constitution Room.

SUNDAY, MAY 6

1:00 p.m. to 2:30 p.m. Music Operator Forum
"Proper Juke Box Maintenance and Service." **Moderators:** Milton Cole, Ohio Specialty Company, and David Baker, president of the Massachusetts Music Operators' Association.

MONDAY, MAY 7

9:30 a.m. Invocation
Annual Meeting of Music Operators of America.
George A. Miller, president and general business manager, presiding.
Report of the first vice-president—Clint C. Pierce.
Report on Juke Box Copyright Legislation—Sidney H. Levine.
"You're Over 21—The Age of Responsibility"—Lee Schooler, president of Public Relations Board.

1:00 p.m. to 2:30 p.m. Music Operator Forums, Embassy Room.
"Advantages of Dime Play and Fair Percentages." **Moderators:** Ted Nichols, president of the Nebraska Music Operators' Guild; Howard Ellis, secretary-treasurer of the Nebraska Music Operators' Guild.

"Taxation and Licensing Problems." **Moderators:** Larry Marvin, president of the Sacramento division of the California Music Merchants' Association; John Wallace, president of the West Virginia Music Operators' Association.

8:00 p.m. to 9:00 p.m. MOA Cocktail Hour, Venetian Room.
9:00 p.m. to 10:00 p.m. "You Can Do Something Now About Public Relations." A colored film presented by William E. Fitzgerald, product sales director of AMI, Inc.

TUESDAY, MAY 8

10:00 a.m. General Operator Meeting
Amendments to the MOA Bylaws—Sidney H. Levine, legal counsel

A Report on National Juke Box, Inc., and a Third Performance Rights Society—Barney Young.
An address by John Haddock, president of AMI, Inc.
An address by Congressman George P. Miller.
"Merchandising of Locations"—Rodney Pantages.
"YOU—Are the Answer"—Glen Fouche, vice-president of Parade Publicans.
Closing Remarks—Al Denver, president of the Music Operators of New York.

1:00 p.m. to 2:30 p.m. Music Operator Forums.
"Local and State Legislation." **Moderators:** Gordon Stout and Norman Gefke, of the South Dakota Phonograph Operators' Association.

"Management and Merchandising." **Moderators:** Harry Snodgrass, president of the New Mexico Music Guild, and James Tolisano, president of the Music Operators of Connecticut.

7:00 p.m. MOA Annual Banquet, Terrace Casino Room

WEDNESDAY, MAY 9

10:30 a.m. to 11:30 a.m. Music Operator Forum
"A Guide to Better Juke Box Programming." **Moderator:** Louis Ptacek, Kansas Music Association.
6:30 p.m. MOA Board of Directors Meeting, Suite 440.

UMO Conciliation Effects Ouster of Stiff Juke Fee

MELVINDALE, Mich. — A heavy license fee on juke boxes in operation here—\$300 annually per operator—was revoked by the City

Council following arguments put forth on behalf of the city's operators by the United Music Operators of Michigan.

The ordinance proposed by this southwestern suburb of Detroit actually went into effect April 16, at which time all juke boxes in Melvindale were taken out of service by operators.

The city has 24 juke box locations covered by about 14 operators.

Following a successful presentation of the operators' position in opposing the license fee, Mayor Ben Fisher Jr. appointed a special committee under chairmanship of Robert Childs, city attorney, to prepare a new regulatory ordinance. The committee included, along with the seven members of the Council, a representative of operators, Roy Small, UMO conciliator.

Submits New Proposal

To furnish a basic working proposal, Small completed the draft of a suggested ordinance and submitted it to all members of the committee for study. An operator's fee of \$5 per machine and a loca-

Assn. Letter Gives W. Va. Ops 10c Hints

CHARLESTON, W. Va.—The West Virginia Music Operators' Association, in an effort to promote dime play thruout the State, sent the following recommendations in a news letter to all West Virginia music operators:

1. Prepare your location. The first step is to prepare your location for the increase in price. Talk with the location owner. Reasonable persons will understand that the nickel has lost its buying power.

2. Change the phonograph. Give the location a different machine. If at all possible a later model. Buy a new machine or a good used machine for a good location, then step the equipment down. One purchase can usually

(Continued on page 122)

(Continued on page 123)

WELCOME...

MUSIC OPERATORS of AMERICA



YOU ARE CORDIALLY invited to visit the ROCK-OLA Booth at the MOA Exhibit. We will display our complete line of phonographs and accessories for your inspection and members of our Sales Staff will be present at all times to answer your questions and to be of service.



at



ROCK-OLA

on display at the
MOA Exhibit
 Morrison Hotel, Chicago
 May 6th, 7th, and 8th.

Allen's Reply to the Editor

• Continued from page 120

To the Editor

certain labor unions have been taken over by notorious criminals their report may not logically be construed as an attack on organized labor. If a man writes an editorial

taking exception to the remarks of, say Father Coughlin, it may not in logic be concluded that his statement constitutes an attack upon the Catholic Church.

"I deliberately belabor this point for the reason that its obviousness

evidently escaped your reporter's attention and hence he needs to have it pounded home.

"Now, as to the facts: As you are well aware there are gangsters in the juke box industry. There are only a few of them, but even one is one too many. Wherever a criminal assumes power in any legitimate business he does it at the expense of honest men working in that industry. My reporting what The Billboard is only too well aware of, therefore, was a statement in support of the juke box industry, since turning the spotlight on the hoods is one of the things that must be done to stir up public sentiment against them. Public sentiment in turn awakens the sometimes tardy minions of the law and therefore often has excellent effects, as has been shown countless times, and particularly, by way of example, in the current New York City investigations into labor racketeering (the Victor Reisel attack) and so forth.

"Your writer deliberately falsifies when he says 'STEVE ALLEN COMPARES JUKE INDUSTRY WITH DOPE PEDDLING.' In fact I think that headline deserves some sort of prize for being possibly the most flagrant example of editorial distortion of the year. Nor was there reason for the sarcasm evidenced by your use of the phrase 'top secret information' to describe my reference to gangsters owning of night clubs and engaging in other activities, since I prefaced these comments by saying 'I suppose everyone already knows that . . . The only bit of news in my

article was the juke box item and hence your treatment of these two parts of my story is but another indication of the fact that your rebuttal deliberately ignored facts in favor of sensationalism.

"Lack of space had nothing to do with the issue either, as I am sure you were in honesty aware. I do not make up the page on which my column appears. The editors of Cosmopolitan add pictures, etc., as their judgment and experience dictates. If Billboard is truly interested in the facts, however, I will be more than pleased to write a lengthy article, space no issue, giving names, dates and facts of this unsavory picture wherein known criminals have strong-armed honest, defenseless juke box men and taken over their territory. These honest men are the ones you should be defending, not the gangsters. (Pencil marks were around the following remark on Allen's letter.) I feel fairly certain, however, that Billboard will not feel like printing the article I could write since the juke box industry represents a heavy part of Billboard's advertising revenue and there's no sense endangering one's pocketbook, is there?"

"I agree with you that 'the fight' (against gangsters) may be too often attempted by so many that don't have the facts, but I assure you I do have them, and since you and I both know what they are why do we waste time writing to or about each other? I will be happy to support Billboard any time in any attack it makes upon the tough boys in the business.

"Another factor, incidentally, may not have occurred to you. As a recording artist it is now to be presumed that my records will never again be played on any juke machine owned or operated by a criminal. That's fine by me. If the honest 99 per cent of the owners play my records I'll do all right. I herewith insist that you provide your readers with a clearer picture of what I intended than was given by your two earlier reports, and suggest that the simplest way to do just that would be by printing this letter. (If you like you may eliminate the lines marked in pencil above.)

"Yours in the interests of honest journalism,"

(signed) Steve Allen.

Editor's Reply

cent is bad for the industry and gives it a black eye. That's why we took issue with this statement of your in Cosmopolitan: "You might be interested to know that the juke box at the corner malt shop may be a mob operation."

Such a statement questions all people in the juke box industry—the 99 per cent and the 1 per cent. And therefore it does great damage to the 99 per cent of the nation's operators you and The Billboard both defend.

Several remarks in your letter ruffled our feathers—just as some in our article understandably ruffled yours. Just as we regret ours, we're sure you do yours, too. Your reference to our advertisers, for instance. We know that Billboard advertisers are as deeply concerned as it is possible to be to rid the industry of its fringe hoodlum element.

We're glad to learn from your letter that you hold the same opinion on the hoodlum question as we do.

We hope this clears up our opinion for you. We're grateful for whatever information you have that will help this industry solve its hoodlum problem and the bad press it brings with it.

The Editors

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.

What Do You Have To Sell?
Write BOX 666
2160 Patterson St. Cincinnati, Ohio

AMI Details

• Continued from page 120

in a single direction and will play both sides of a disk before passing on to the next selection. Record-playing sequence, therefore, is 1, 2, 3, etc.

As viewed by a playing customer, only a small portion of the record mechanism is visible. A dress panel covers everything below the record turntable, leaving only three of four records visible in the paddle wheel.

Title Strips

Title strip arrangement is at eye level as on other AMI models. All 200 selections are visible, 10 rows of title banks, 20 tunes in each row. However, push buttons are no longer located with each title strip.

The new AMI model has incorporated two-button play. The selection panel, which is located to the right of the title strips, features three vertical rows of buttons. One row is lettered from A to K, the other two are numbered from 1 to 10 and 11 to 20. Selections are made by pressing one lettered button and one numbered button.

The G-200 is available in eight colors. The high fidelity sound system features separate bass and treble horns.

Wall Box

Accompanying the G-200 is a new 200-selection wall box and hideaway unit.

The new wall boxes use standard full-length title strips and can be mounted on the firm's current bracket for use at counter spots.

The wall box features single-button play, with each title strip lining up directly alongside of the appropriate push button.

The wall box can be set for any price combination offered in the G-200. Hinged title strip pages snap out of the wall box for easy servicing.

The 200-selection hideaway features the same mechanism and improvements as the G-200.

Coin Row Eyes

• Continued from page 120

companies failed to go along at that time.

Charles A. Robinson, of C. A. Robinson Company, takes the attitude that the firms are open only 3 1/2 hours, as nearly all close at either noon or 1 p.m. Robinson is for remaining closed all day.

Paul A. Laymon, of the firm that bears his name, said that he would go along with the others.

Wayne Copeland, of Sierra Distributing Company, only recently opened a one-stop record department, which would make it impossible for him to close on that day.

All of the companies are desirous of giving employees long weekends, The Billboard learned. They point out, however, that small operators do not carry spare parts and a machine that breaks down cannot be operated on two of the biggest days of the week.

Assn. Letter

• Continued from page 120

provide for three or four conversions.

3. Never convert a machine on location. Take the machine to your shop. It is psychologically essential to have the location owner and his staff to look upon a dime play phonograph as a different machine.

4. Make a concerted effort. Try to change the phonographs in the principal location in a community at the same time. The same is true whether in a large city neighborhood or in a small village.

5. The results. Generally there is an increase in collections from 20 to 40 per cent immediately following the change-over. Frequently, after several months, the increase can go up as much as 75 per cent.



MICHIGAN AND TOLEDO, OHIO, OPERATORS

Angott Distributing Company, Detroit, invites you to drop in to its Suite during the M.O.A. Show in Chicago.






Suite Room Numbers
827—828—829

ANGOTT DISTRIBUTING COMPANY
2616 PURITAN AVENUE DETROIT, MICHIGAN

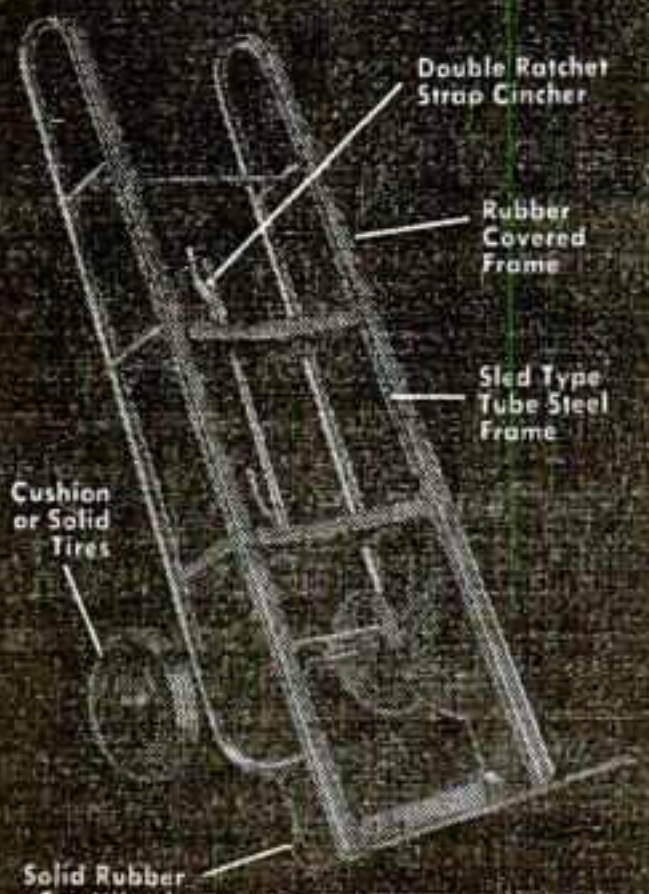
Are Juke Box Deliveries a Problem?

Deliveries Are Easier WITH AN **EASLOAD TRUCK**



<p>It BALANCES the load!</p> 	 <p>ROLLS UNDER THE BOX on two solid rubber wheels in toe plate.</p>	 <p>WHEELS SWING BACK TO BALANCE THE LOAD . . . forward for sliding under box.</p>
 <p>SLIDES IN AND OUT of truck on sled-type tubular frame.</p>	 <p>SLIDES UP AND DOWN STAIRS. Box is cinch strapped in place.</p>	

WORLD'S FINEST!



SAVE MONEY ON DELIVERIES and pick ups with an Easload Hand Truck. One man can actually handle any juke box up to 800 lbs. easily and safely without help. It's the only truck that takes the load off the man and balances it with retractable wheels. The well-braced, all-welded tube steel frame is the finest construction.

It will pay you to try an Easload—it's the best. Has ball bearing wheels with cushion or solid rubber tires.

ORDER BY MAIL • ONLY \$53.50 F.O.B. Los Angeles

Ship and bill at once. Check enclosed. Send C.O.D.

COMPANY _____
ADDRESS _____
CITY _____ STATE _____

ORDERED BY _____

Colson Equipment & Supply Co. • 1321 Willow St. • Los Angeles 13, California

2 YRS. OLD

Sked W. Va. Convention June 22-23

CHARLESTON, W. Va.—The West Virginia Music Operators Association's second annual convention will be held June 22-23 at the Daniel Boone Hotel here...

Jack (Red) Wallace, president, named the following operators to work on the convention committee: William N. Anderson, of Logan, chairman; Max Carpenter, of Beckley, and Mrs. Laoma Ballard, of Belle.

Hicks said that all operators in the State would be invited to the event, also all distributors and manufacturers. He said that this year's meet was expected to far exceed last year's in both attendance and in accomplishments.

All operators have been asked to write directly to the Daniel Boone Hotel for reservations.

Conciliation

Continued from page 120

tion owner's fee of \$1 per location, plus \$1 per machine on location was proposed.

Highlights of Small's presentation were:

1. The industry, as represented by UMO, has achieved a recognized status of public service. A brochure was introduced to the Council presenting commendations from Sen. Estes Kefauver, the Detroit Police Commissioner, and other officials, and reprints from trade papers and newspapers.

2. Fees in neighboring cities were pointed out, most being considerably lower than the proposed Melvindale fees.

3. Statutes of Michigan provide that a license must be for the purpose of regulation, not for profit (or to raise funds). A fee such as that proposed was contrary to this requirement, it was contended.

4. Small indicated that operators generally felt they would have to pass along any additional expense of this type to their locations in form of some adjustment of commission. Thus, the proposed tax would actually become a tax on local business.

Juke boxes were restored to service April 18 after it was agreed by the Council that the machines could continue to operate without being considered in violation of the ordinance.

YES, MRS. OP, HE'S AT MOA-DIAL DE 2-4820

CHICAGO — There's no need to lose track of your friends and relatives Saturday (5) thru Tuesday (8). You can find them at the Music Operators of America show at the Morrison Hotel here by calling Dearborn 2-4820.

Free local phone service is provided MOA visitors by The Billboard information booth. Visitors can make business contacts and receive emergency calls (and calls from their wives) thru this number.

The Billboard booth will take the message or "call back" numbers and page conventioners in the halls or ring room numbers. House phones, transportation and other information will also be available.

Music Goes 'Round 25,000,000 Times

Continued from page 43

suggests this as a certain area of change and adjustment.

Another effect which larger-capacity machines appear to have on records programmed as indicated by the Poll is the increase in the number of operators who are programming semi-classics.

Besides this classification, however, the Poll shows that only rhythm and blues and pop categories made gains, i.e., the number of operators programming more of these types were up. All other classifications either dipped or showed no significant increases over last year. It would seem that it is too early to determine to what extent operators will make use of the opportunity to program a broader variety of music which more selections provide.

New Outlook Selectivity is the juke box; in selectivity lies the basis for the dominant position the juke box has in the world of pop music. With increased numbers of selections on machines five years ago, the industry got a new future of growth. Again, the fact of increased selectivity—specifically, 200-selection equipment—is the central one which new thinking and planning is surely indicated.

In record buying analysis, these trends were pointed up: That the one-stop is increasing in importance in selling disks to operators; that increasing numbers of operators are buying records every other week instead of every week. In music machine buying analysis, the Poll showed that an average of almost 77 per cent of equipment now on location are 1950 models or newer; that almost 72 per cent are 80

or more selections; that almost 74 per cent play 45's.

The other big factor in today's outlook of change and adjustment the juke box operator faces is the need to increase his income to keep pace with climbing costs.

Increasing the price per selection from a nickel to a dime, with three—and sometimes four—for a quarter, is the most popular means operators are currently using to check shrinking profit margins.

Results of the Poll confirm reports that dime play is continuing to spread, and that in the past year, it has registered impressive gains. The Poll shows a significant increase in the percentage of operators—70 per cent—who reported they operate some of their equipment at a dime.

Dime Move But the number of machines on a dime appears to be much lower than that figure may suggest. The Poll indicates that well over half of this 70 per cent operate fewer than 50 per cent of their routes at a dime, over a third fewer than 25 per cent. A special report on dime play progress—which appears elsewhere in this section—offers further evidence that dime play—for all its evident benefits and successes—is slow in coming.

Other methods of keeping income parallel to costs—commission arrangement which provide "guarantees" or "first money"—are avenues which the Poll does not indicate are being explored. Actually, the Poll shows instead that the flat percentage commission is a little more favored than a year ago (see complete Poll results elsewhere in this section).

Mass. Ops Mull Use of Assn. for Credit News

BOSTON—The desirability of using the organization as a clearing house for the exchange of credit information was under consideration by the Massachusetts Music Operators' Association at its recent meeting in the Hotel Beaconsfield, Brookline.

David J. Baker, president, said that the system could be used as a valuable means of not only exchanging credit information, but for the reporting of losses by unpaid loans, advance commissions and other financial problems that operators have in common.

The move has received the serious consideration of the directors, Baker said, and a definite recommendation is expected shortly.

Dues Reduced Because of the growth of the Association since January 1, it was voted to reduce the dues from 45 cents per machine per month to 40 cents. It was also agreed that a maximum be set on the assessment against any member on the number of machines on which he paid dues. Any member operating more than 100 machines would be assessed for only 100.

A blueprint of the plan for MMOA support of the 1956 Cerebral Palsy Campaign was presented. Definite plans were drawn up for the placing of music machines, which will mostly be supplied by distributors, in locations secured by the CP organization. This also calls for the donation of used records by the operators, the distributing of coin collection containers at locations and possibly the donation by operators of a few 20-selection machines that are no longer in use.

Because of the association's growing numbers, James A. Geracos, David Gropeman and Stephen Pielock were appointed to present a slate of four officers and six additional members of the Board of Directors for consideration at the annual meeting on June 13.

Because of the inconvenience of Thursdays for some operators, monthly meetings will alternate each month starting with the second Monday and going thru the second Thursday. Because of the MOA convention the May meeting will be postponed until Tuesday, May 15.

Joe Van Named National Rejectors N. Y. Branch Mgr.

ST. LOUIS — Joe Van was appointed last week as manager of the New York branch for National Rejectors, Inc., here.

With National for many years, Van started as a field service engineer, rose successively to service manager, manager of sales engineering, and now to the New York branch management.

National Rejectors' branches carry a stock of parts and offer repair service for their respective territories, according to J. I. Cleary, manager of sales.

The New York branch serves the States of New York, New Jersey, Pennsylvania, Maryland, Delaware, Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine, and the District of Columbia.

KEEP UP TO DATE WITH 45 RPM RECORDS! NOW IN OUR 3rd YEAR! WITH THE NELSON MODERNIZATION KIT Easy to Install. No Special Tools. Complete Kit Includes Popularity Meter. Takes Only One Hour to Install. CONVERT YOUR SEEBURG M 100 A's TO 45 RPM & KEEP ONE STANDARD RECORD LIBRARY 45 RPM's Clip and Mail this Coupon Today!

COIN MARKET PLACE The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING

NEW ADVERTISING RATES REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 20¢ a word—Minimum \$4.00. CASH WITH ORDER DISPLAY CLASSIFIED ADS Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATES: \$1.00 a line—\$14.00 per inch. CASH WITH ORDER Unless credit has been established. In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies. ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. my26

Help Wanted AA-1 EXPERIENCED VENDOR SALESMEN. New, high-speed, hot sandwich machine. Designed for route sales. Not an infra-red. Electrical operation, priced for real volume sales. Automatic. Non-coin operated. All papers accept your ads. We drop ship your orders. Top commissions. Full details furnished if your first letter states experience in vendor sales and what lines sold. Write Box 165, c/o Billboard, Chicago, Ill. ch-my12

Parts, Supplies & Services STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1488. my26-ch

Routes for Sale BARGAIN! ONE OF BEST BULK VENDING Routes in fast growing beautiful Colorado. Gum, capsules, nuts; 800 Acorns, Victors, Silver Kings on location. Brackets, stands, merchandise, van truck included. I'm going to give someone else a chance, too. \$12,000 total. Faye, 1635 Osceola St., Denver 4, Colorado. my26

Used Coin-Operated Equipment A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 25 years. Mack H Postal, 2952 Milwaukee Ave., Chicago 18, Ill. my26

CIGARETTE-CANDY-COFFEE-CIGAROMAT —Factory Distributors— U-Select-It, Candy & Coffee, Lehigh, PX, Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Comba Write for complete details, prices, installment terms. TEXAS ASSOCIATED ENTERPRISES P. O. Box 1048, Amarillo, Texas. Dr. 3-8022

COINOLA NICKELODEON PIANO, 104" play; has unique set of flutes, piano, mandolin. Refinished nice Cactus-Green. First \$300 takes with 6 rolls. Joe Collins, 2120 Grace, Dubuque, Iowa. FOR SALE—23 POKERING SCIENTIFIC make, Formica top, \$75 each; also 20 Pakerinos, 6-foot length. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J. Phone 23216.

SANITARY VENDING MACHINE HEADQUARTERS "Spare" sanitary napkin venders. DAV razor blade venders, Advance 23C's National #5, National #15 and other first package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors. Authorized factory distributor of ADVANCE VENDING MACHINES NATIONAL SANITARY SALES Dept. B-8, 6448 N. Western Ave., Chicago 48

UNITED POOL TABLES, LATE MODELS, \$125; Broadways, \$355; Fixies, \$350; Triple Plays, \$325; Big Times, \$245; Manhattan, \$240; Gun Patrol, \$695; Atlantic City, \$24.50; Rio, \$65; Tahiti, \$49.50; Tropicana, \$175; A.B.C., \$15; Shuffle Pool, \$39.50; United Official, \$39.50. Want Bally Carnivals. West Way, 3337 State St., Salt Lake City, Utah.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1/2 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1/2 Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. my26

10 CHAMPION CAPSULE VENDORS, FULL of capsules, brings \$1,650 gross, \$7 each; 26 Champion 1/2 and 5/8 venders, \$4; 75 Vendomatics 1/2 for gum or round charms, \$4; 19 Silver Kings Jr., for cloro pellets or loose candy 1/2; 37 Regals 1/2 and 5/8, some gum, some nuts or loose candy, \$6. We need room, 1/3 down, balance c.o.d. Kap's Vending Co., 2315 Arapahoe St., 45 years at same address, Denver 5, Colo.

Wanted to Buy CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago, Ill. my26

VENDING MACHINES WANTED—NORTH-western 49", Silver Kings, Acorns, Topers, counter games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. chfta

WILL BUY EVANS CENTURY AND HOLLiday Phonographs. Write stating condition, price and quantity. Chet Manhardt, Hazelhurst, Wis. my19

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

Juke Bill May Pass in 1956

• Continued from page 11

(S. 590) may be reported out of the Senate Judiciary Subcommittee on Patents and Copyrights and come up for discussion on the floor of the Senate without further hearings could not be corroborated by committee counsel, George Green. Green said that "briefs filed by attorneys of both sides have been correlated and submitted to Senator O'Mahoney, but no decision has been reached and none is expected for some time."

Senator O'Mahoney, chairman of the subcommittee, indicated at the time of informal hearings that no further action would be taken until a thoro study had been made (The Billboard, March 24). However, since the committee expressed the belief that the informal meetings "fairly represented" both sides of the fracas, formal hearings could be bypassed. On this subject, too, Green said that no decision had been reached.

John Floberg, attorney for juke box manufacturers, feels certain that hearings will be called before any further action because of "great interest" expressed in the bill.

Paul Cunningham, recently elected ASCAP president, expressed the view that the association is "ready to sit down with members of the coin machine industry at any time to discuss an equitable settlement."

FOLK TALENT AND TUNES

• Continued from page 114

show, aired Monday, Tuesday and Wednesday, has gone over well. We start auditioning new records at 10:30 Monday morning and by Wednesday play both sides of all the new platters received for the week. On Thursday we feature the best of the new records, and from these we select the single outstanding new disk for the week. Winning disk is announced on our Saturday evening "Top Six Plus Two" show. The record is then played on all programs during the ensuing week."

Fred Brooks, WTJS, Jackson, Tenn., reports that the early-morning show at WTJS has been changed. "Harry Bryan, the Singing Cowboy, now has a show of his own," writes Fred, "so he and I no longer do the program together. Show is now called 'Fred's Farm.' I also have another program on which I feature a different artist each day. Any country artist who would like to talk to my listeners can do so by sending me a two or three-minute taped interview."

Pete Smythe, KOA, Denver, recently sent out 50 honorary commissions to fellow shipmates who were with him on a cruise of the Caribbean as guests of the Navy. Smythe made each an admiral in the Tincup, Colo., navy. Tincup, once a booming mining town high in the Colorado Rockies and now a ghost village, is the mythical scene of Smythe's daily disk show over KOA. . . . Eddie Skelton and band are currently doing two shows a day over WMCH, Church Hill, Tenn. In addition, Skelton twirls three hours of c.&w. stuff daily over WMCH. . . . Bill Morgan has been picked by WSM, Nashville, to handle the station's new all-night country music show.

COINMEN YOU KNOW

Memphis

By ELTON WHISENHUNT

DELEGATION AT MOA CONVENTION. A group of Memphis operators and distributors are attending the Music Operators of America convention in Chicago this week. Among those in the Windy City are Clarence A. Camp, president of Southern Amusement Company; Parker Henderson, general manager, and Robert Goad, salesman; Allen Dixon, vice-president and general manager of S & M Sales Company, and Earl Montgomery, secretary and treasurer of S & M; R. E. (Buster) Williams, president of Williams Distributing Company. . . . Drew Canale, 32, owner of Canale Amusement Company, and his former secretary, Helen McAdams, 26, were married May 9 at Immaculate Conception Church. The wedding, of wide interest among coin machine operators here, climaxed a business association of seven years during which Miss McAdams helped build Canale's business from the ground floor.



HENDERSON

In Memphis from the Mid-South buying equipment and supplies at Sammons-Pennington Company, Seeburg distributor, were Mahon Jones, Mahon Jones Music Company, Holly Springs, Miss.; Pat Harrington, Harrington Sales Company, Houston, Miss.; Bob Bruner, John & Frank Music Company, Marked Tree, Ark.; Ted Combs, Oxford Music Company, Oxford, Miss.; Al Busby, Busby Music Company, Oxford; J. H. Stafford and Emanuel Nassar, of Stafford Music Company, Shelby Miss.

Claude Shute, largest bulk vendor in Mid-South, is busy these warm spring days on his vast route of over 1,000 locations in three States—Tennessee, Mississippi and Arkansas. He reports penny gum and nickel charm vending picked up considerably with spring weather. . . . Other vending ops busy with converting to spring and summer fare in their food vending machines at industrial locations are R. E. Swanson, owner of Chickasaw Canteen Company, and John D. H. Meyer, owner of Meyer Sales Company. . . . Clarence A. Camp, owner of Southern Amusement Company, reports fishing is good at Horse-shoe Lake, Ark. He has a cabin there and likes to spend most weekends at the lake.

Memphis ops seen recently at Southern Amusement Company, phonograph and game distributors: A. F. Furlotte, Johnny Novarese, Poplar Tunes Record Shop; Doug Highfill, Rainbow Amusement Company; Jimmy Rutledge, George Smith, E. T. Luckett. . . . Mid-South ops who dropped in for supplies were T. P. Aaron, Aaron Amusement Company, West Memphis, Ark.; Clinton Collins, Crystal Amusement Company, Grenada, Miss.; Bill Forsythe, Forsythe Amusement Company, Millington, Tenn.; Bill Uttz, Dixie Novelty Co., Covington, Tenn.; Pete and Bob Smith, Smith Music Company, Dyersburg, Tenn., and J. A. Butcher, Butcher Amusement Company, Dyersburg, Tenn.

Boston

By CAMERON DEWAR

APRIL IN PARIS. David J. Bond, president of Trimount Automatic Sales Corporation, spent last week with his wife in Paris. Dave visited most of the operators and distributors around and spent some time with Jimmy Delarue, one of the leading distributors and operators in the French capital. Weather turned out just like New England, cold and damp. The Bonds will go on to Antwerp, where Dave will look in on many friends and customers.

Irwin Margold, holding the Trimount fort at home, says Arcade and kiddie ride equipment is picking up after a slow start. Reports Mutoscope's Rock and Roll and Williams Crane are going exceptionally well. . . . Russ Eckels, Trimount's background music system manager, setting up display for the Hotel & Restaurant Show here. Trimount's service manager, Bob Bourque, just became the proud papa of a bouncing boy.

Another traveling ambassador is Jerry Flatto, of Boston Record Distributors, who has landed in London with his new wife after their wedding in New York. Personable Jack Sager is carrying on for Jerry at the Washington Street establishment. Louis Blatt, of Atlas Distributors, using the Hotel & Restaurant Show as a showcase for the christening of the new AMI in these parts. Louis flies to Chicago to AMI headquarters and to take in the MOA convention. . . . Bob Jones, of Redd Distributors, really working now that the poor weather spell is over and is busy pushing out game shipments as fast as they come in. Redd is having a big play particularly with the new Bally Night Club and kiddie rides starting to boom. . . . Ed Ravreby, of Associated Amusements, reports United's Star Dust and Star Slugger taking a sudden upswing. In the midst of moving, Ed is trying to take care of the upswing in demand for Arcade equipment and kiddie rides. He and many others, including Dave Baker, of Melotone Music, Arlington, boarded the Chicago special. Al Robbins, Baker's partner, reports cigarette sales climbing again. Says patrons are getting used to putting 30 cents in vending units.



BAKER

Louis Magerer, of National Vendors, Inc., finds after a wide tour of the territory that cigarette machines have been converted to 30 cents in nearly 60 per cent of the locations. Louis says locations are doing much better volume as a result. . . . Down from the North last week buying games and music were Louis Taube and Jerry Lazar, of Manchester, N. H.; Durgin Noyes made the long trek from Presque Isle, Me. Up from Connecticut came Al Riquer, of Williamantic, and Charles Magenta, of Thompsonville. Bay Staters in the Hub were Ray Shea, of Worcester; Leo Dugas, of Athol; Al Dolins, of Hyannis, and Eddie DeWolfe, of Springfield.

New York

By AARON STERNFIELD

More than 30 members of the executive committee of the Coin Machine Division of the United Jewish Appeal met at the Henry Hudson Hotel Wednesday (2). Lou Boorstein, committee head, reported that

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.

May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.

May 10—Massachusetts Music Operators' Association monthly meeting, Beaconsfield Hotel, Brookline.

May 10—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield.

May 14—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.

May 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

May 22—Westchester Operators' Guild, fifth annual dinner, 42 Club Restaurant, Scarsdale, N. Y.

June 2—Regions X, XI, XII, National Automatic Merchandising Association, regional meeting, San Francisco Hotel, San Francisco.

June 2-3—Nebraska Music Guild, quarterly meeting, Pawnee Hotel, North Platte.

June 3-6—National Industrial Recreational Association Convention, Hotel Statler, New York.

June 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

June 5—California Music Merchants' Association, Los Angeles division, association headquarters, Los Angeles.

June 5—Washington Music Merchants' Association monthly meeting, association headquarters, Seattle.

June 6—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

June 6—Summit County Music Operators' Association, monthly meeting, Akron.

June 7—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

June 11—Wisconsin Music Merchants' Association, monthly meeting, Eau Claire, Wis.

June 13—Coin Machine Division's annual dinner for the United Jewish Appeal, Sheraton-Astor Hotel, New York.

June 22-23—West Virginia Music Operators' Association, directors meeting, Daniel Boone Hotel, Charleston.

contributions are running ahead of last year. Next committee meeting will be May 13 at the Henry Hudson.

Carl Pavesi, president of the Westchester Music Guild, is recovering from a recent illness. . . . Mrs. Rose Pollak, wife of Seymour Pollak, Tarrytown music operator, is on the mend after her recent operation. . . . The May meeting of the Westchester Operators' Guild has been changed from May 21 to May 14 because the organization's annual dinner will be held May 22. Ticket sales and journal ads are rolling in.

Mrs. Charles Brinkman, wife of the Rowe vice-president, recently presented her husband with a fourth child, a son. . . . Recent 10th Avenue visitors were William Coddington, Hurleyville, N. Y.; John Bulloch, Hurleyville, N. Y.; James Haley, Middletown, N. Y.; Tom Gobel, Beacon, N. Y.; Anthony Catonese, Suffern, N. Y., and Mrs. Gertrude Browne, Beacon, N. Y.

Hank Petteet, Wurlitzer field engineer, was in town visiting Joe Young and Abe Lipsky. . . . Murray Kaye, Atlantic-New York, reports sales of the Seeburg V200 going strong.

Milwaukee

By BENN OLLMAN

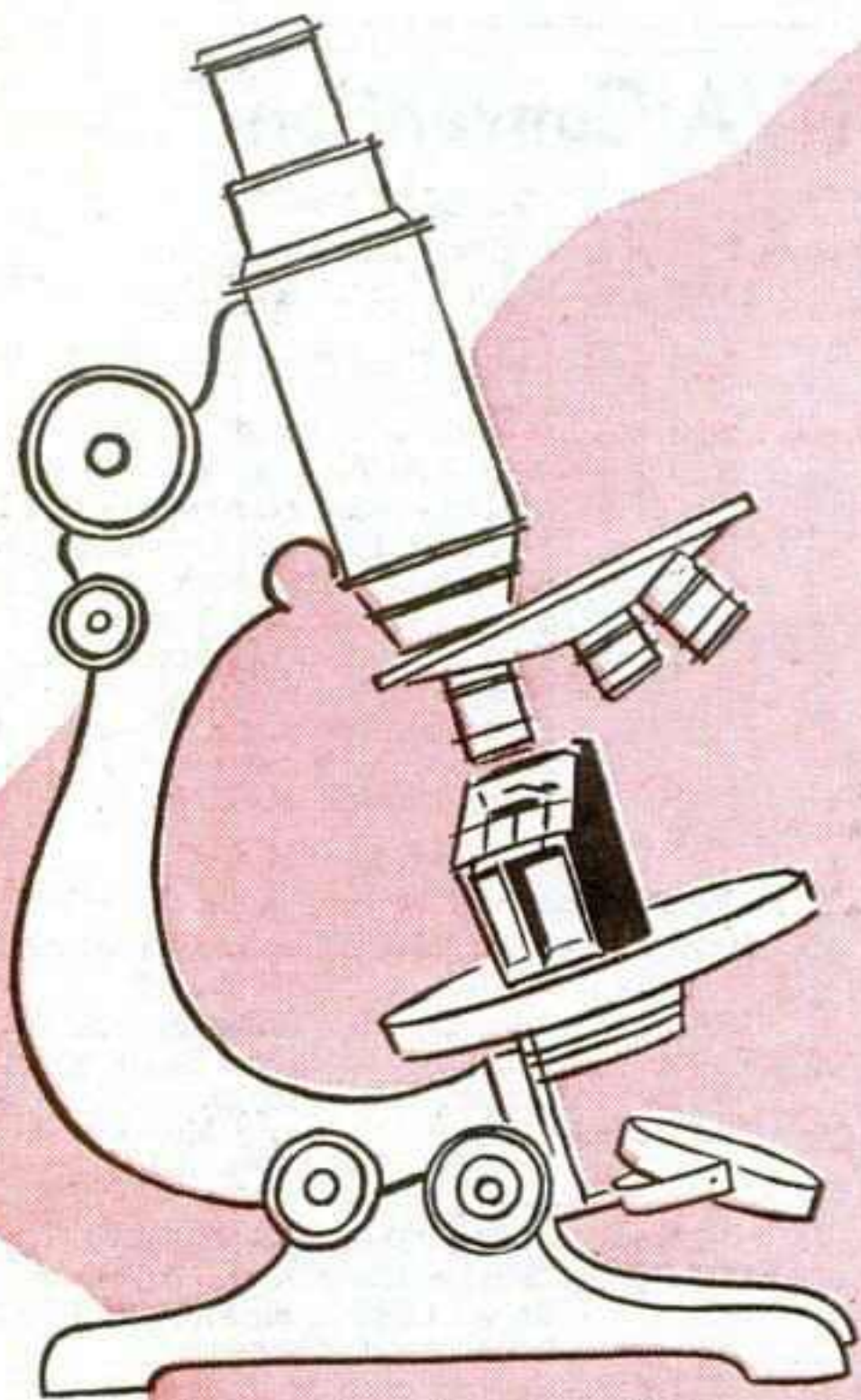
NEW GAL AT UNITED, INC. Ruth Beckman is the new front office gal at the United, Inc., Wurlitzer distributor office. . . . Mike Young, Soldiers Grove, and Bill Miller, Appleton, stopped by last week at Hastings Distributing Company for a few items needed on their routes.

Sam Hastings, back from a weekend of fishing with Clyde Nelson at the latter's Wolf River home, reports he landed a string of 18 good-sized walleyes. Clyde, he adds, is once again in the coin machine business. Nelson now has a small string of music and games equipment on location in the Fremont, Wis., area.

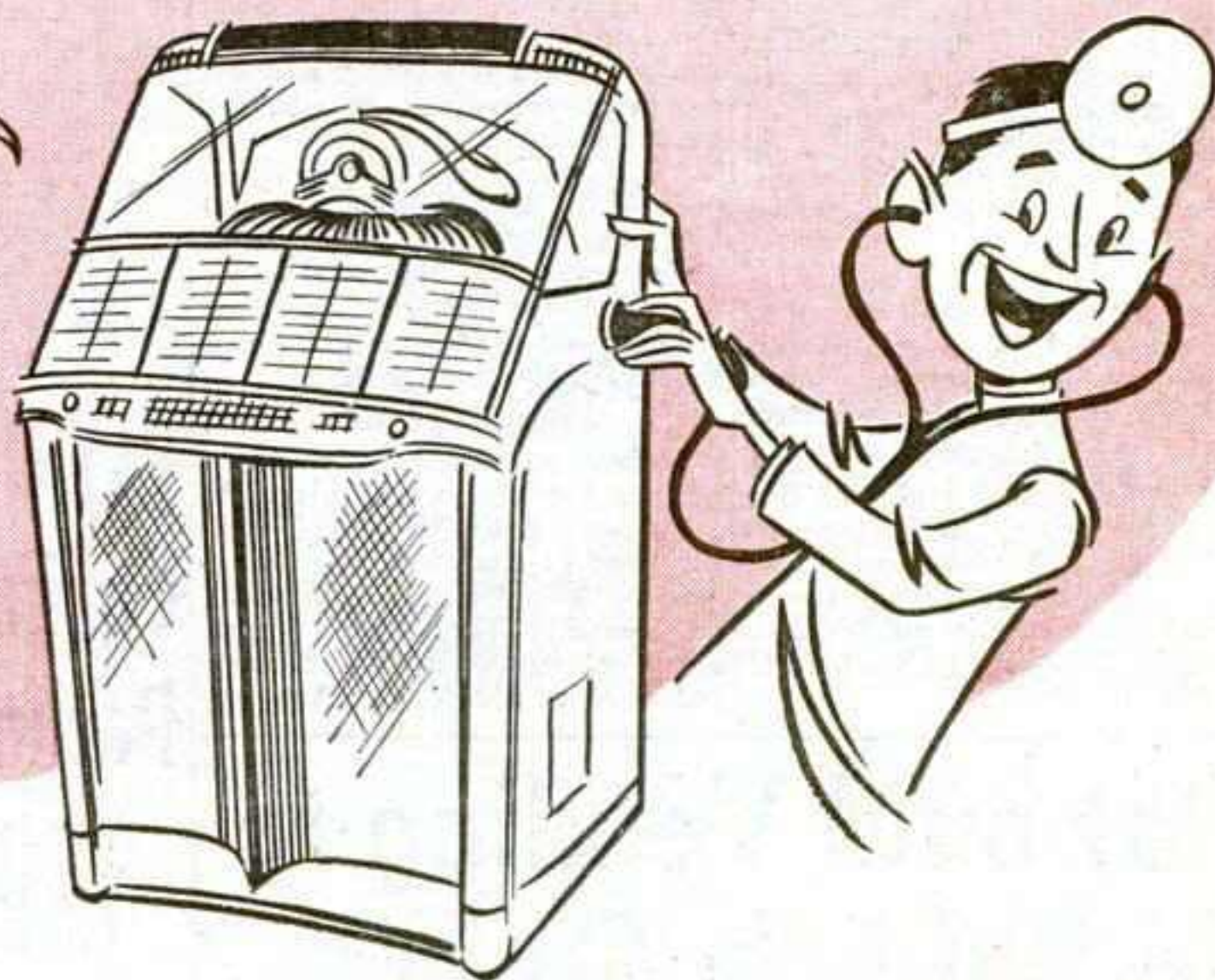
Recent stop-ins at the United, Inc., stronghold were Mrs. Oliver Williams and her son, Stanley, and his wife. They operate a route in the Bailey's Harbor, Wis., region in Door County. . . . Kenneth Crum, the new Paster Distributing Company salesman, is sending in nice batches of orders from the Northern Wisconsin territory, according to his boss, Sam Cooper. A visitor here last week was Ed Ratajack, AMI sales manager. He came up from his Chicago office to spend a day.

"Can You Find It in Your Heart," by Tony Bennett, is high on the list of music operators' preferences these days, according to Bill Farr, Columbia Records man. . . . Mr. and Mrs. Herb Gelger, of Geiger's Automatic Sales, journeyed up to Rochester, Minn., last weekend. Their daughter, winding up her first year of nursing training at St. Mary's School of Nursing, was to participate in capping ceremonies there, marking the event.

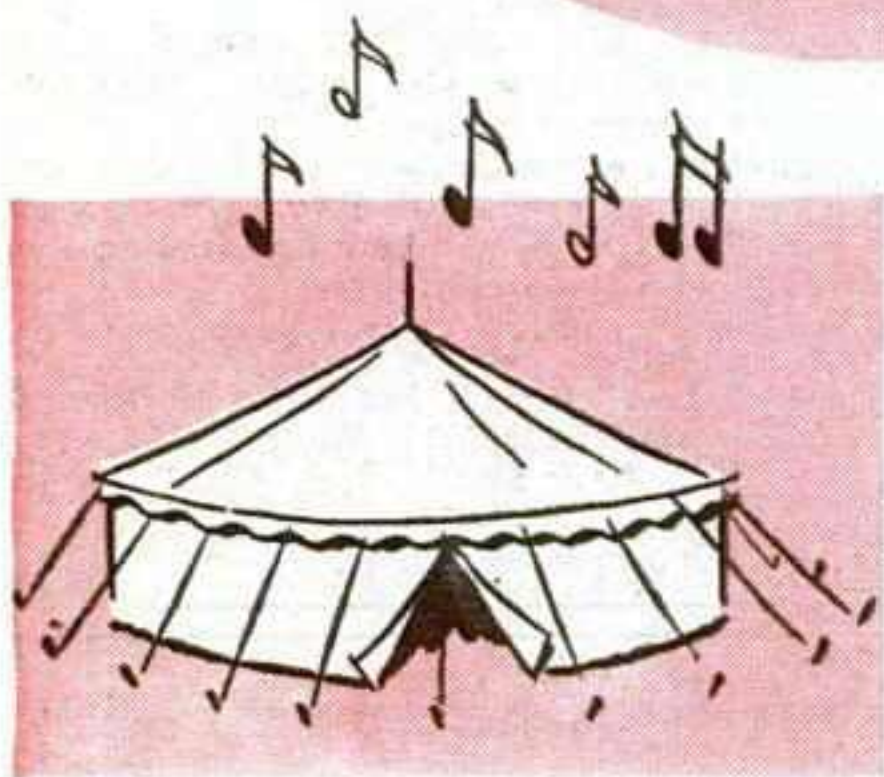
Johnny O'Brien, of Major Distributors, had a busy day escorting Miyoshi Umeki, new sensational Japanese jazz pianist on Mercury Records, and her manager, Edna Whiting, around to deejay appointments. They were plugging the artist's first release, "How Deep Is the Ocean" and "Why Talk?" . . . A group of local candy men are making plans to drive up to the Twin Cities for the Annual Gopher Candy Club Friendship dinner in May. They include Forrest Thibeau and Carl Lorenz, Sperry Candy Company; Dick Wall, Holloway's; brokers Joe Ritt and Bud Stiehm; Bob Morgan, Walter H. Johnson Company, and Joe Spasaro, Ziegler Chocolate Company.



A Careful Look



A Careful Listen



That's all you need to prove that for Quality Construction, Cabinet Beauty, true Hi-Fi Tone, this wonderful Wurlitzer has it over the rest like a tent.

See Us
at
BOOTH 6
at the
MOA
Convention



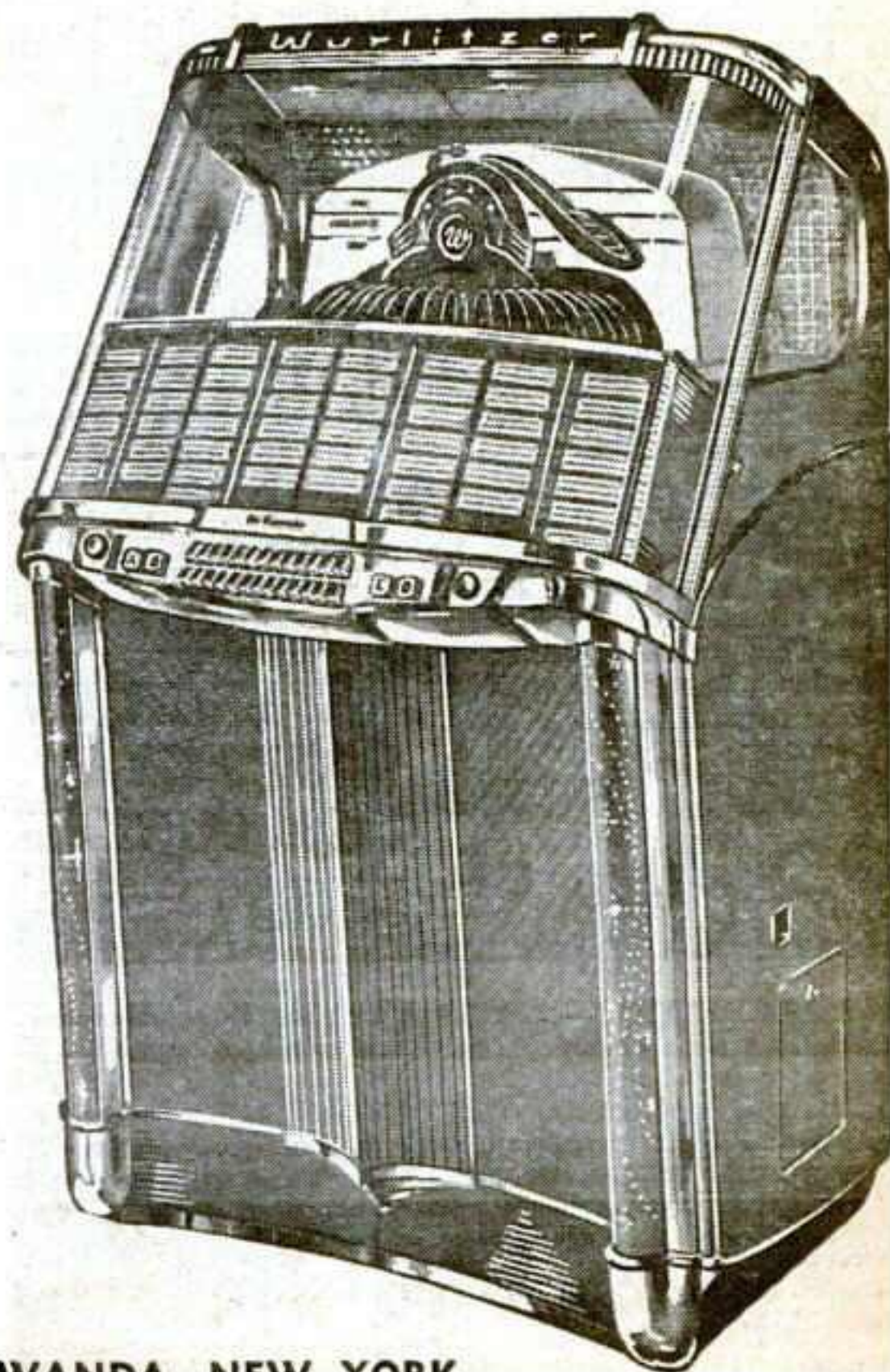
WURLITZER *Centennial*

MODEL 1900

HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT
AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK



Cold Dollar & Cent Facts To Key 6th NVA Convention

Confab Opens Thursday in Chicago; 7 Speakers Set; 23 Firms to Exhibit

By BILL MASLOWE

CHICAGO — From across the nation representatives of the bulk vending industry, operators, distributors, suppliers and manufacturers, will meet here this week at the Morrison Hotel for the sixth annual convention of the National Vendors' Association.

Bannered "Vendorama of '56," the four-day conclave gets under way Thursday (10), with seven speakers slated to discuss in detail every phase of the penny and nickel bulk vending industry, Paul Crisman, convention chairman, announced. (See program elsewhere in this section.)

Of great interest will be the exhibits, one of the most complete ever presented. Two manufacturers are to show new bulk venders for the first time, Crisman stated.

23 Exhibitors

At press time 23 exhibitors had been confirmed, including 10 equipment manufacturers, four product suppliers, seven charm firms and two trade publications. (See exhibitors listing elsewhere in this section.)

Three social events will highlight the convention. The "Kick-off" cocktail party at 8:30 p.m. Thursday in the Venetian Room; a buffet dinner, dance and entertainment program sponsored by Leaf Brands, Inc., Chicago, at 7:30 p.m. Saturday, and the "Farewell Brunch" at 11 a.m. Sunday.

Moe Mandell, New York, president of NVA, will officially open the business sessions at 10 a.m. Friday with a welcoming address. All meetings will be held in the Venetian Room.

While each speaker will dwell on a different subject, each will hit home with the "cold" dollar and cents facts pertinent to the welfare of the operators as well as pointing out the responsibilities of the distributor and manufacturer.

Friday's Speakers

Four speakers are scheduled to address the conclave Friday. At 10:15 a.m. Rolfe M. Lobell, vice-president in charge of sales, Leaf Brands, Inc., Chicago, will speak on "Security Thru Group Insurance." At 10:45 a.m. Irving Shepard, Shepard & Schwartz, Account-

ants, Chicago, will discuss "Proper Accounting Means More Profits." At 11:15 a.m. Milton T. Raynor, general counsel of NVA, Chicago, will discuss "Now Is the Time to Fight," and at 12:30 p.m. Robert Channa, director of advertising, Lion's International, Chicago, will speak on "Service Clubs, Gum Balls and Dollars."

Election of Officers

Election of officers for the ensuing year will open Friday's sessions at 10 a.m. Addressing the convention at 10:15 a.m. will be Harvey Carr, Coin Machine Journal, Chicago, on "A Look at Things to Come." At 11 a.m. Fred Brandstrader, former legislative counsel of the National Automatic

(Continued on page 132)

Cig Units Solve Chain Store One Package Sales

Venders Eliminate Pilferage, Step Up Traffic Flow

PHILADELPHIA—Thru installation of cigarette venders, Penn Fruit, a leading East Coast supermarket chain, has solved the problem of single pack sales in addition to stepping up traffic flow at its check-out counters.

Currently the chain has more than 60 vending machines installed in its 39 stores in Pennsylvania and New Jersey with plans calling for the installation of machines in its new stores in Maryland and Delaware.

In addition to saving time at the cashiers' counters, a spokesman for the supermarket disclosed:

"The cigarette machines have eliminated pilferage, the control of inventory and permitted us to dispense with the wire racks over the check-out counters."

Penn Fruit officials reported the firm purchased the machines from Arthur H. Du Grenier, Inc.

Logan Appoints Richard Boylan Gen. Sales Mgr.

CHICAGO — Richard (Dick) Boylan was named general sales manager for Logan Distributing Company here last week.

Jack Nelson, Logan owner, said Boylan will handle sales of the firm's vending machines, charm products and bulk vending supplies. Sales in these lines, according to Nelson, have been recently expanded.

Boylan, 31, a Chicago resident, has been with Logan nine months. Previously he was in the automotive field.

The firm, in its 10th anniversary year, has remodeled its showrooms to include a supermarket-type "serve-yourself" system for operators.

NVA Convention Program

Thursday, May 10

- 9:00 a.m.- 7:00 p.m.—Registration, sixth floor.
- 11:00 a.m.—Board of Directors Luncheon-Meeting, Parlor G.
- 1:30 p.m.—Ladies Committee Meeting, NVA Headquarters, Room 639.
- 4:00 p.m.- 7:00 p.m.—Exhibits open, sixth floor.
- 8:30 p.m.—"Kick-off" Cocktail Party, Venetian Room. (Music, dancing, entertainment, refreshments). Sponsors: Paul L. Price Company and Karl Guggenheim, Inc., both of New York; Northwestern Corporation, Morris, Ill.; Victor Vending Corporation, Chicago; Oak Manufacturing Company, Culver City, Calif.; Penny King Company, Pittsburgh; Plastic Processes, Inc., Freeport, N. Y., and Samuel Eppy & Company, Jamaica, L. I., N. Y.

Friday, May 11

- All business sessions will be held in the Venetian Room.
- 10:00 a.m.—Welcoming Address: Moe Mandell, president, NVA.
- 10:15 a.m.—"Security Thru Group Insurance" by Rolfe M. Lobell, vice-president in charge of sales, Leaf Brands, Inc., Chicago.
- 10:45 a.m.—"Proper Accounting Means More Profits" by Irving Shepard, Shepard & Schwartz, Accountants, Chicago.
- 12 noon—Movie: "Drop of a Coin."
- 12:30 p.m.—"Service Clubs, Gum Balls and Dollars" by Robert Channa, director of advertising, Lion's International, Chicago.
- 2:00 p.m.- 6:30 p.m.—Exhibits open, sixth floor.
- 7:30 p.m.—Hospitality Night in Exhibitors Suites.

Saturday, May 12

- All business sessions will be held in the Venetian Room.
- 10:00 a.m.—Election of officers.
- 10:15 a.m.—"A Look at Things to Come" by Harvey Carr, Coin Machine Journal, Chicago.
- 11:00 a.m.—"The Real Meaning of Industrywide Organization" by Fred Brandstrader, former National Automatic Merchandising Association legislative counsel, Chicago.
- 11:45 a.m.—"Operator's Potential Thru Diversification" by Frank Mencuri, vice-president, Exhibit Supply Company, Chicago.
- 12:15 p.m.—Open discussion.
- 2:00 p.m.- 6:00 p.m.—Exhibits open, sixth floor.
- 7:30 p.m.—Buffet Dinner by Leaf Brands, Inc., Chicago, by invitation only.

Sunday, May 13

- 11:00 a.m.—Farewell Brunch, Installation of Officers, and movie, "Wide, Wide World" by Rolfe M. Lobell, Leaf Brands, Inc., Chicago, Venetian Room.
- 2:30 p.m.-4:00 p.m.—Exhibits open, sixth floor.

National Vending to Be Publicly Owned

Firm Seeks Listing on Exchange; Merger In Works; \$20 Mil Volume Seen in '56

NEW YORK — The National Vending Corporation, parent company of the Continental Vending Corporation and 14 operating subsidiaries, is scheduled to be listed on one of the two major stock exchanges early in June.

The proposed entry will make a total of three automatic merchandising firms so listed. The other two are the ABC Vending Corporation and the Automatic Canteen Company of America, both on the New York Stock Exchange.

The Rowe Corporation had been listed on the American Stock Exchange, but, after its absorption by Canteen, the Rowe Corporation ceased to exist and the Rowe Manufacturing Company became one of the Canteen divisions.

National's bid for public ownership will come in the form of a merger with a firm already listed. The Billboard learned today (5). No further details about the proposed merger are available for publication.

National had its beginnings in the early 1930's, when Harold Roth started with a small cigarette operation. Today cigarette machines are the backbone of the firm's operating subsidiaries, with 15,000 units on location in metropolitan areas throughout the nation.

Most amazing growth tho, has been in the manufacture of the Corsair cigarette machine by Continental, with 8,000 units turned out between July, 1955, when the firm first went into production, and April, 1956. Current production is at the rate of from 18,000 to 20,000 units a year.

Complete Line

Last week Continental announced plans to go into the production on a complete line of food vending machines. Plant space in Westbury, L. I., will be doubled, with another 35,000 square feet to be added by the fall. The origi-

(Continued on page 130)

N. Y. COURT PUTS OKAY ON LOOK-SEE

NEW YORK — A story which appeared in the May 5 issue of The Billboard cited a recent New York court decision on the all-charm vending machine. Actually, the story was about the mixed charm and ball gum vender with the look-see viewer. The all-charm machine has been approved here for some time. The story should have pointed out that the charm-ball machine is legal providing the purchaser can see the item about to be dispensed.

Wiler Named Adv. Mgr. at Rudd-Melikian

PHILADELPHIA—Edward A. Wiler has been named advertising manager for Rudd-Melikian, Inc., manufacturer of hot drink vending machines. He replaces Jim Wickersham, who left to join the McCann-Erickson advertising agency on the Coca-Cola account.

Wiler had been sales promotion head. Moving into his old job is George Hopf Jr., formerly advertising manager at the Henry Disston Company.

NVA Exhibitor List

Equipment Manufacturers

- Atlas Manufacturing & Sales Company, 12220 Triskett Road, Cleveland.
- Dean Manufacturing Corporation, 2888 Archer Avenue, Chicago.
- Exhibit Supply Company, 4218 W. Lake Street, Chicago.
- Jennings & Company, 4307 W. Lake Street, Chicago.
- Midwest Postage Stamp Company, Inc., 533 S. Dearborn Street, Chicago.
- Northwestern Corporation, 916 Armstrong Street, Morris, Ill.
- Oak Manufacturing Company, 1411 Knightsbridge Avenue, Culver City, Calif.
- Victor Vending Corporation, 5701 W. Grand Avenue, Chicago.
- Williams Manufacturing Company, 4242 W. Fillmore Street, Chicago.
- World-Wide Manufacturing Company, 174 S. 17th Street, Pittsburgh.

Product Suppliers

- Beech-Nut Packing Company, Canajoharie, N. Y.
- Curtiss Candy Company, 1101 W. Belmont Avenue, Chicago.
- Leaf Brands, Inc., 1135 N. Cicero Avenue, Chicago.
- Ohio Gum Supply Company, P.O.B. 155, Wickliffe, O.

Charms

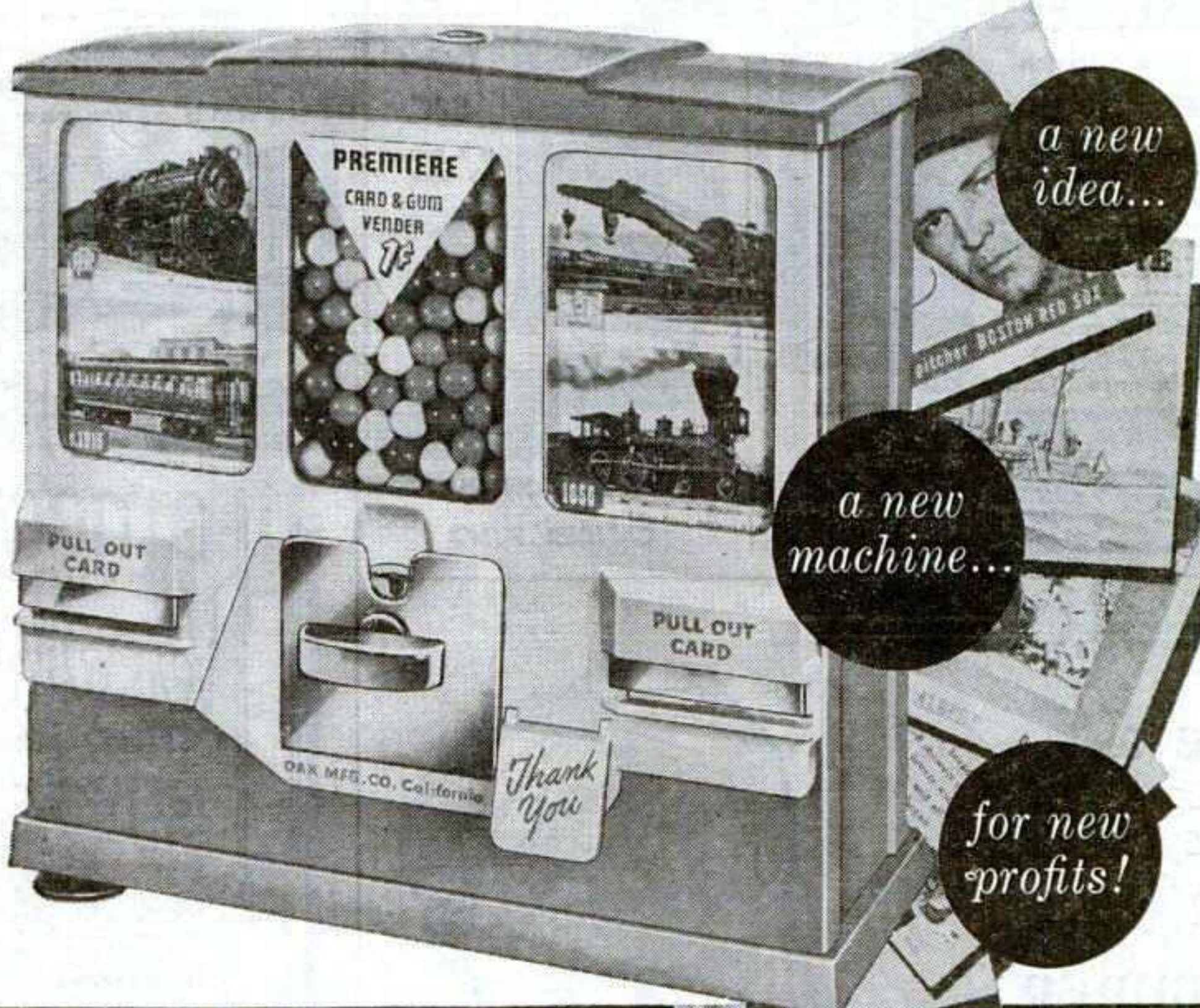
- M. J. Abelson Company, 2033 Fifth Avenue, Pittsburgh.
- L. M. Becker Vending, 124 E. Dewey Avenue, Brillion, Wis.
- Samuel Eppy & Company, Inc., 9-14 144th Place, Jamaica, L. I., N. Y.
- Karl Guggenheim, Inc., 33 Union Square, New York.
- Penny King Company, 2528 Mission Street, Pittsburgh.
- Plastic Processes, Inc., 83 Hanse Avenue, Freeport, N. Y.
- Paul A. Price Company, 53 Leonard Street, N. Y.
- Royal Coin Company, Inc., 47 W. 46th Street, N. Y.

Trade Publications

- The Billboard Publishing Company, 188 W. Randolph Street, Chicago.
- Coin Machine Journal, 407 S. Dearborn Street, Chicago.

...introducing OAK'S "PREMIERE"

Combination Ball Gum and Picture Card Vendor



a new idea...

a new machine...

for new profits!

Vends Ball Gum AND Bonus Colorful, Fact-filled Souvenir Trading Cards... BOTH FOR 1¢

Perfectly legal in every city in the U.S.A.

The new Oak's "Premiere" will be the kids' favorite the first time they see it. Souvenir Trading Cards on sports figures, ships, trains, etc., provide an educational hobby with the added fun of trading and collecting cards.

The Oak's "Premiere" was designed, engineered and produced by the Oak Mfg. Co., builders of the world famous line of Acorn vendors to provide long, trouble-free service.

Large Capacity

The "Premiere" holds 800 cards and 1000 ball gum.

Simplicity of Design

The "Premiere" was designed to provide maximum service with a minimum of servicing.

Cash Box Feature

The "Premiere" features a separate cash box to allow easy handling of collections.

Separately Locked Cash Box

This feature permits location owner to re-fill cards and ball gum in your absence.

Trouble-Free Coin Mechanism

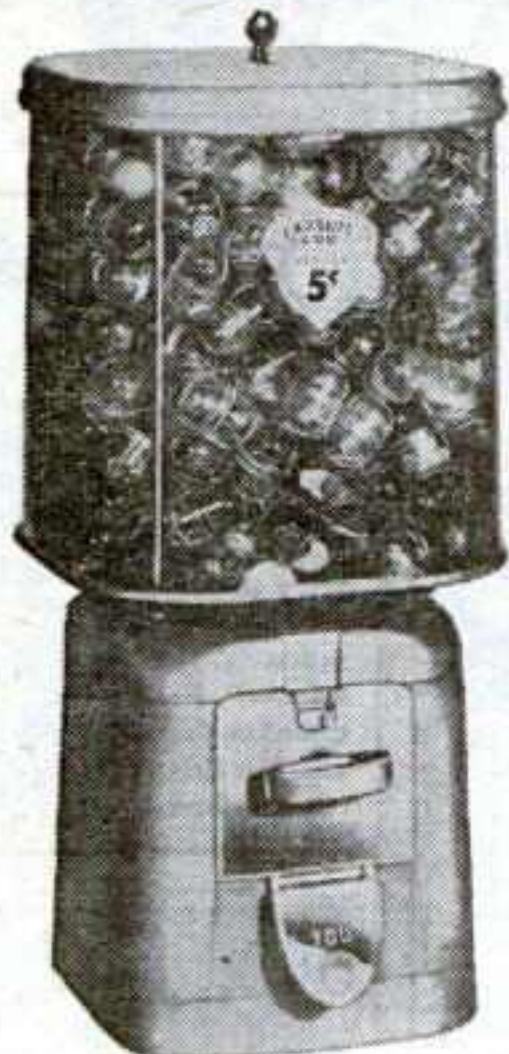
The "Premiere" has the same fool-proof coin mechanism that has been proved best in thousands of the famous "Acorn" Vendors.

from the makers
of the famous
ACORN
all purpose vendor

See it On Display At The National Vendors Assoc. Convention,
Booth #643, Hotel Morrison, Chicago, Ill. May 10-11-12-13

OAK'S FAMOUS "ACORN" ALL PURPOSE VENDOR

Here's the all-time favorite of the vending business. The "ACORN" 1¢ and 5¢ all purpose vendor vends all bulk merchandise—nuts, ball gum, candy, charms, etc. It's quality features include; polished, easy to clean merchandise chute, tamper proof with a pick-proof lock, rotates stock, fills from top through wide globe opening, dispenses from the bottom, die-cast aluminum precision built with all parts interchangeable and perfect fit. The "ACORN" provides positive merchandise agitation with an easy portion adjustment and all materials used have been approved by health authorities, can be used without fear of contamination. Guaranteed to be mechanically perfect and offers interchangeable coin control for penny, nickel, dime, quarter or foreign coins. The "ACORN" is one machine with virtually no depreciation—today's machine appears the same as the original model!



OAK'S NEW "400" CAPSULE VENDOR

Here is a die-cast precision built machine that provides easy servicing without crushing capsules or jamming because of half capsules. The "400" features a large capacity... approximately 400 capsules—for larger profits on each filling. All parts are interchangeable and fit perfectly, and the "400" is tamper proof with a pick-proof lock. The wide globe opening permits easy and fast filling and the "400" is shipped complete, ready to operate. Coin control is interchangeable for 1¢, 5¢, 10¢, 25¢ or foreign coins. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. The "400" Conversion Head fits your present standard Acorn Vendor!



OAK'S "GOLDMINE" TAB GUM SELECTOR

Vends all popular tab gum... Wrigley's, Adams, Beechnut, Chiclets, Charm candies, etc. Check these quality features; polished easy to clean merchandise chute, tamper proof with pick-proof lock, easy loading columns, merchandise rotates automatically, one piece plastic globe, merchandise can be seen from any angle, coin refused when column is empty, coin control interchangeable for penny, nickel, dime, quarter or foreign coins. The "GOLDMINE" is guaranteed mechanically perfect by the largest manufacturer in the world devoted exclusively to the manufacture of bulk vendors. The "GOLDMINE" is a die-cast aluminum precision built machine with all parts interchangeable and is shipped complete, ready to operate. One lock secures both money and merchandise and the "GOLDMINE" is extra easy to clean and service... it fills upright.

Contact Your Distributor

Pacific Coast Distributor
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave., Los Angeles

East & Midwest Gen. Sales Mgr.
M. J. ABELSON Phone: At 1-6478
2033 Fifth Ave., Pittsburgh

send for free illustrated catalog **oak** MANUFACTURING CO., INC.
11411 Knightsbridge Ave.
Culver City, Calif.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for

UNEDA IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS | **NATIONAL** 930, 950 750, 9A

ALL MODELS
Also • ROWE PRICE DIFFERENTIAL BARS
Available: • NEW CIGARETTE MAGAZINES (Containers)
for all DuGrenier and National Machines. Will vend King Size & Reg. in all Coins. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

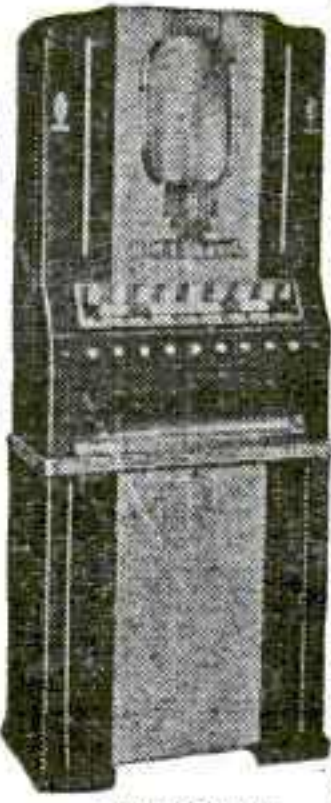
CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢, King or Reg.	130.00
Uneda Model E, 6 Cols., 180 Cap.	70.00
Uneda Model E, 8 Cols., 240 Cap.	75.00

All Equipment Unconditionally Guaranteed. COMPLETELY RECONDITIONED AND REFINISHED
Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • HEGEMAN 3-6295



NATIONAL
9-30
9 Cols., 270 Cap.
King Size or Reg.
SPECIAL!!!!
Only \$100.00

VICTOR'S SUPER MART VENDORAMA

(Trade Mark)



"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending.

Write for complete details and prices

BIRMINGHAM VENDING CO.
540 Second Avenue, N.
Birmingham 4, Alabama

GIVE TO DAMON RUNYON CANCER FUND

Hugh C. Howes Dies Suddenly

DETROIT—Hugh C. Howes, 48, vice-president in charge of vending for Howes-Shoemaker for a quarter of a century, died suddenly April 27 of a heart attack.

Prominently known in the industry, Howes was chairman of Region V, National Automatic Mer-

chandising Association, and a long time president of the Greater Detroit Cigarette Vending Machine Operators' Association.

Surviving are his widow, two daughters, and his father, B. L. Howes, president of the company.

Berny Koss, sales manager who has been with the firm for more than 20 years, has been elected to succeed Howes.

Cleveland Coin Machine Exchange, Inc.

Northwestern Corporation
Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

WE HAVE OAK'S NEW
"PREMIERE"
R. R. Whitehead
1075 Woodland Ave., S.E.
Atlanta, Ga.
OAK MFG. CO., INC., CULVER CITY, CALIF.

BE SURE TO VISIT
NORTHWESTERN ROOM 628 N. V. A. VENDORAMA

THERE ARE BIG PROFITS IN
GUM
GET YOUR SHARE WITH
Northwestern

PACKAGE GUM VENDER
This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB
You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

BALL
More profits with ball gum through the famous Northwestern JET. Vends ball gum and charms or capsules—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Also **NORTHWESTERN 49 NUT VENDER**
Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut
WIRE, WRITE or PHONE TODAY for Complete Details
THE NORTHWESTERN CORPORATION
828 East Armstrong Morris, Illinois

amco
SINCE 1900
Versatile
VENDOR
Versatile! That's the AMCO® line. If you have something to sell from vending machines, we have the unit for it. One-or-two-coin models. Sturdy. Easy to install. Mechanically trouble-free. Big capacity. Cash box has own lock. A small investment brings big returns — just ask another operator!
HARMON
MACHINE CO. INC.
Designers and Manufacturers of quality vending machines
write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR
BOX 147, WICHITA, KAN.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Perc.	7.95
N.W. #33 1¢ Perc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
ABT Guns	30.00
Acorn 1¢ or 5¢	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.74
Pistachio Nuts, Vendor's Mix	.67
Pistachio Nuts, Shell	.59
Cashew Whole	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 530 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rein Big Ball Gum, 40 ct., 140 ct., 170 ct., 210 ct., 206 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices.... Write

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

I see a BRIGHT future for you this summer!



Blumenthal's sensational new sugarshell, milk chocolate peanuts!

Here's the greatest vending item since penny gum. Joeys! The new, high-count-per-pound, sugarshell, chocolate covered peanuts. A wonderful summer vending item, IT CAN'T MELT! Minimum shipment: 200 lbs. Smaller shipments routed through your nearest distributor.

WRITE TODAY FOR FREE SAMPLES!



BLUMENTHAL BROS. CHOCOLATE CO.

Famous for Goobers, Raisinets, Sno-Caps and Malties

MARGARET & JAMES STREETS

PHILADELPHIA 37, PA.

A few excellent Joeys distributorships are still open in various sections of the country. Write for details today!

\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE. CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING
 Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

WE HAVE OAK'S NEW
"PREMIERE"
 T. & T. Vending Sales Co.
 2659 No. Racine Ave.
 Chicago 14, Ill.
 OAK MFG. CO., INC., CULVER CITY, CALIF.

CIGARETTE AND CANDY MACHINES
 Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prowar model	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prowar model	80.00
NATIONAL 9-18 CANDY, 162 capacity	75.00
ROWE 8-COLUMN CANDY, 120 capacity	60.00
DUGRENIER CHAMPION CIGARETTE, 11 column, king size	65.00
DUGRENIER "V" CIGARETTE, 7 column, king size	50.00
UNEEDA 6-COLUMN CIGARETTE, king size	45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.
NATIONAL VENDING SERVICE CO.
 308 Furman St. Brooklyn, N. Y.
 TRIangle 5-1857

Glass Containers Up
 Machine-made glass containers shipped during March totaled 12,170 thousand gross, an increase of 20 per cent from the February total and 8 per cent above shipments in March, 1955, according to Commerce Department.

BERNARD K. BITTERMAN
Northwestern Sales & Service
 4709 E. 27th Kansas City, Missouri

VICTOR Standard TOPPER 1c Ball Gum VENDOR
\$13.25 Each
\$12.75 Each
100 or More
 1/2 deposit on all orders

Lowest prices on Victor filled capsule items. Time Payment Plan.
 We have on display in our showrooms all Victor machines shown at N.V.A. Convention, Chicago, May 10-13.
FREE NEW CATALOG
 32 page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.
BERNARD K. BITTERMAN VICTOR VENDING
 Sales & Service
 4709 E. 27th, Kansas City, Missouri

The ONLY Console Ball Gum AND Package Charm Machine ON THE MARKET TODAY!
"VENDORAMA"

World Wide Manufacturing Company offers you VENDORAMA—a combination console vending machine that vends packaged charms AND ball gum! A ball gum is vended for every penny inserted. On every eighth penny . . . SURPRISE! Customers will love it . . . and fill it!
 VENDORAMA has four channels easy to remove and interchangeable. Fill machines on location or in your home! Don't forget your best salesman, the attractive display window in the cabinet featuring surprises that will spur sales.
 All charm boxes accurate in size: 2 1/2" x 2" x 1/2" . . . cash box slips in, slips out! All parts cadmium plated . . . no rust or corrosion. VENDORAMA gives you mechanical perfection without costly service calls.

See VENDORAMA at the N.V.A. Convention
 MORRISON HOTEL, CHICAGO, ROOM 606, May 10th to 13th

WORLD WIDE MANUFACTURING COMPANY
 174 SO. 17TH STREET PITTSBURGH 3, PA.

SENSATIONAL!
ALL NEW SUPER MART
\$29.50 each
 F.O.B. factory

UP TO \$8 ALLOWANCE ON ANY MACHINE
 In Trade for **VICTOR'S NEW SUPER MART!**
\$29.50
 WRITE TODAY!
 This Offer for Limited Time Only

Write us for the latest operating "know-how" to get machines empty within one week.
GRAFF VENDING SUPPLY CO.
 2817 W. Davis St. Dallas 2, Tex.
 Phone: WHitehall 2-8323

WORLD FAMOUS STANDARD TOPPER
\$13.25 each
\$12.75 100 or more

Finance plan available. Very liberal trade-in allowances on your obsolete vendors.
 * WEST COAST'S LARGEST SUPPLIERS OF CHARMS *
 Write For Complete List
STANDARD SPECIALTY CO.
 5115 E. 14th St., Oakland 1, Calif.

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 1/2" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.
 For Details and Prices Write, Wire, Phone Today
J. SCHOENBACH
 Factory Distributor of Advance Vending Machines
 1448 Bedford Ave., Brooklyn 28, N. Y.
 PResident 2-2900

ARLO Super-Locks protect your investment better than any other locks

Revolutionary, exclusive cylinder and key design

- Gives new, unheard-of protection against tampering.
- Stops duplicate key problems.
- Eliminates risks due to missing keys.
- You can change combinations—any time . . . Keep safe all the time!
- Saves lock replacement costs . . . just change combinations.
- No master keys to worry about—ever.
- Speeds and simplifies collections.

Hundreds of operators have standardized on Super-Locks for worry-free, profitable protection. Write for full information, prices, to:
ARLO LOCK CORPORATION
 5435 State Line Ave., Hammond, Indiana

Super-Locks protect your investment

GREAT VALUE! **BIG PROFIT!**

SOMETHING NEW! SOMETHING DIFFERENT!
Amazing "SNAP-BEADS"
 EACH BEAD FITS INTO THE NEXT WITH A SNAP!
IMMEDIATE DELIVERY
50 Colors and Mother of Pearl Finish 50
MORE FOR YOUR MONEY
 Large Size (3/8") Good Sellers!
JUMBO SIZE (1/2") BEST SELLERS!

New York Operators, contact **MOE MANDELL**
 California Operators, contact **SID BLOOM, OPERATORS VENDING CO., L. A.**

BELL **NOVELTY COMPANY**
 1540 BROAD ST., NORTH BELLMORE, N. Y.
 CASTLE 1-0122
 IVANHOE 9-7700

All the news of your industry every week in The Billboard . . .

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

GIVE TO DAMON RUNYON CANCER FUND

WE HAVE OAK'S NEW
"PREMIERE"

Standard Specialty Co.
5115 E. 14th St.
Oakland, Calif.

OAK MFG. CO., INC., CULVER CITY, CALIF.

GENUINE FOREIGN COINS!

The Wonderful New "Money-Maker" for

- VENDING MACHINES
- THEATER MATINEES (Giveaways)
- ADVERTISING & PREMIUM USE

\$6 to \$15 per thousand Coins
Over 25 Varieties Available.

WRITE FOR FREE PRICE LISTS. SEND \$1 FOR SAMPLES or \$15 FOR SAMPLE ASSORTMENT OF 1,000 COINS (5 Varieties) or \$18 (15 Varieties).

We also have genuine foreign paper money. Send \$10 for 1,000 piece mixture. All orders F.O.B., N. Y.

DON'T MISS OUR EXHIBIT at the N.V.A. CONVENTION MAY 10-13
Morrison Hotel, Chicago

ROYAL COIN CO., Inc.
WORLD'S LARGEST SUPPLIER OF FOREIGN COINS and CURRENCY
Dept. B-10, 47 West 46 St., N. Y. C.
JUdson 6-4689

Penny King Bows New Specs Charm

PITTSBURGH — The Penny King Company here has gone into production on Specs charms, which are 2.5 inches long but made of a rubbery plastic which can be folded and scotch-taped for bulk vending.

The firm has pioneered the use of plastic charms which may be folded so that large items may be dispensed thru vending wheels.

First such item was the Skeleton, followed by Your Old Man's Mustache and Buck Teeth.

WE HAVE OAK'S NEW
"PREMIERE"

Jack Schoenbach
1645 Bedford Ave.
Brooklyn 25, N. Y.

OAK MFG. CO., INC., CULVER CITY, CALIF.

It's a Fact!

Everyone knows that our "Smokay Joe" is the HOTTEST Charm Item in the field. Come to Chicago + see our newest **BEST SELLERS!**

Don't Miss Us at the NATIONAL VENDORS' ASS'N CONVENTION May 10-13.. Morrison Hotel, Chicago

PLASTIC PROCESSES FREEPORT, N. Y.

Nat'l Vending

Continued from page 126

nal factory, on a five-acre site, was built in 1955 at a cost of \$2,000,000.

Officers are Harold Roth, president; Robert S. Hirsch, secretary; Max Roth, treasurer; Alva L. Kahan, co-manager of sales; Dan Carr, co-manager of sales; William Danziger, chief engineer; Ralph Saltman, production manager; Lester A. Schuster, comptroller, and Herbert Sternberg, credit manager.

Roth is president of all operator subsidiaries and Hirsch is secretary. Local managers are subsidiary vice-presidents. Local subsidiaries, in order of dollar volume, operate the following six types of equipment: Cigarettes, music, candy, soft drinks, coffee and ice cream. Its cigarette operation is second only to Rowe's.

National's 1955 volume was about \$13,000,000, with anticipated income to hit \$20,000,000 this year.

WE HAVE OAK'S NEW
"PREMIERE"

Rake Coin Machine Exchange
609 Spring Garden St.
Philadelphia 23, Pa.

OAK MFG. CO., INC., CULVER CITY, CALIF.

AT BIG SAVINGS

BALL and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 26¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
S-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant a Newark 4, N. J.

VICTOR Standard TOPPER
\$53
Case of 4 SPECIAL!
FOR A LIMITED TIME
4 Standard TOPPERS plus
25 lbs. of Gum plus
1000 Best Grade Charm Mix
\$64

1/3 Deposit, Balance C.O.D.
CHAMPION NUT CO.
1194 Tremont St., Boston 20, Mass.

VISIT KEENEY'S BOOTHS 46-47-48 M.O.A. SHOW FIND OUT HOW

Keeney's 3 VENDERS

SOUP COFFEE SNACKS

BRING 3-WAY PROFITS!
★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "muser" with any hot or cold drink machine!

New! Keeney's HOT SOUP VENDER
300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS

Red or Gold Hammerloid

Keeney's 19 1/4" W. x 15 1/2" D. x 52" H.

Keeney's HOT COFFEE VENDER

Keeney's SNACK VENDER

Neutral Gold Color SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot or cold drink vender.

Red or Gold Hammerloid SIZE: 19 1/4" W. x 15 1/2" D. x 52" H. 300-Cup Capacity. All dry ingredients. Prices can be set from 5c to 10c. Returns change automatically.

Write FOR FREE CIRCULARS TODAY!
J. H. Keeney & CO. INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

SOMETHING NEW HAS BEEN ADDED

Northwestern
SELECTIVE TAB GUM VENDER

- Window shows empty columns.
- Interchangeable merchandise .. drum.
- Pre-load extra drums at home.
- Quick servicing on location.
- Giant capacity, 550 pieces.

\$28.95
ea. in lots of 100 or more.

Everything the operator needs

"EVER FRESH" Special Quality MIXED NUTS

Brand new for Bulk Vending operators. "Ever Fresh" nuts are packed in 5-lb. vacuum cans. These stay-fresh cans are filled with special quality mixed nut meats consisting of:

- 1 Red Skins
- 1 Blanched Virginias
- 450-count Small Cashews
- Cashew Butts

No spoilage—keep fresh for indefinite period.
"Not the Cheapest But the Best."
Guaranteed fresh at ALL TIMES.

SPECIAL
1-lb. EVER FRESH Mixed Nuts in cocktail size. Packed especially for Holiday Trade.

Save on shipping costs by ordering 100 lbs. or more, as freight rates are based on 100 lbs. or more. Write for prices.

Northwestern 49
NUT VENDER

Interchangeable Sani-Carry globe enables operator to service location in about 30 seconds. Displays merchandise to best advantage: invites sales. Metal carrying cap insures freshness of merchandise at all times; handle makes for easy carrying. Also available in Hot Nut.

\$17.75
in lots of 100 or more.

KING & COMPANY
2700 W. Lake Street, Chicago, Illinois. Tel.: KEdzie 3-3302

INTRODUCING ... N.V.A. SHOW ITEMS!

SPECTACLES GENIE LAMP RUBBER FINGERS OWL WITH JEWEL EYES NEW LARGE BABY SHOE PLATED SKULL WITH EYES

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 MISSION ST., PITTSBURGH 3, PA.

ON DISPLAY
NEW IMPROVED PENNY-NICKEL ATLAS MASTER

See Machines for All Type Vending Operations

amco®
SINCE 1900
SANITARY VENDOR

Accommodates flat packages up to 1/4 x 2 x 3 inches. 25c — or 50c coin mechanism.

Coin returned when machine is empty.

Separate cash box. Holds up to 160 packages.

HARMON MACHINE CO. INC.
BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

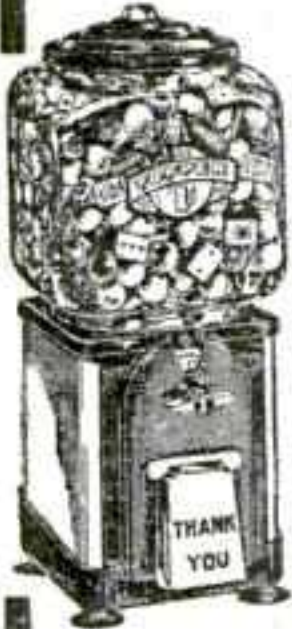
write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

VICTOR'S TOPPER

1c BALL GUM MACHINE

\$13.25 each

\$12.75 100 or more



AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

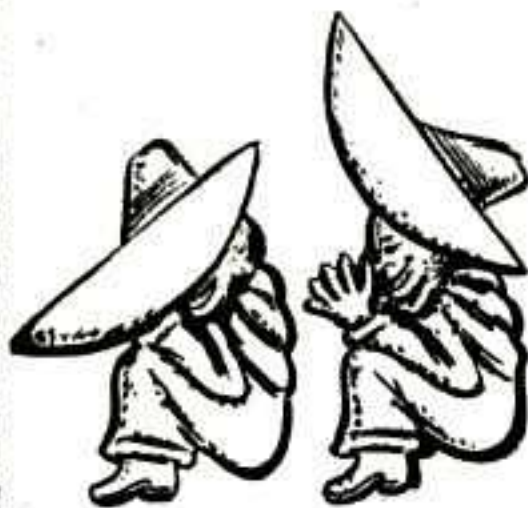
1/3 Deposit on All Orders

Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga. Phone: EMerson 4300

"NAUGHTY PEDRO"



HOTTEST NEW CHARM ON THE MARKET

SEE WHAT PEDRO IS DOING UNDER HIS HAT!

Great gimmick that will stimulate sales! Designed for multiple uses by the kiddies. Attractive two-tone color combinations. For bulk or capsule vending.

ONLY \$15.00 Per M

SEE WHAT PAUL PRICE HAS UNDER HIS HAT at the N. V. A. Convention

15 NEW HOT ITEMS!!

YOU WILL BE SURE OF THE BEST BY SEEING US FIRST

EXHIBIT ROOM 626 MORRISON HOTEL CHICAGO

paul a. Office co. inc. 55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

Bev-Vend to Launch Op Sales Campaign

CENTERVILLE, Md. — Bev-Vend, Inc., manufacturer of post-mix and pre-mix machines for sirup manufacturers, plans to launch a sales program to operators by July 1.

Bev-Vend's predecessor company, SerVit, Inc., of Dallas, was organized in 1953 and began making machines which were financed for operators by sirup companies.

The firm has made machines for Dr. Pepper, Coca-Cola and Pepsi-Cola. Early this year Bev-Vend went into production on pre-mix machines for Seven-Up and Dr. Pepper.

2,000 Machines

According to Jim Cain, Bev-Vend president, the firm has turned out 2,000 machines in two years of operation, with 300 of these pre-mix units produced in the last three months.

However, future production for direct operator sales will be confined to post-mix machines. Cain said that pre-mix sales, in the foreseeable future, will go exclusively to bottlers thru arrangements with sirup manufacturers.

When the firm goes into full production in July, Cain estimates that the factory will have a capacity of 5,000 machines a month on a three-shift basis.

Same as Before

The post-mix units will be the same as those previously produced for sirup manufacturers — a 400-cup-capacity single-flavor unit, and a 400-cup-capacity dual-flavor unit.

List for the dual-flavor machine is \$667. Broken down, it is \$618 for the unit with a 5-cent and 10-cent changemaker, another \$13.95 for a CO2 regulator, \$30 for a 25-cent changemaker, and another \$5 for a five-year guarantee on the condenser. The single-flavor machine sells for \$495 complete.

In production is a 200-cup capacity single-flavor pre-mix machine, while a 500-cup-capacity pre-mix unit is on test location. Plans call for a three-flavor pre-mix unit with a cup capacity of from 800 to 900 cups.

Sales Force

When operator production gets under way, sales will be handled directly thru the office here. Sales engineers have already been hired, and a direct sales force will be organized.

All equipment for Bev-Vend is made under contract by the Victor Products Corporation, Hagerstown, Md. Bev-Vend officers are Cain, president; Frank McCraw, vice-president and secretary, and W. O. Grove, vice-president and treasurer.

Gaiety Part Of NVA's '56 Convention

CHICAGO — Three social events will highlight the four-day convention of the National Vendors' Association here beginning this Thursday (10) at the Morrison Hotel.

The conclave will open on an informal note with the kick-off cocktail party, dance and entertainment program at 8:30 p.m. Thursday in the Venetian Room.

Sponsored by eight exhibitors, the cocktail party and dance, according to Paul Crisman, convention head, will permit members to renew acquaintances before settling down to serious business.

The second event will be the buffet dinner sponsored by Leaf Brands, Inc., Chicago, at 7:30 p.m. Saturday in the Cotillion Room. It will be by invitation only, with a gala program of dancing and comedy to follow the dinner.

Finally the convention will close also on an informal note with a Farewell Brunch at 11 a.m. Sunday in the Venetian Room. On the program will be the installation of new officers, and a movie, "Wide, Wide World," taken by Rolfe M. Lobell, Leaf Brands, Inc., on his recent tour around the world.

The sponsors of the "Kick-Off" party are: Paul L. Price Company and Karl Guggenheim, Inc., both of New York; Northwestern Corporation, Morris, Ill.; Victor Vending Corporation, Chicago; Oak Manufacturing Company, Culver City, Calif.; Penny King Company, Pittsburgh; Plastic Processes, Inc., Freeport, N. Y., and Samuel Eppy & Company, Jamaica, L. I., N. Y.

WE HAVE OAK'S NEW "PREMIERE" Operators Vending Machine Supply Co. 1023 So. Grand Ave. Los Angeles 15, Calif. OAK MFG. CO., INC., CULVER CITY, CALIF.

WE HAVE OAK'S NEW "PREMIERE" Oak Sales Co. 2033 Fifth Ave. Pittsburgh, Pa. OAK MFG. CO., INC., CULVER CITY, CALIF.

NORTHWESTERN MODEL 49 \$18.15 ea. ROASTERS AND SALTERS OF NUTS Everything for the operator. 1/3 Deposit, Balance C.O.D. ED FLANAGAN NORTHWESTERN SALES & SERVICE 1198 Tremont St., Boston 20, Mass.

WATCH OUR NEW WATCH CHARMS See Us at the N. V. A. CONVENTION Morrison Hotel CHICAGO May 10, 11, 12 and 13 ROOM 634 DON'T MISS SEEING OUR COMPLETE NEW LINES! Guggenheim 33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393

OPERATORS: GET BIG PROFITS—Fast Turnover with DEAN BALL PEN VENDERS

SEE DEAN BALL PEN VENDORS AT ROOM #689, MORRISON HOTEL, CHICAGO NVA CONVENTION, MAY 10-13

Repeat — Repeat Sales because your Vender will be selling Trimtest and Finest writing retractable ball pen that can be compared to the highest priced. Gay-colored barrels—red, pink, yellow, blue, white, etc.

A machine for operators. Made of heavy gauge metal with simple ejector for nuisance slugs made of cardboard, plastic, linoleum, etc.

Holds 100 pens; yet is only 5" deep by 8" wide and 13" high. Comes with suction cups for placing on counters and holes set for stand or wall mounting. Protects your locations . . . gets you new locations.

SEE the DEAN PEN VENDER and PENS at your distributor, or if there isn't a distributor in your area, please write, wire or phone

DEAN MANUFACTURING CORP.

Mfrs. of Ball Pens and Precision Fab. for the past 10 years

2888 Archer Ave. Chicago 8, Illinois Phone: Bl 7-3227



MAKE BIG MONEY OPERATING WITH Eppy's Newest Releases

ROCKING CHAIR Gold Vacuum-Plated \$15.25

FALSE FINGERTIPS (flesh) with Red Nails \$15.25

BOTTLENECK Clear Neck with Vac-Plated Crowns \$15.25

DONKEY & ELEPHANT PINS (Democrat & Republican) Gold Vacuum-Plated with Safety Pins. \$15.25

CHARM SERIES #10 Gold & Colored, Vacuum-Plated—Newest & Best of All. If you don't buy this you're off the beam. \$3.00

FISHBOWL Clear Plastic, Painted Fish \$15.25

Gold Vacuum-Plated FAUCET \$7.75

DICTIONARY also HOLY BIBLE \$15.25

All prices per 1,000 f.o.b. Jamaica, N. Y. Or: At Our Distributors EVERYBODY BEATS A PATH TO EPPY Room 632, Morrison Hotel, Chicago, Ill. HAPPY CONVENTION TO ALL!

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35, L. I., N. Y. GIVE TO DAMON RUNYON CANCER FUND

WE HAVE OAK'S NEW

"PREMIERE"



Master Sales, Inc.
1411 Fort Wayne Ave.
Dallas 3, Texas

OAK MFG. CO., INC., CULVER CITY, CALIF.

THE IDEAL SOUVENIR!
REAL WOODEN
NICKELS
with
Your Imprint

\$40.00
per thousand
(Retail at from
10c to 15c each)

Send \$1 for 20 Assorted Samples and
Our Latest Coin and Currency List!

ROYAL COIN CO., INC.
World's Largest Supplier of Foreign
Coins and Currency.
Dept. BW-4, 47 West 46th St.
New York, N. Y. JUdson 6-4689

**SPECIAL TREATS
FOR M'LADY AT
NVA CONCLAVE**

CHICAGO — M'lady attending "Vendorama of '56," the sixth annual convention of the National Vendors' Association this week, will be treated to a special showing of the latest women's wearing apparel and a demonstration in modern cooking.

A special tour has been arranged for 1 p.m. Friday of the modern kitchen display at the People's Gas, Light & Coke Company, which will be followed by a demonstration on cooking.

However, Saturday m'lady will be treated to a showing of the latest styles in apparel. At 11 a.m. they will be conducted on a "behind the tour" of Marshall Field & Company that will be followed by a fashion show and luncheon. Gifts will be presented to those making the trip.

WE HAVE OAK'S NEW

"PREMIERE"



Distributor for W. Va., Va., Md., Wash., D. C., & Del.:
Danco Coin Machine Co., 401 No. Gay St., Baltimore 31, Md.

OAK MFG. CO., INC., CULVER CITY, CALIF.

ATTENTION! VENDING OPERATORS!
Earn steady income with route of "FUN SHOPS." Fast selling tricks, jokes, puzzles, on metal display racks, for store counters. \$500 merchandise investment required. Write for full details!

D. ROBBINS & COMPANY
127-R West 17th St., New York 11, N. Y.

BULK VENDER HEADQUARTERS



- Everything in Vending Supplies.
- Serving Operators for over 10 years.
- New and Used Machines, Parts, Stands, Charms and Vending Merchandise.
- See us at N. V. A. Show Room 624 for the latest in vending.
- WRITE FOR OUR PRICE LISTS OR COME IN TO OUR SHOWROOM.

LOGAN DISTRIBUTING CO.
916 Milwaukee Ave. Chicago 22, Ill. Taylor 9-6150



SUPER MART VENDORAMA
Trade Mark

"SYMBOL OF PROGRESS IN THE BULK VENDING FIELD"
U. S. Patent Pending

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) gum.

SUPER MART offers you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profits! Super Mart will take over and capture the bulk of pennies and nickels played in other vendors in every location!

SIZE 9" x 9" x 19"

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 capsule 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.

Price **\$29.50** each
F.O.B. Chicago.

1/3 CERTIFIED DEPOSIT, BALANCE C.O.D.
Minimum Packing: 2 to the case.

BE FIRST IN YOUR LOCALITY TO TAKE OVER THE CHOICE LOCATIONS WITH THIS ENTIRELY DIFFERENT AND GREATEST OF ALL BULK VENDERS, SUPER MART . . . VENDORAMA OF THE FUTURE!

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois

Frostie to Plug Finance Plan on Drink Venders

BALTIMORE — The Frostie Company, manufacturer of root beer sirups, is shooting for a larger share of the vending market by promoting its finance plan to cup drink operators.

Tom DeCorse, Frostie vice-president and general manager, said the firm will continue with its policy of no direct sales to operators, with local Frostie franchised bottlers handling sirup sales.

Right now the firm has 184 franchised bottlers, with distribution in every section of the country except the Great Plains.

DeCorse said the finance plan would be handled thru local banks.

\$ & Cent Facts
Continued from page 126

Merchandising Association, Chicago, will discuss "The Real Meaning of Industrywide Organization," and at 11:45 a.m. Frank Mencuri, vice-president, Exhibit Supply Company, Chicago, will speak on "Operator's Potential Thru Diversification."

The business session will close with an open discussion on problems confronting the industry at 12:15 p.m.

Concluding the conclave will be the Farewell Brunch and installation of new officers at 11 a.m. Sunday at which Lobell will present a movie, "Wide, Wide World," taken on his recent trip around the world.

Peanut Supply Stable

Equivalent farmers' stock of uncleaned, unshelled peanuts totaled 831 million pounds on March 31, according to Agriculture Department. Total includes 2.3 million pounds of imported shelled peanuts, but excludes stocks on farms, shelled seed and shelled oil stock.

WE HAVE OAK'S NEW

"PREMIERE"



International Vending
111 Broadway
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OAK MFG. CO., INC., CULVER CITY, CALIF.

VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$13.25 Each

\$12.75 Each
100 or More

30 day money-back guarantee if not satisfied.

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
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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 5/8	19.00
40,000 size 5/8	35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

CHARMS
Try a bag of charms (450 to 500 charms)
\$3.20 per bag—Parcel Post Paid.

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

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Giving friendly service & liberal financing since 1910

RECONDITIONED VENDORS
All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

Silver King, 1c or 5c	\$ 8.50
N.W. Model 49, 1c or 5c	12.50
N.W. 39, 1c Porcelain	7.50
N.W. Deluxe, 1c or 5c Comb.	9.95
Masters 1c & 5c Comb.	9.95
Acorn 1c	9.95
Silver King 5c Hot Nut	9.95
Asco 5c Hot Nut	7.50
Mills 6 Col. Tab	17.50

Ajax 5c Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPECIAL price!

Pop Corn Sez—Clean, ready for location, 10c mechanism.

\$64.50 EA.

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ATTRACTIVE OUTSTANDING
Built to last for years. Perfect slug detection. Mechanism Closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) **\$24.50 ea.**
3 Col. Vender **\$32.50 ea.**

STAMP FOLDERS Very Low Prices.
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Distributors of Advance Vending Machines
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UP TO \$8 ALLOWANCE ON ANY MACHINE

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Packed 2 to case. Minimum 1 case. Get on our mailing list free! Full line Victor Capsules, etc.

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\$53

SPECIAL!
4 Standard TOPPERS plus 25 lbs. of Gum plus 1,000 CHARMS **\$64**

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THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, Beauty, Big Time, Coney Island, Dude Ranch, Frolic, Gayety, Gaytime, Hi-Fi, Ice Frolics, Miami Beach, Palm Beach, Spot Lite, Surf Club, Variety, Yacht Club) and GENCO (Golden Nugget, 2/53).

Table with columns: HIGH, LOW, Mean Average. Rows include GENCO (Golden Nugget, 2/53) and GOTTlieb (Arabian Nights, Diamond Lil, Flying High, Grand Slam, Guys & Dolls, Gypsy Queen, Happy Days, Lovely Lucy, Marble Queen, Pin Wheel, Poker Face, Queen of Hearts, Shindig, Skill Pool, Southern Belle, Stage Coach, Wishing Well).

Table with columns: HIGH, LOW, Mean Average. Rows include UNITED (Hawaii, Manhattan, Mexico, Pixie, Rio, Singapore, Tahiti, Triple Play) and WILLIAMS (Dealer '21', Peter Pan, Screamo, Struggle Buggle, Thunderbird, Times Square, Twenty Grand).

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated May 5, 1956)

ARCADE EQUIPMENT

- 1. SEEBURG—Coon Hunt
2. EVANS—Bat-A-Score
2. MUTOSCOPE—Drivenobile
2. BALLY—Moon Rides
3. GENCO—Basketball
3. GENCO—Rifle Gallery

MUSIC MACHINES

- 1. SEEBURG—M-100-B
2. SEEBURG—M-100-A
3. AMI—Model E-120
4. SEEBURG—Model-100-C
5. AMI—Model D-80

SHUFFLE GAMES

- 1. UNITED—Leader Shuffle Alley
2. UNITED—Imperial
2. UNITED—Royal
3. UNITED—Comet Targette
4. CHICAGO COIN—Hollywood

VENDING MACHINES

- 1. PX (10 Col.)
2. Acorn 5c or 1c
2. National 950
2. Northwestern 39, 1c
2. Northwestern Deluxe 1c & 5c
2. Northwestern 49, 1c
2. Silver King Hot Nut

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Surf Club
2. Hi-Fi
3. Yacht Club

GOTTlieb

- 1. Guys & Dolls
2. Poker Face
2. Southern Belle
2. Wishing Well

UNITED

- 1. Singapore
2. Triple Play
3. Pixie

WILLIAMS

- 1. Thunderbird
1. Dealer '21'
1. Screamo

ARCADE EQUIPMENT

CODE—AP—Auto Photo, B—Bally, CC—Chicago Coin, EV—Evans, Ex—Exhibit, G—Genco, Gh—Gottlieb, K—Keeney, M—Int'l Mutoscope, R—Roovers, S—Seeburg, Sc—Scientific, Sh—Shipman, T—Telecoin, U—United, W—Williams, Wa—Watling.

Table with columns: HIGH, LOW, Mean Average. Rows include ABT Challenger, Auto Photo (AP), Baseball, Basketball, Basketball (CC), Basketball Champ, Bat-A-Score (EV), Big Broncho, Big Inning (B), Big League Baseball, Bonus Gun (U), Carnival Deluxe (U), Carnival Gun (U), Coon Hunt (S), Dale Gun (Ex), Derby, 4 Player, Drivenobile (M), Flying Saucer (M), Goalie (CC), Gun Patrol (Ex), Home Run, 6 Player.

MUSIC MACHINES

Table with columns: HIGH, LOW, Mean Average. Rows include Jet Fighter (W), Jet Gun (Ex), Midget Movies (CC), Moon Rides (B), Photomatic (M), Pistol (CC), Pitch'm & Bat'm, Polar Hunt (W), Quarterbacks (C), Rife Gallery (G), Set Shot Basketball, Shoot the Bear (S), Shooting Gallery, Sidewalk Engineer, Six Shooter (Ex), Sky Gunner (G), Sky Rocket (G), Space Ranger (Deco), Space Ship, Speed Boat (B), Sportland (Ex), Standard Metal Typewriter, Super Home Run (CC), Super Jet (CC), Telequiz (T), Undersea Raider, Voice-O-Graph (M), Wild West (G).

MUSIC MACHINES

Table with columns: HIGH, LOW, Mean Average. Rows include AMI (Model B, Model D-80, Model E-120), ROCK-OLA (1436 A, 1438), SEEBURG (M-100-A, M-100-B, M-100-C), WURLITZER (1400), SHUFFLE GAMES (Ace Bowler, Advance Bowler, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe Shuffle Games, Carnival, Cascade, Chief, Classic).

Table with columns: HIGH, LOW, Mean Average. Rows include Clipper (U), Clipper Deluxe (U), Clover Shuffle (U), Comet Targette (U), Comet Deluxe (U), Criss-Cross (CC), Criss-Cross Targette Regular (CC), Diamond (K), Feature (CC), Fireball (CC), Flash (CC), Gold Cup (CC), Hollywood (CC), Imperial (U), Jet Bowler (B), King (CC), Leader Shuffle Alley (U), League Bowler (U), Lightning (U), Mars (U), Mercury Deluxe, 11th Frame (U), Mystic Bowler (B), Olympic (U), Pacemaker (K), Rainbow Shuffle, Royal (U), Shuffle Alley, 10 Player (K), 11th Frame, Shuffle Pool (G), Speedy (U), Starlite (CC), Super Frame (CC), Targette (U), Team Bowler (U), Triple Score Bowler (CC), Triple Strike Bowler (CC), Victory Bowler (B), Venus Bowler.

VENDING MACHINES

Table with columns: HIGH, LOW, Mean Average. Rows include Acorn 5c or 1c, National 950, Northwestern 39, 1c, Northwestern Deluxe 1c & 5c, Northwestern 49, 1c, PX (10 Col.), PX (8 Col.), PX (10 Col.), Row President (8 Col.), Silver King 5c, Silver King Hot Nut.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with the mean average listing.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

'Heartbreak' Tops MOA Show List

NEW YORK — "Heartbreak Hotel," with Elvis Presley on RCA-Victor, was chosen as the nation's favorite juke box disk Saturday night (5) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America. Regional favorites were "Moon-glow," with Morris Stoloff on Decca, West Coast; "The Happy Whistler," with Don Robertson on Capitol, East, and "The Stars and Stripes Forever Merengue," with Gloria Parker on Gloro, Midwest. Voted the most promising disks were "Too Close for Comfort," with Edye Gorme on Ampa, and "Standing On the Corner," with the Four Lads on Columbia.

COINMEN YOU KNOW

Detroit by HAL REVES NEW OP FIRMS ORGANIZED. Food-O-Matic, Inc., has been organized as a Michigan corporation to operate Heinz Soup Venders in the Detroit area. The company is headed by Howard Kirk as president and general manager. Kirk is also general manager of A & K Vending, of which Food-O-Matic will be an affiliate. . . . The Michigan Milk Company has been established by Charles J. Harris with offices in the Fort Wayne Hotel, to operate a route of cup-type milk venders. . . . A new juke firm here is the Top Music Company, headed by Charles G. Miloian and Edward Karapetian, newcomers to the business. They started with a small route, buying a portion of the route operated by Edward W. Lesinski under the name of Model Music Company. J. W. Meek, formerly a partner in Web Service, has withdrawn from the firm to form his own business, Special Services-Vending, which will consist of a diversified vending route. Headquarters will be shared with Web. Walter E. Button, who founded Web about five years

ago, remains as sole proprietor. . . . Guy L. Bieber, who formerly ran a music route in Miami about 10 years ago, and has been a manufacturers' agent since, is returning to the business, establishing the R & G Music Company in the western suburb of Inkster. He has purchased two established routes: The Dee Music Company and the Boyd Music Company. Alfred Jencka is reviving the name of the Imperial Music Company, at one time used by his brother, Felix F. Jencka, who operated a juke and game route in the suburb of Hamtramck. . . . Martin Siegel has joined his father, Samuel Siegel, in the coin business, forming a new partnership under the name of Ford Coin Machine Company, with offices in Highland Park. The father and son team is operating a mixed route of juke boxes and shuffleboards. Frank V. Koitek disposed of his tavern interest to go into the game field, starting with a small route of shuffleboards and pool games. Encouraged by results, he has decided to expand into the juke field, forming the Fireside Music Company, specializing in West Side locations. . . . Inspector Herbert W. Case, for years in charge of licensing activities, is a candidate for secretary of the Detroit Bowling Association. . . . The juke industry was represented at the testimonial dinner for James C. Hoffa, of the Teamsters' International, by Roy Small, conciliator of the United Music Operators, Pat Patton, Pat's Music, and William E. Bufalino, president of the Service Drivers' Local 985.

Baltimore Game, Music Collections At Record Level; Mostly 5-Cent Play

Location Loans Highest in Nation; With Pins Ruling Roost; Game Ops Adding Cigarettes

BALTIMORE — Nearly everybody connected with the coin machine business is making money here, particularly the location owners. Pinball machines, backbone of the industry here, are racking up more money than they ever have, and juke box collections are at a record level.

The only fly in the ointment is the tremendous amount of loan money outstanding to locations. While the practice of operators lending money to good stops is not unknown in the East, it apparently has reached a level here which

would stagger operators in other large cities.

One coin machine executive pointed out that a man can buy a bar in the city for \$10,000 without investing one cent of his own money. The entire grubstaking chore is handled by the operators.

Easy Credit

The prospective bar owner can sign long-term contracts with game, music and cigarette operators and come out of the transaction with enough money in the form of outright gifts and loans to cover the entire amount. One location reportedly owes \$28,000 to operators. Virtually all loans are at no interest.

But Baltimore operators aren't shelling out the large amounts of green just to act as fairy god-fathers to tavern owners. They have continued the practice because the locations are doing such a heavy business that they can afford to tie

up vast sums of money and still come out on top.

Dime play is virtually unknown here, and that goes for music and shuffle bowlers as well as pinball machines. Attitude of the average operator is that a fast nickel is better than a slow dime. And business is so good that nobody wants to risk location or customer wrath by making a change.

Game Insurance

Altho there are about 5,000 juke boxes on location in Baltimore, music is regarded by many operators as an accommodation—insurance for good game locations.

That doesn't mean that juke boxes aren't doing well. It's just that games are taking in so much more by comparison that operators think primarily in terms of pinball machines.

This situation mitigates strongly against 10-cent juke box play. It is
(Continued on page 136)

Gottlieb Ships Derby Day, New Five-Ball Game

CHICAGO — Timed with the running of the Kentucky Derby, May 5, D. Gottlieb & Company shipped a new five-ball pinball game, Derby Day, to distributors last week.

The single player unit has four ball targets and roll-overs that advance lights representing four horses to win, place and show positions.

The lights, in turn, set up a special ball hole for replays. Lining up all horses at any point in the "race" lights up a mid-playfield roll-over button for high scores.

Two flipper buttons are pushed by players to shoot balls back up the playfield for added action. The buttons are protected by new metal plates, now standard on Gottlieb pinballs.

Derby Day has two ball kicker mechanisms, a actionized ball bumper, all steel legs, plated side rail and cigarette holders. The backglass depicts a racing scene and records scores.

Fisher Adds New Pool Unit, Double Bank

CHICAGO — Fischer Sales & Manufacturing Company here added to their coin pool line a new one-side play all-mechanical game, Double Bank.

Players shoot balls from one end banking shots off cushions and bumpers at three playfield holes. Playfield bumpers form a "V", with wings of the "V" slanting back toward the cushions.

Object is to bank shots thru the bumpers, off cushions, and line up shots at the pockets. The game requires players to bank balls twice to score on any shot.

Each of two players or teams has five balls of red or white color to land in pockets to win the game.

Double Bank has the same dimensions as the regular bumper play game. A light fixture which attaches to the far end of the table is standard equipment. Light-up bumpers are available.

Double Bank is slated to be displayed at the Fischer booth at the Music Operators of America show here at the Morrison Hotel May 5-8.

Double-U to Move To New Quarters

\$300,000 Plant to Be Ready by June; More Lines, Export Trade Contemplated

BALTIMORE—The Double-U Sales Corporation will move into its new headquarters the second week of June, according to Harry Rosenberg, president of the firm.

Finishing touches are being applied to the interior of the building, which will cost the firm in the vicinity of \$300,000. Total space includes 20,000 square feet for showrooms, shops and offices, with an additional 10,000 square feet for storage.

Exterior of the building is rust iron brick, and all offices, shops and showroom space will be air-conditioned. Parking space for 60 cars will be provided.

Loading dock will be one of the largest in any coin machine distributorship in the nation, with space enough for a 32-foot trailer truck.

Rosenberg said the firm plans to take on additional lines when the move is complete. In the last two months Double-U has picked up Williams and Genco distributorships in addition to United, which it has held for some time.

What those lines will be are not

Mutoscope Set On Rock 'n' Roll

NEW YORK — The International Mutoscope Corporation is currently in full production on the Rock 'n' Roll maze game, with 1,000 units scheduled to be turned out in the next month.

The game consists of a playing field on which is a maze and holes. Object is to manipulate the field by hand controls so the ball can make the journey thru the maze without falling in any of the holes. The greater the progress toward this goal, the higher is the player's score.

Dimensions are 18 inches wide, 23 inches long and four feet high. List price is \$149.50. Sales will be

yet ready to be announced, but Rosenberg indicated that they may be other than coin games. He added, tho, that Double-U plans a serious re-entry into the export field.
(Continued on page 135)

Cincy, Toledo Pin Ops Await High Court Rule

TOLEDO—Pinball games are banned here under a new ordinance slated to take effect July 1. However, the situation could change with the decision in the Cincinnati case pending before the Ohio Supreme Court.

Last April 9, the Toledo City Council approved an ordinance outlawing pinballs and sacrificing \$200,000 in annual license fee income from the games.

Both proponents and opponents of pinballs here believe that the Toledo ordinance will be affected if the Supreme Court rules in favor of pinball operation in Cincinnati.

Toledo has licensed pinballs as "amusement devices" for about 20 years. Currently, pinballs are operating in the city under a special license covering them until June 30. The city has an estimated 1,000 pinballs.

Earlier the Toledo Council had voted down a proposed ban on pinballs, (The Billboard, April 7). But city groups continued to press for such legislation, and the council has unanimously passed the ordinance banning the games.

handled thru distributors, except that in areas without distributors, they will go thru the factory.

Larry Galante, Mutoscope executive, said that while the game can be used in Arcades, it was designed primarily for locations. He added that immediate deliveries can be made.

BLENDOW RUNS BLACK SALES CO.

NEW YORK—Al Blendow has resigned from Capitol Projectors to accept the manager-ship of the Black Sales Company, a new distributorship owned by Dave Simon. Blendow had been sales manager at Capitol and formerly had been an executive with the Meteor Machine Corporation. Simon refused to comment on the appointment or on the new distributorship.

Williams Bows Piccadilly, New Five-Ball Game

CHICAGO—Piccadilly, a new two-player five-ball pin game, was shipped to distributors this week by Williams Manufacturing Company.

The game combines roll-overs, ball bumpers, trip lanes and button-operated flippers to run up scores.

All playfield bumpers when hit are good for one point until made in rotation, when scores increase.

Knocking out lights in rotation ups bumper values from 1 to 20 points. Five bumpers are good for 10 points when lighted, as are two side roll-overs. Side lanes record five points apiece.

A special center hole scores 10 points and spots a number from 1 to 5 when lighted. Roll-over buttons add one point apiece to scores. Flippers are activated by players to shoot balls back up the playfield. The backglass records scores in large light-up numbers for two players.

Edolite Ships Pool Game With Match Features

Adds Match Play Table Tops for Op Conversions

DETROIT — Edolite Products, Inc., has begun shipments of a new coin pool game with light-up match play features. The game was to be exhibited by Edolite at the Music Operators of America show.

The game can be played as a two-hole table with match features, or as a two or three-hole table without match play. It's set to list at \$375.

Separate table tops with the match play features are also available for operator conversions. This will enable operators to revamp older model tables to include the match play features. Tops are set to list at \$175.

Isador Edelman, Edolite president, said the firm is also planning to introduce a slate top pool game in the near future.

Regular Play Model

The match play model is a regular-play game, with the exception that it has small playfield lights, numbered from 1 to 5 running along one of the side cushions and bumpers that light up at the bottom and-or the top, the latter counting for match scores when corresponding to the side lights. Winner of the game is credited with match scores made.

The game is simply wired for match scores and can be plugged in for match play by the operator. Two special meters prevent players from affecting undeserved match scores.

Chi Game Ops Sport CIAA Label at MOA

CHICAGO—The Chicago Independent Amusement Association, game operator group, last week distributed special identification labels to members to wear at the Music Operators of America show here.

CIAA hopes to encourage local operators to join the association during the industry get-together. Membership currently stands at 80.

Sam Greenberg, CIAA president, announced the next association meeting will be held Tuesday, May 15, in the Pine Room of the Congress Hotel, Chicago. A finance man is scheduled to address the operators.

Nyack Slate Launches Drive for Distributors

NYACK, N. Y.—The Nyack Slate Company, Inc., is currently lining up distributors to handle pool table top sales to coin machine operators. The firm has been in production two weeks and has shipped out 180 table tops.

Current plans call for weekly production of from 200 to 250 units, according to John L. Van Wyck, NSC president. Distributors named so far include Rex Amusement Company, Syracuse; Rowe Amusement Company, Troy, N. Y.; Redd Distributing Company, Bos-

ton; Al Simon, New York; Dave Rosen, Philadelphia, and Russ Carpenter, Chester, N. Y.

Van Wyck, a veteran Rockland County game operator, is associated in the venture with Joe Bosco, secretary, and Oscar Frahn, vice-president. Bosco, a music operator, purchased his route from Van Wyck.

Two Sizes

Slate table tops come in two sizes—32 inches by 48 inches list-
(Continued on page 135)

BAFFLES 8" Wall or Corner Style \$4.05 ea. Beautiful Futuristic Blonde or Mahogany Finish.		Bumper Pool Playfield Cloth. Strong, durable, nylon-wool, rubber-backed, 58" wide. Sold only in approx. 50-yd. bolts \$3.75 yd.	
Lite-Up Bumper Pool Conversion Kit, wired complete, Ea. \$10.00 New Lite-Up Bumper Table Tops, complete, Ea. 39.95 Transformers, Ea. 2.00 Clip-On Lamp Sockets, Ea.75 Complete stock of Parts and Supplies for all types of coin operated machines. Write for price list.	32" Short Cue Sticks, Ea. \$1.50 Jumbo Lite-Up Bumpers w/Nuts, Ea.49 Regular Lite-Up Bumpers w/Nuts, Ea.45 Plastic Cups, red, white or green, Ea.45	Champion Distributing Co. 3833 W. Division St. Phone: Chicago 51, Ill. Albany 2-3272	

SPRING SPECIALS

EQUIPMENT READY FOR LOCATION USE

BALLY YACHT CLUB	\$49.50	BALLY JET BOWLER	\$195.00
BALLY SURF CLUB	85.00	UNITED TEAM S. A.	119.50
BALLY DUDE RANCH	65.00	UNITED LEADER	119.50
BALLY SPOT LITE	39.50	UNITED BANNER	175.00
BALLY CONEY ISLAND	39.50	SENIOR POOL TABLES	149.50

WRITE FOR OUR COMPLETE LIST OF USEFUL TYPES OF ALL TYPES

LIEBERMAN MUSIC COMPANY

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WURLITZER 1800
IN GREAT CONDITION—JUST LIKE NEW!

NEW WURLITZER 100 PIANO
THIS PIANO IS BRAND NEW!

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WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS

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MAGNA-CORD CONSOLE	\$350
(Background Music Tape Recorder With Amplifier)	
A.M.I. MODEL "F"-120	675
WURLITZER 1800	695
WURLITZER 1400	275
ROCK-OLA COMET (120)	495
ROCK-OLA FIREBALL (120)	275

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Terms: 1/2 Dep., Bal. C.O.D.

ATLAS MUSIC COMPANY

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Sell your used Juke Box Records to the largest buyer in the Mid-West.

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Your ticket to

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the advertising columns of
THE BILLBOARD!

Emco to Bow Slate Top Pool

CHICAGO — Emco, newly formed coin game manufacturing firm (The Billboard, April 28) plans to have a new slate pool model on the market within the next 10 days.

Emco, headed by Edward Krynski, president, and Carl Johnson, sales and promotion, already have marketed a regular-play wood top coin pool game, and added a Senior model 18 inches longer than the regular game.

The Senior model will have pockets extended three inches from end rails.

Both the regular and Senior models have light-up bumpers, center hole for two or three hole play, and other standard features. Jumbo bumpers are to be added in the near future to all Emco games.

Johnson said the firm intends to add other new games to its line, including a variation of the standard pool game.

Chi Distribs Hold MOA Open House

CHICAGO—Amusement game distributors here are staging "open houses" during the Music Operators of America show here May 5-8, both at their coin machine headquarters and at suites in the Morrison Hotel, convention site.

Among the local distributors who will greet visiting coinmen at suites in the Morrison Hotel will be Empire Coin Machine Exchange, First Coin Machine Exchange, and Purveyor Distributing Company.

Columbus

Continued from page 134

that free-play pinballs are for gambling.

After an hour-long hearing enlivened by questions from the justices, the court took the case under advisement.

Appeals Earlier Ruling

The case came before the high court on an appeal of Joe Westerhaus, of Westerhaus Corporation, from a ruling by the Appellate Court that the games are "gambling devices." The Appellate Court had reversed an earlier Hamilton County Common Pleas Court ruling.

Westerhaus went to Common Pleas Court for a declaratory judgment on legality of free-play pins after Cincinnati passed a pinball licensing ordinance. Westerhaus also asked the Common Pleas Court for an injunction against possible seizure of his machines by the city.

Judge Charles Bell granted the injunction. The city of Cincinnati then appealed to the Eighth District Court of Appeals. The Appellate Court reversed Judge Bell, ruling the machines "gambling devices" and dissolving the injunction.

The High Court's ruling could determine whether pinballs which reward patrons with free games are "gambling devices" per se. There is no evidence before the court that free-play games have been used for gambling or that there have been payoffs in money or other prizes.

Robert N. Gorman, former Ohio Supreme Court Justice, and the Westerhaus attorney, argued: "The only question before this court is whether a free replay device converts a pinball into a gambling device."

Gorman added the action of the city is clearly outrageous in that "it is trying to ban all pinball games under a catch-all provision." He pointed out there are about 23 different types of pinballs now in operation.

Farrell argued that earlier court

Baltimore Game

Continued from page 134

estimated that only 5 per cent of the machines on location are straight 10 cents and three for a quarter. Another 19 per cent are 10 cents and five for a quarter or dime minimum and six for a quarter. The other 85 per cent are on nickel play.

Wash. and Va.

In neighboring Washington and Virginia the situation is somewhat different, due to stricter laws on pinballs of the bingo variety. Washington and Richmond are predominantly on dime play, as are the Northeastern counties of Virginia.

There are only a handful of 100 per cent music operators in the city. Most of the music is controlled by the same operators who have the games. Latest trend on the part of game operators is to add cigarettes so that one firm has everything on the location.

The average location in the city has three pin games and a phonograph, with a straight 50-50 split the normal commission arrangement. Front money and minimum guarantees are rare.

Industrial Growth

Basis for the coin machine boom here is the spectacular industrial growth in the area. New industries are moving in and employment and wages are the highest in the history of the region.

The increased prosperity, coupled with the fact that few new game and music locations are opening up, accounts somewhat for the intense competition among operators. Add in a dash of fat weekly takes and you have all the ingredients which account for the ardent wooing of tavern owners.

decisions have held that amusement is a thing of value, and free replays add the prize factor to the definition of gambling.

He added: "Anyone who plays these machines does so with the idea of a payoff. It's pretty obvious you don't put that much money in a machine just to win free games."

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CHICAGO—Jennings & Company, manufacturer of a dual-selection, 140-quart capacity milk vender, announced Wednesday (1) that it had appointed Harshe-Rotman, Inc., as public relation counsel for the firm.

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**Bally Preems
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CHICAGO — Magic-Pool, an electric pool game with a new approach to playfield shots, is being shipped to distributors this week by Bally Manufacturing Company.

Shooting from one end, players attempt to sink balls of opponents rather than their own color. Players use balls of their own color as cue balls to sink those of opponents.

Three red and three white balls are used in the game. Six playfield holes serve as shot targets. Magic-Pool list price is \$380.

With Bally's "color-detector totalizers," only opponent's balls sunk score for a player. A player sinking a ball of his own color sacrifices the automatic score to his opponent.

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A backglass at one end of the game keeps automatic scores for two players or teams. A center-playfield hole scores 10 points, two corner holes score 3 points each, hole at back-center 1 point, and a side hole 5 points.

The game begins by spotting an opponent's ball, hitting it with a ball of player's own color. First player to score 31 points is the winner.

Holes are guarded by bumpers, especially the center hole, which almost requires a bank shot to score on.

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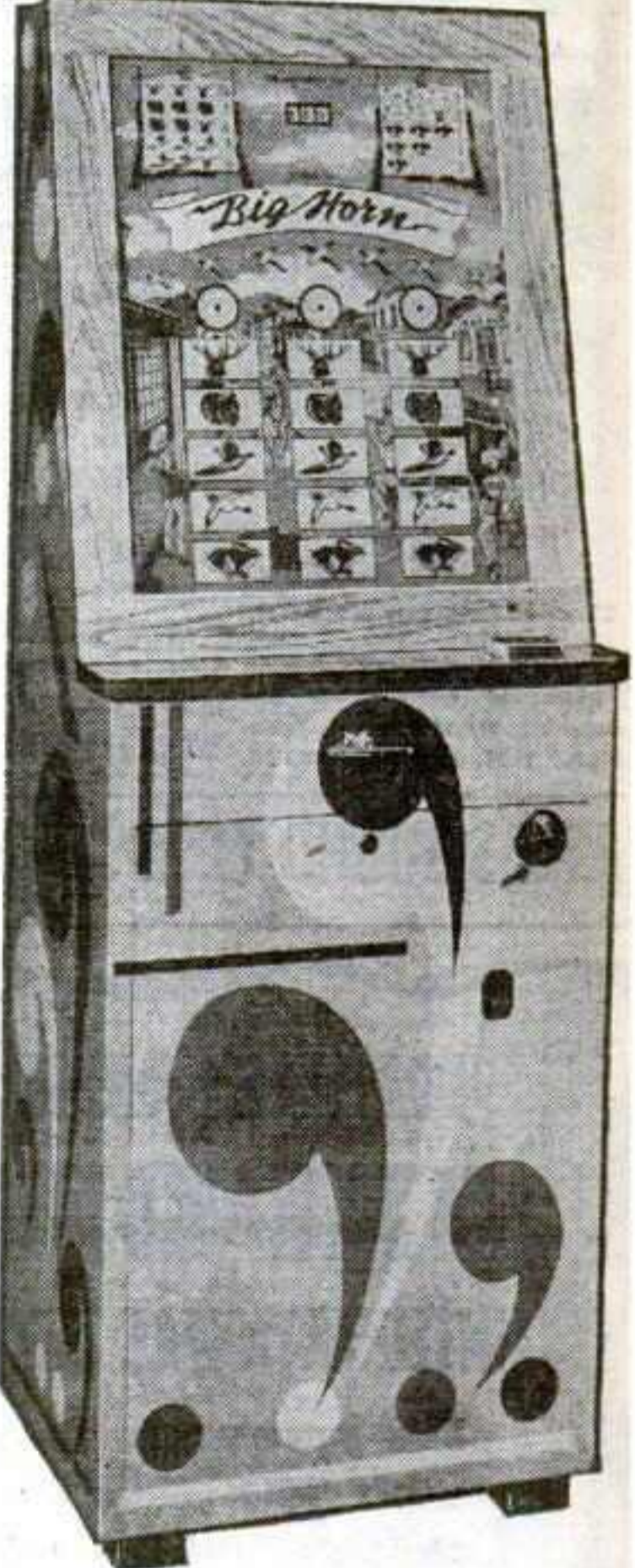
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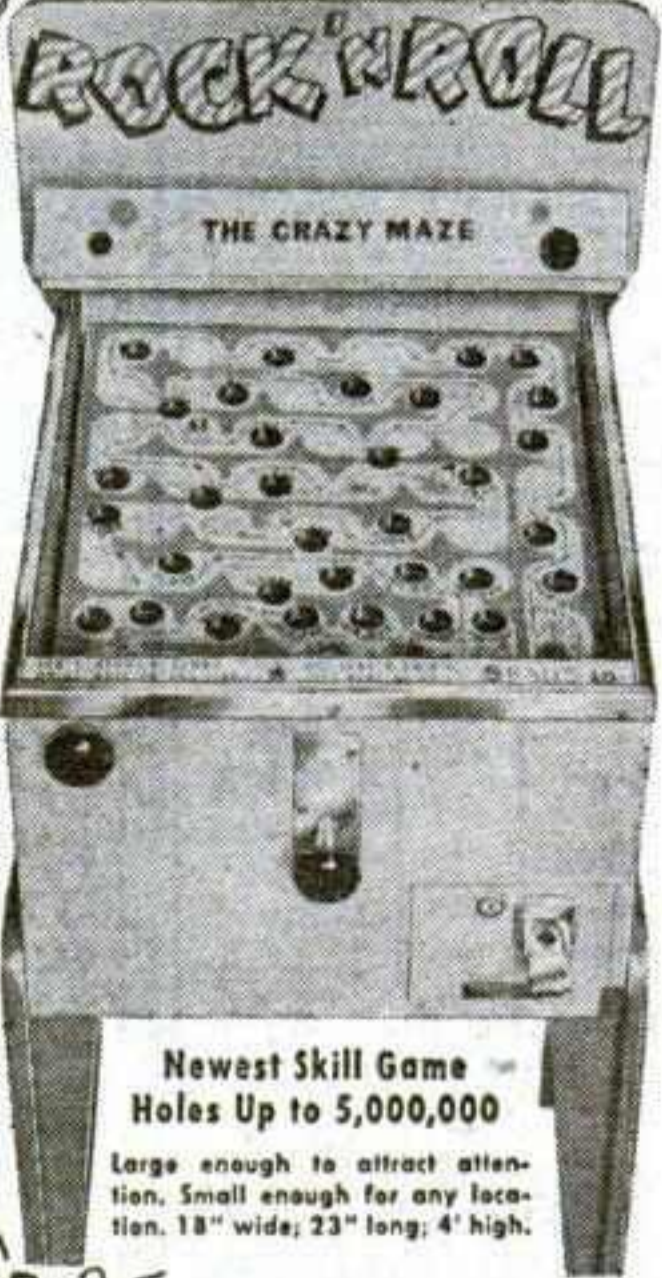
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gain of nearly 27 per cent were sales to cup vending machine operators and fountain outlets, Green reported. Net earnings were equal to 14.1 cents per share. Last year's earnings for the same period was 12.7 cents. It was the 26th consecutive quarter in which sales were higher than they were in the corresponding previous quarter.

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BIG TIME	\$315
GAYTIME	265
GAYSTY	195
VARIETY	195
ICE FROLICS	110
SURF CLUB	125
PALM SPRINGS	90
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Top Quality BALLS, 2 1/8"
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Size 12, 13 and Ass't Box of 50... **.85c**

NATIONAL 8 BALL CUE TIPS
Size 12, 13 and Ass't Box of 50... **\$1.50**

KIECKHEFER, 2 Oz., 35c Ea., **\$3.50 Dz.**
CUE CEMENT, 1 Oz., 20c Ea., **\$2.15 Dz.**

Satisfaction Guaranteed or Money Back!

PEACH STATE DIST. CO.

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DOUBLE YOUR PROFITS with

Keeneys' ARCADE AND FLICKER POOL

It's YOUR OPPORTUNITY—Mr. Operator—to DOUBLE your PROFITS with Keeneys' ARCADE and FLICKER POOL. Here's why they give your locations twice as much action:

ARCADE has changing values on all pockets with each ball scored. Scoring drums on litebox. One or two players, or two teams of players.

FLICKER POOL has changing pocket values of 100 to 600 by matching Flicker lites. Center Hole good for 600 with color lit. 3-Way toggle adjusts to regular Fascination Pool or Flicker Pool principle of play.

See Your Keeneys Distributor Today for These Two Fast-Moving Pool Tables.

WRITE—WIRE—PHONE

J. H. Keeneys & CO. INC.

2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS



See TV Tube Tester As Op Sales 'Extra'

DETROIT—VuAid Sales, Inc., here has developed a TV tube tester unit which it is offering to operators as an added means of location revenue.

According to the firm, operators can put these units on location, paying a commission to the location for selling the tubes.

BEST IN THE MIDDLE WEST

(USED)

POOL TABLES	\$125.00
Genco WILD WEST	325.00
Genco RIFLE GALLERY....	225.00
Genco QUARTERBACK....	245.00
Exhibit SPORTLAND	225.00
Chl. Coln SUPER HOME RUN	225.00
Gottlieb WISHING WELL ..	225.00
Gottlieb DIAMOND LIL ...	175.00
Gottlieb CROSSROADS....	95.00

LAM SOLOMONS - HARRY STEWARD
UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

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Now Delivering the Latest Models by UNITED—VALLEY—FISCHER
CONTACT US FOR THE VERY BEST DEALS

BINGOS

You name it—we have it
The very latest numbers
—Priced to Sell—

SHUFFLE ALLEYS

You name it—we have it
THE VERY LATEST MODELS
Priced to Sell

ARCADE EQUIPMENT

Bally Big Inning ...	\$ 85.00
C.C. 4-Pl. Home	175.00
Run	175.00
Pitch'm & Bat'm ..	125.00
Wms. DeLuxe	99.50
Baseball	150.00
Wms. World Series	75.00
Wms. Pennant	145.00
Baseball	35.00
Lite-A-League	395.00
Evans Bat-a-Score ..	150.00
Heavy Hitter	125.00
Star Super Slugger, new	250.00
Coon Hunt	125.00
Sbs. Bear Gun	250.00
Carnival	125.00
Bally Defender	50.00
C.C. Pistol	50.00
Dale Gun	175.00
Ex. Sportland	95.00
Ex. Gun Patrol	95.00
Ex. Six Shooter	95.00
Genco Sky Gunner	125.00
Silver Bullet	225.00
Ex. Jet Gun	185.00
Genco Rifle Gallery ..	125.00
Ex. Shooting Star	75.00
Champion Hockey	95.00
C.C. Hockey	195.00
C.C. Goalie	395.00
C.C. Basketball	350.00
K.O. Filter, new	100.00
Telequiz	130.00
Vibrators, F.S.	85.00
Fl. Model 13-W. Grip, new	95.00
Ex. Shooting Star	150.00
Shoe Brush-Up	175.00
Shoe Shine Mach.	275.00
Derby Rolls, used	50.00
Derby Rolls, new	475.00
Mut. Card Vendors	50.00
Phil. Toboggan (10)	50.00
Genco Bingo Rolls	195.00
Sidewalk Engineer	350.00
Mute. Photomat	

Auto Photo, newest Write

Balloonmat, new	\$395.00
Balloonmat, F.S.	345.00
Air Hockey	250.00
Keeneys Targ. Gun	195.00
Marz. Athletic Scale	65.00
Rock-N-Roll	145.00
Stand. Metal Typwr, FS	375.00
Voicegraph	325.00

WRITE US FOR COMPLETE LIST FIVE BALL PIN GAMES.

UPRITE & SPECIAL GAMES

Saddle & Turf (3)	\$275.00
(club model)	
Hunters (2)	295.00
Genco 400 (25)	49.00
Genco Gold Nugget	59.00
Circus	295.00

NEW—10 DERBY ROLLS ...\$250.00

MUSIC

Rock-Ola 46 (3)	\$ 50.00
Seeburg Sicum 200	295.00
Wur. 1500 (12)	175.00
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AMI 5/10s Wallbox	8.00
Buckley Wallbox	5.00
Packard Wallbox	5.00
Teardrop Speakers	150.00
AMI Model B	150.00

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LEHIGH 12-COL. NEW All-Coin Combinations (mechanical) ...\$235.00

National 930, used	\$ 95.00
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PX 10 Col.	115.00
Electro 8 Col.	95.00
Keeneys 7 Col. Elec.	135.00
Electro 10 Col.	165.00

All used equipment shipped and refinished with 25¢ and king size.

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Terms: 1/3 deposit with all orders, balance C.O.D.

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GUARANTEED EQUIPMENT

... looks and operates like new because it is thoroughly rebuilt and reconditioned by expert technicians. Davis location-ready equipment is ideal for your Summer-Spot. 6-Point phonographs are available converted to dime play, if requested. Have you written for your copy of the "10¢ Play Fact Sheet?"

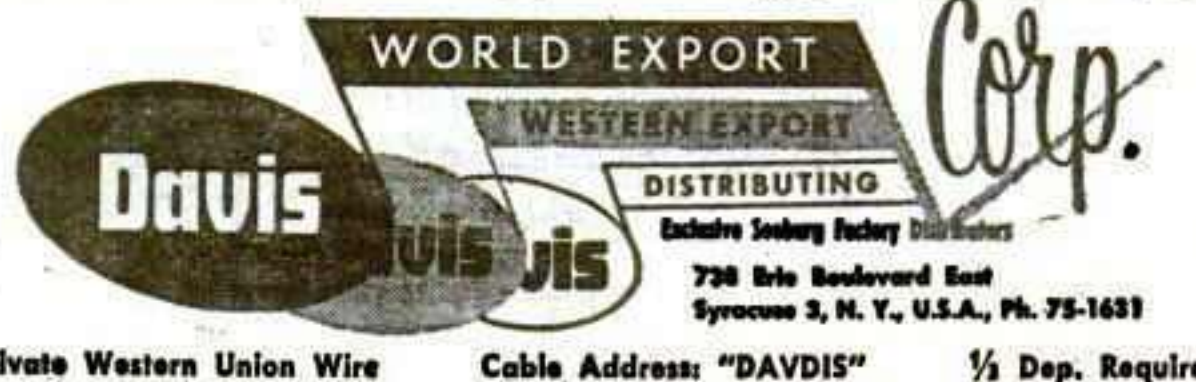
SEEBURG		AMI	
148ML	\$ 99	B	\$150
M100BL	475	D40	225
M100C	575	D80	319
WURLITZER		ROCK-OLA	
1800	\$695	1428	\$ 99
1700	575	1432	175
1600-1650	375	1434 45 R.P.M.	225
		1436 Fireball 120, 45 R.P.M.	259

WALL BOXES

SEEBURG 3W1 Hammerloid	\$55.00
SEEBURG 3W1 Chrome	75.00
SEEBURG 5c, 20 selection, 3-wire or wireless	4.95
SEEBURG 5c, 10c, 25c, 20 selection, 3-wire or wireless	14.95
SEEBURG 5c, 20 selection	4.95
SEEBURG 5c, 10c, 25c, 20 selection	14.95
WURLITZER 5207, 3 wire 104 selection	59.00
WURLITZER 5205, 3 wire 104 selection	55.00
WURLITZER 5204A, 3 wire 104 selection	50.00
WURLITZER 4820, 3 wire 48 selection	15.95
WURLITZER 3020, 3 wire 24 selection	9.95
WURLITZER 210 Stopper	9.95

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All currencies accepted: Franks, pound sterling, guilders, lire, marks, etc.



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Top Value Buys

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A-40	\$ 95.00	1432-50	\$135.00
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D-40	195.00	1446 Hi-Fi (like new) ...	595.00
WURLITZER		ROCK-OLA	
1250-48	\$ 95.00	Tone-O-Lior Speakers, ceiling	
1400-48	225.00	type regular \$59.50 ..	\$19.95
1550	295.00		
1650	385.00		

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Official size and weight • Cord-Rubber Hide • Cork and Rubber Center. Washable and retains shape. Slightly blemished. Ideal for all types of ball game operators.

\$3.60 per dozen
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CEILING DROP LIGHT FOR POOL TABLES

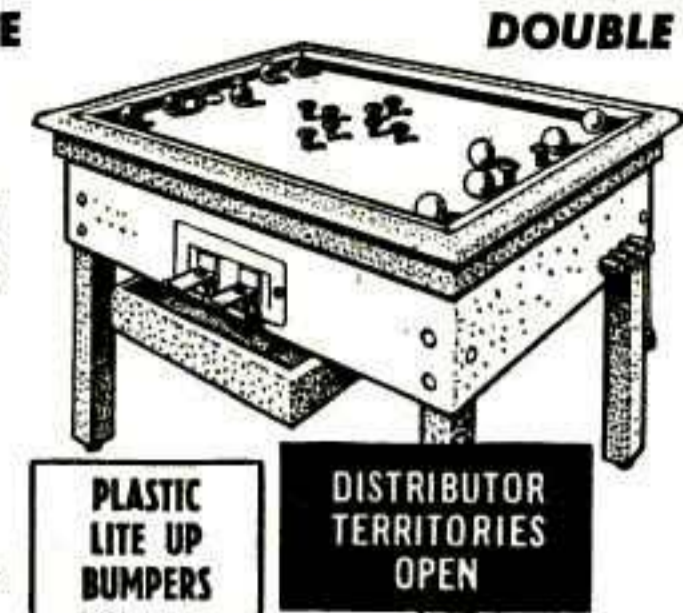
Created especially for these pool tables. Spreads light evenly over tables, no glare for players. Will increase the play 100%. Made with 10 ft. cord, completely assembled. Samples \$3.75 each, postage paid—\$36.00 per doz. F.O.B. Philadelphia.

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BUY YOUR POOL GAME EQUIPMENT DIRECT FROM HEADQUARTERS—OVER 30 YEARS' EXPERIENCE SUPPLYING BILLIARD TABLE EQUIPMENT—SERVICING MANUFACTURERS, SUPPLIERS AND OPERATORS

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Be sure to stop in and pay us a visit

Modernize your old style Pool Game Tables

With New Reconversion Playfields. The latest style beds to convert your obsolete tables at low cost. Be smart and save

RECONVERSION PLAYFIELDS COMPLETE

Cat. #130... Regular Size \$32.50 Cat. #140... King Size \$49.50
4 or more... 29.50 4 or more... 46.50

Table Beds, furnished with Imperial Grade Rubberback Billiard Cloth, installed on NOVOPLY Beds, LINED for 3 or 4-side play, with plastic lite-up bumper posts. State style. No. 130 REGULAR: Holes close to cushion. No. 131 SPECIAL: Holes away from cushion.

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Regular Size \$9.50 Jumbo or King Size \$10.50
Light system consists of transformer, post lamps, wiring, installed with cord set and plug.

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Regular	Jumbo or King Size
RUBBERBACK BEDS, Imperial	\$ 9.75 \$18.50
RUBBERBACK BEDS, Standard	7.85 15.50
RAIL CLOTH, Per Set, Triple A	5.45 7.35
RAIL CLOTH, Per Set, Special	3.85 5.75

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\$14.50 Per Table Bed

We will install new billiard cloth with hole rings within 48 hours after received. Remove bumpers, old cloth and hole rings. Simply tie bare table beds in bundle and ship express prepaid: If collect, we will add charges to bill. We will LINE Playfield, extra per bed \$ 4.50
Plastic Light-Up Bumpers installed, per bed 10.50

DO YOU HAVE DEAD RUBBER CUSHIONS?

Interchangeable Complete Set Rails \$15.75

Don't fret: complete set of LIVE rubber cushions installed on wood strips covered with Billiard Cloth. Simply screw New Rails on to your old table.

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Flashy—Top Quality Plastic Finish

Per 10-Ball Set	\$16.50
lots of 10 Sets	15.50
Solid Red or White Balls, Ea.	1.60
Cue Balls, Red or White w/spots, Ea.	2.00

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ELK MASTER, Per box 50	\$1.95
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ROYAL OAK, Per box 100	1.45
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TRIANGLE, Per box 50	.85
lots of 10 boxes, 75¢ box.	

State substitutions permissible where shortage exists.
COMPLETE PRICE LISTS AVAILABLE UPON REQUEST.
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WE ARE AS NEAR AS YOUR PHONE OR MAIL BOX

TERMS: MINIMUM ORDER \$5.00. C.O.D. ORDERS 25% deposit. 2% Cash Discount on all prepaid orders. All prepaid orders desired parcel post, please include postage. Overpayments will be promptly refunded. Guaranteed Satisfaction. ORDER WITH CONFIDENCE. Quotations of unlisted items upon request.

MARVEL Billiard Supply Company

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ADVANCE POOL	CHAMPION POOL
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ROCK 'N' ROLL, \$149.50

K. O. CHAMP	MYSTIC SWAMI
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See Us at the MORRISON HOTEL in our Hospitality Suite!

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FIRST-Conditioned CHICAGO COIN

*HOLLYWOOD	\$295
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BONUS SCORE	295
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FLASH	195
CR. CR. TARGET	185
FEATURE	185
*STARLIGHT	175
SUPER FRAME	165
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*GOLD CUP	115
TRIPLE SCORE	85
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UNITED

*DeL. CAPITOL	\$315
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*DOMINO	75
CARNIVAL	65
10 PLAYER	55
6 PLAYER	45

BALLY

JET BOWLER \$195

GENCO

MATCH POOL 75
*Indicates Match Play

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GAYTIME	275
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SURF CLUB	125
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POOL GAMES

NEW

EXHIBIT'S SPANISH POOL

An entirely new innovation in pool game play. By the Manufacturers who brought you Skill Pool!

Immediate Delivery on All New POOL GAMES Listed Above



FIRST-Conditioned COMPLETELY REFINISHED LIKE NEW

TOP FRAMES scraped, sanded, stained, lacquered. Complete with 4 Cue Sticks, Ball, Chalk, Instructive Card. Ready for location!

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Chi. Coin CROWN POOL	125
Keeney FASCINATION POOL	125
Genco TOURNAMENT POOL	125
Fischer CUE-STAR (late)	95
Wms. BANK POOL	125
Bally DELUXE POOL (Hinged Top)	140
Exh. 84 DELUXE POOL (Hinged Top)	140
Chi. Coin HOOLIGAN POOL	235

NEW "SPORT POOL" PLAYFIELDS

NOW YOU CAN BRING YOUR EARLY GAMES UP TO DATE WITH THE FINEST NEW PLAYFIELD TOPS. DO NOT CONFUSE "SPORT POOL" PLAYFIELDS WITH ORDINARY REPLACEMENT PLAYFIELDS.

MANY EXCLUSIVE FEATURES!

Only \$35 **\$31.50 EACH**
(Complete without lights) 5 or More

For Light-Up Bumpers, add \$10 per top. King Size Tops, \$10 additional.

INSIST ON GENUINE "SPORT POOL" PLAYFIELDS!

TERMS: 1/3 deposit, balance sight draft or C.O.D.

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FIRST-Conditioned

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Wms. BIG LEAGUE BASEBALL	175
Chi. Coin HOME RUN	175
Mut. DRIVEMOBILE	165
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Mut. SUPER BOMBER	145
Cap. MIDGET MOVIES	135
Mut. SKY FIGHTER	135
Chi. Coin 4 PLAYER DERBY	125
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Evans BAT-A-SCORE	115
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Evans TEN STRIKE	85
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ZINGO	65
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Palm Springs	100.00
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ARCADE

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Genco Sky Rocket	345.00
Genco Sky Gunner	99.50
Bear Gun	125.00
Coon Hunt	195.00
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Ex. Gun Patrol	94.50
United Carnival	225.00
United Bonus Gun	275.00
United Jungle Gun	175.00
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Muto. Voice o Graph	350.00
Chi Coin 4-Player Derby	150.00
Chi Coin Basketball Champ	195.00
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Evans Bat-a-Score	145.00
Richman Air Hockey	325.00
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FOR SALE
RECONDITIONED POOL TABLES
\$135.00

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WANTED TO BUY
BALLY ABC BOWLERS

MUSIC

AMI F-120	\$695.00
AMI Model A	99.50
Seeburg HM 100A	275.00
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Wurlitzer 1500A, 45 RPM	295.00
Wurlitzer 1500, 45 RPM	225.00
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Inside work—Must be reliable
Leading Chicago Distributor
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METAL TYPERS

Uses Only
18"x18" Space

Brings in Dimes
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Exclusive
Distributor
For

ROCK-OLA

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Bally Magic Bowler	275.00
Bally Champion	125.00
Keeney Pacemaker	65.00
Keeney Bonus	75.00
Keeney Bikini	150.00
United Imperial Bowler	65.00
United 6-Play Star	45.00
United Deluxe Comet Targette	125.00
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Bally Broadway	525.00
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Gayety	195.00
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Hi-Fi	99.50
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Chi Coin Criss Cross Target \$ 75.00

MUSIC

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Rock-Ola 1438 Comet, 120 Select	499.50
Rock-Ola 1436 Fireball	249.50
Seeburg M100B	399.50

ARCADE

Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write
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Genco 2-Pl. Basketball (extra clean)	139.50



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Distributing, Inc.

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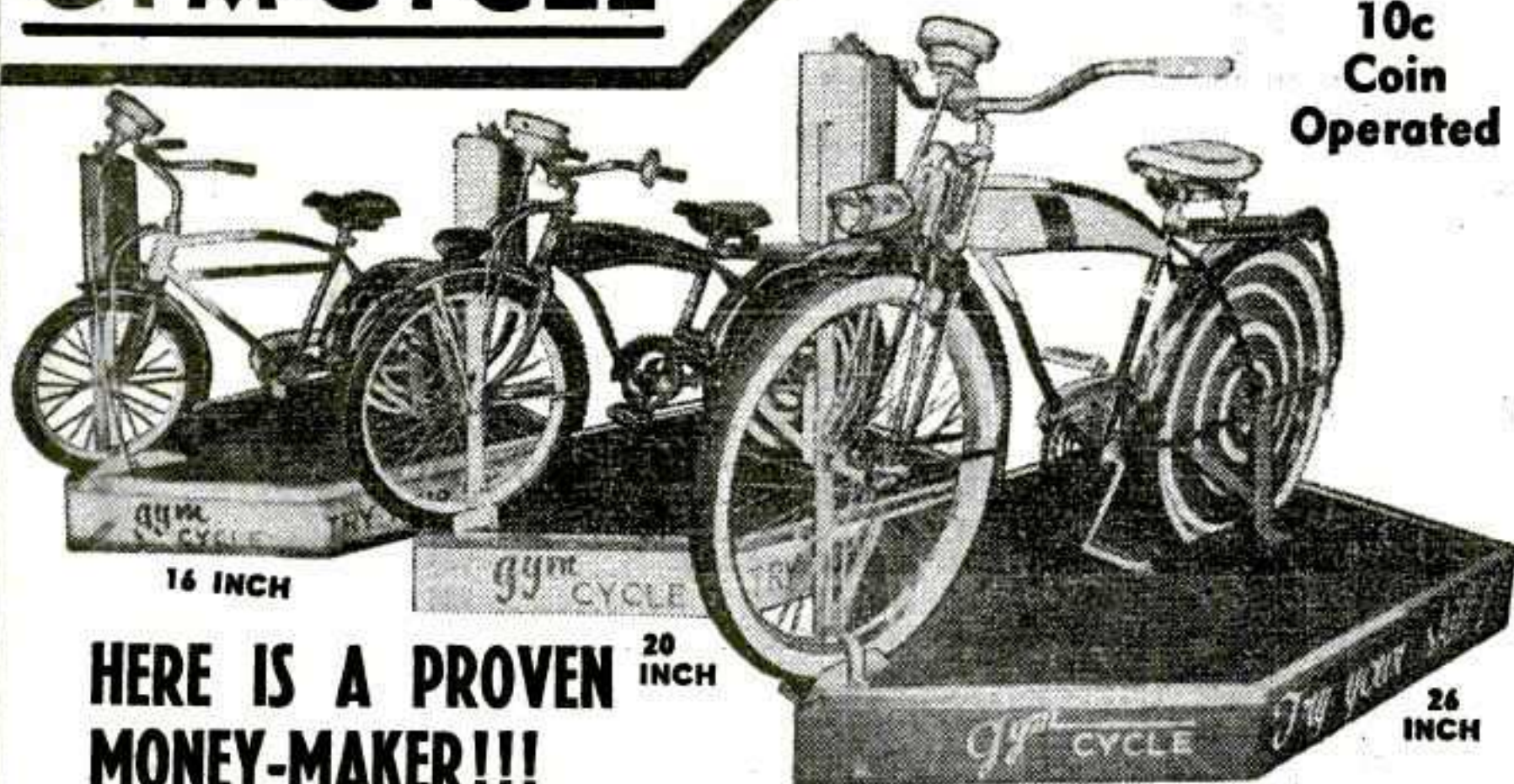
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"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES.....2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!



- 5-Oz. Phenolic Balls
- Pockets set in from end permit rebound action
- Dimensions:
Deluxe Model, 72"x36"x32"
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- Table Top on Hinges with 2 Locks
- Cash Box Inside, also with Lock
- ABT Double 10¢ Chute Bumper Posts
- New Plastic Light-Up

- Anti-Warp Adjusters included
- Repair Kit included

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- Set of 10 2 1/4" Balls...\$12.00
 - Set of 10, 5-oz. 2 1/4" Balls 16.50
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3-hole models, center hole equipped with plug for 2 or 3-hole play. Each...\$35.00
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Tops with lights in bumpers...\$10.00 addtl.

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**CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"**

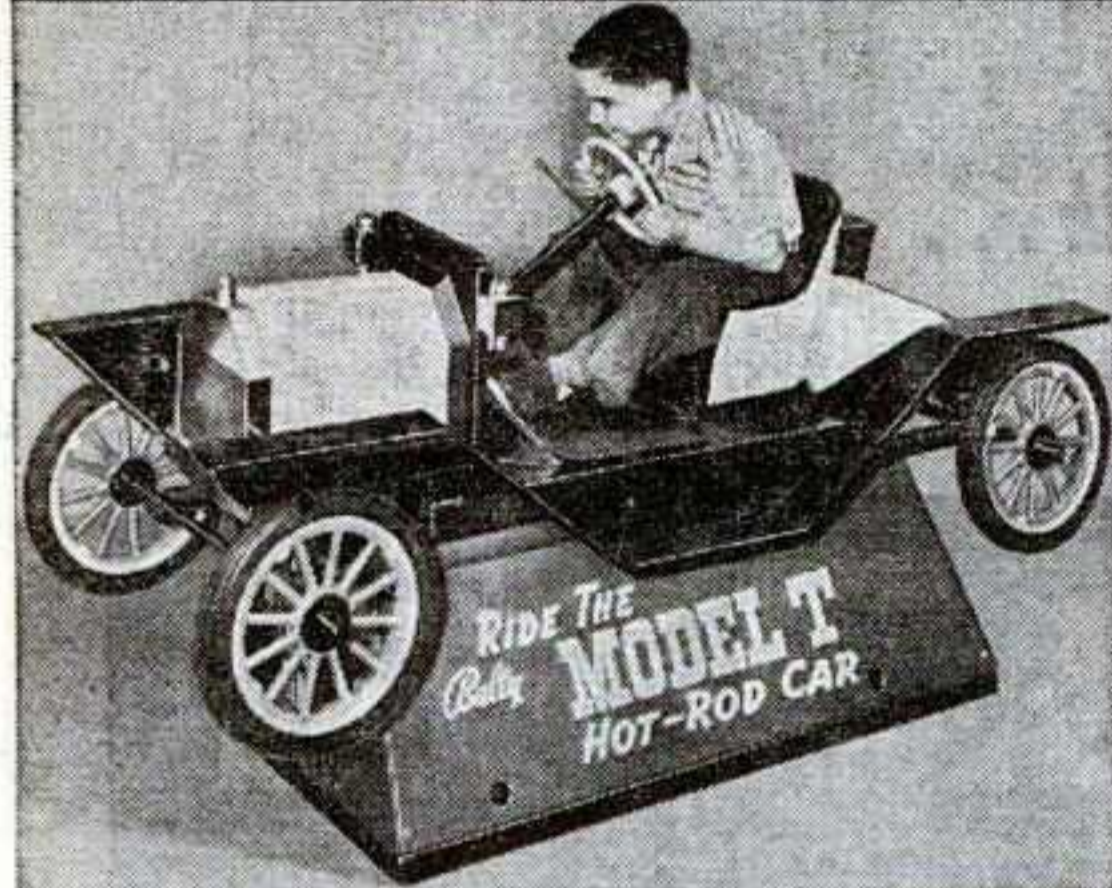
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EARN BIGGEST PROFITS

MODEL T

COIN-OPERATED AUTO-RIDE



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Center Hole Convertible Regular and King Size BUMPER POOL

VALLEY BUMPER POOL

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STEAM FIRE ENGINE

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SPECIFICATIONS: 72" x 24"

- Durable molded Fibreglass horse
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- National Coin Rejector



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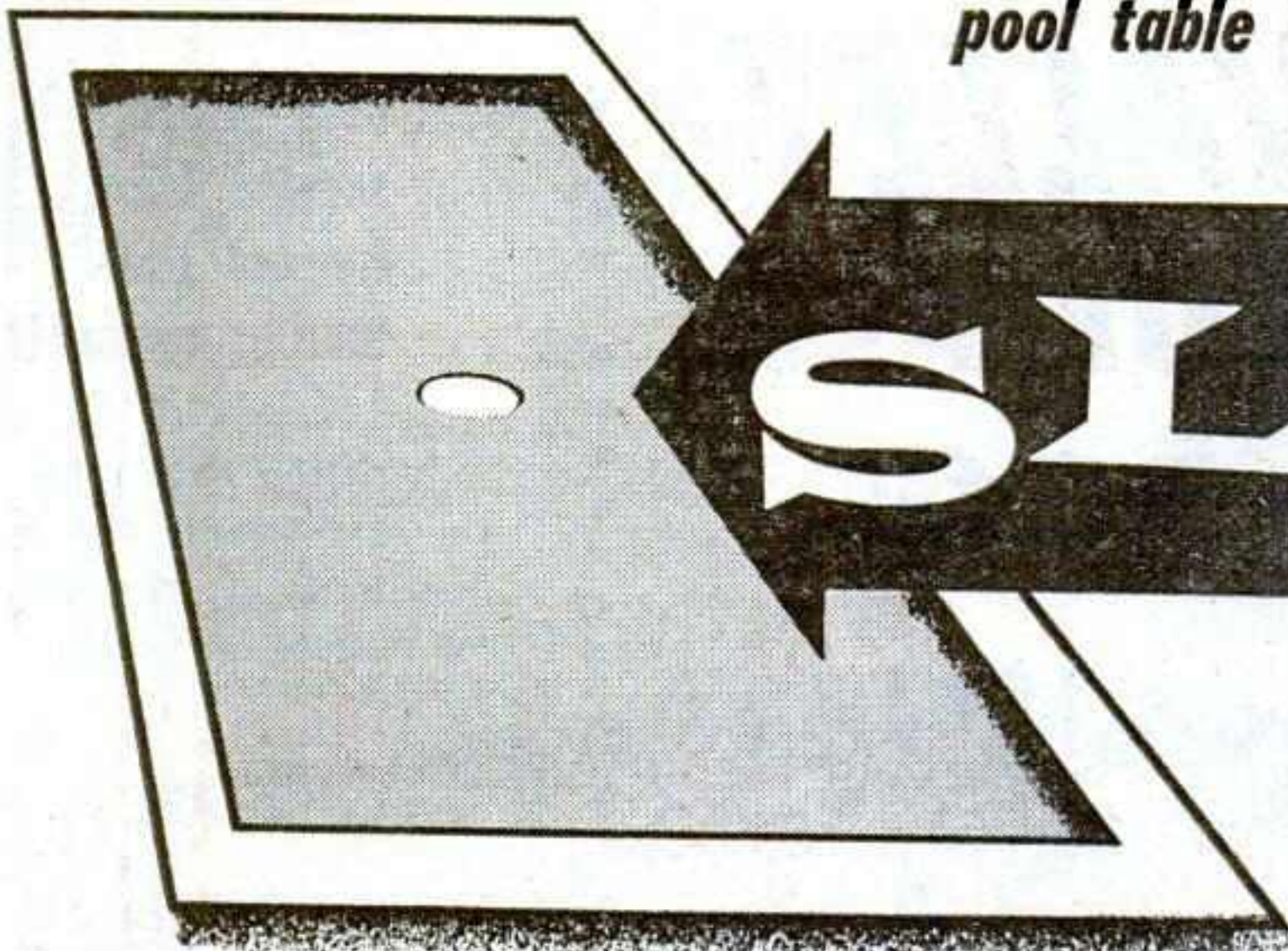
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"A FABULOUS MONEY-MAKER"

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**A POOL TABLE TOP
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- CAN BE INSTALLED IN ANY MAKE POOL TABLE
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SPECIALIZING IN ALL KINDS OF SLATE POOL TABLE TOPS.

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DISTRIBUTORSHIPS NOW AVAILABLE IN SOME TERRITORIES.

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 Write for prices.

NEW YORK—Negotiations for the control of the Scientific Machine Corporation may be near completion (The Billboard, May 5). When Max Levine, who founded the firm 25 years ago, died on March 3, it was disclosed that the

Levine estate had 50 per cent of the common stock and Dave Simon, Simon Sales, owned the other 50 per cent. With no one owning controlling interest, there was some question as to who should assume the management. Walter Feldesman, at-

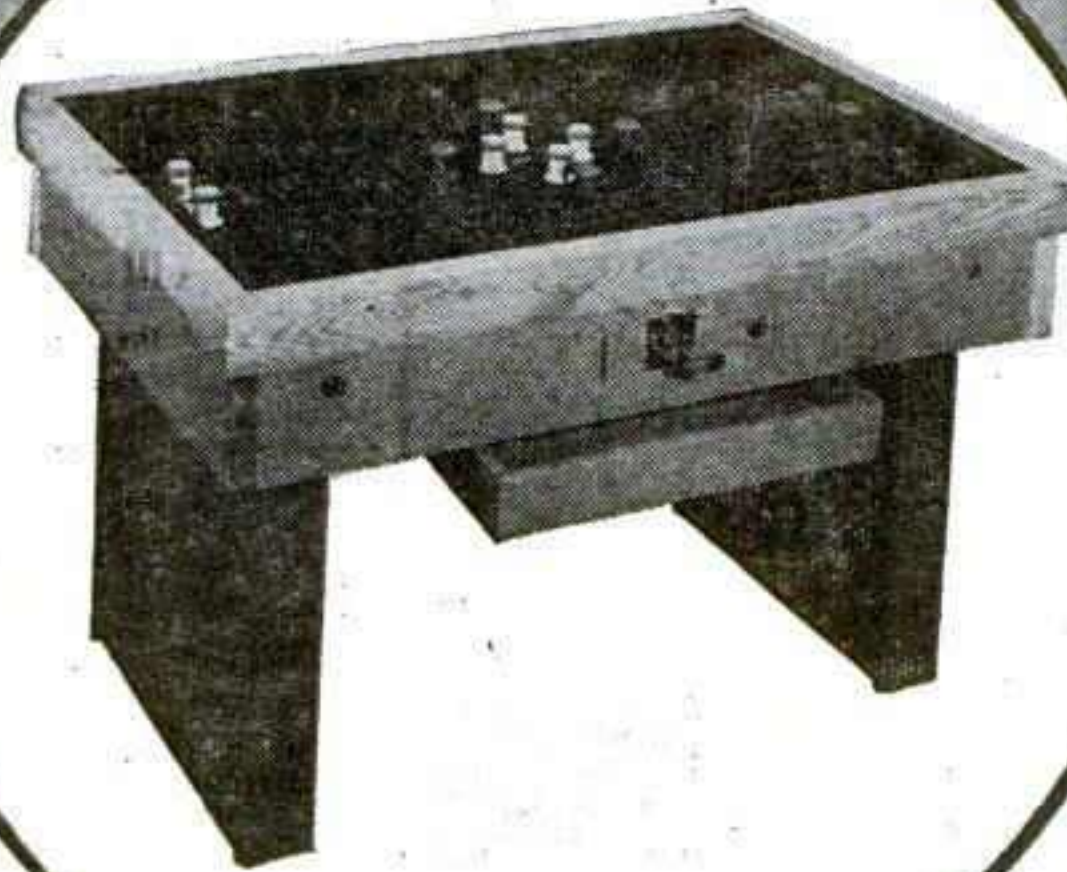
torney for Dave Simon, and Dr. Charles Levine, executor for the estate of Max Levine, announced that Simon has offered to sell his interest. The offer must be accepted by Dr. Levine by Wednesday (9), or Simon said it would be withdrawn.

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 We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
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MODERNIZE YOUR POOL GAMES WITH NEW PLAYFIELD TOPS

- CONVERSION TOPS**
 Tops for late Models 3-Hole (no lights) plastic bumpers. Finest fabric cotton-backed cloths. All parts necessary to convert to 3-hole play. Plug to cover third hole. Silk screened for 3 or 4-sided play..... **\$28.00**
 This Top same as above with lights transformer, lights, bolts, sockets and wire **\$30.00**
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CUES Finest on the market. Shipped in lots of 20 or more **\$1.75 each**

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THE GREATEST GAME OF SKILL SINCE SKILL POOL!

ENTIRELY NEW INNOVATION IN POOL GAME PLAY!
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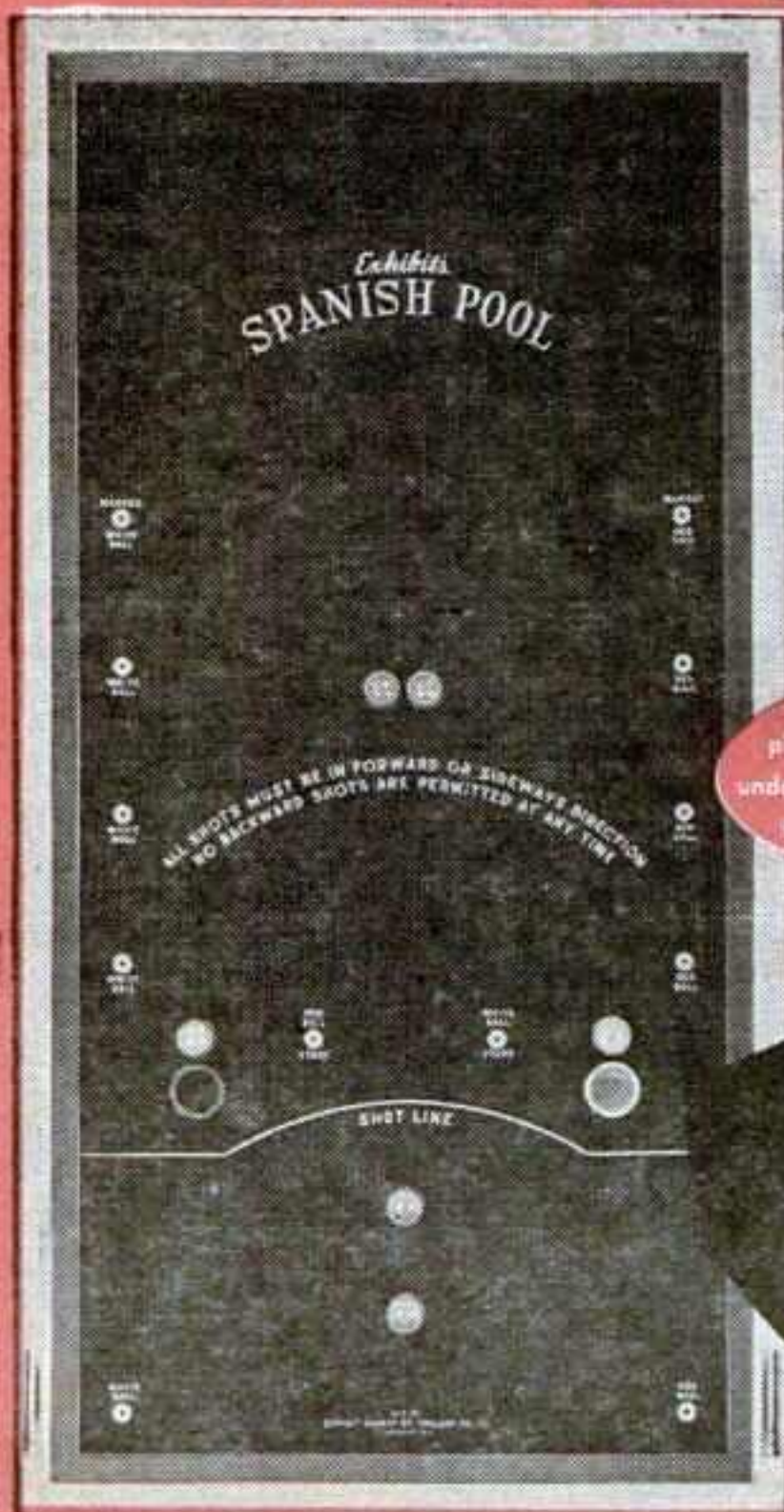


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Features a Completely New and Different FRONT END PLAY!

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4-Side Play Alternate Pocket One-End Play Regular or
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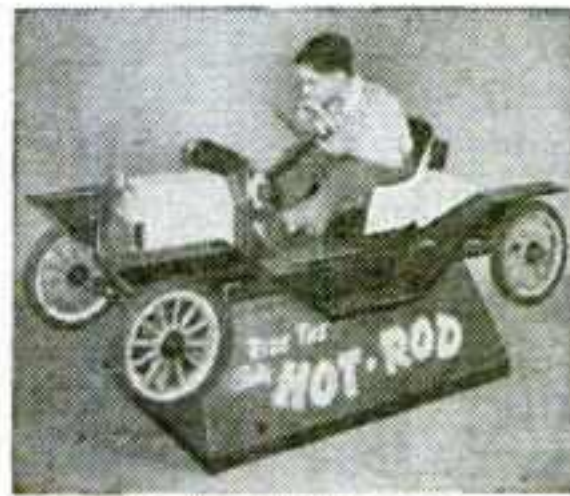
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THE CHAMPION



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PICCADILLY
NOVELTY OR REPLAY
a Riot of Action!**

**1 OR 2
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TOP CENTER ROLLOVER
scores 5 points and spots next number.

**KNOCKING OUT
LITES IN ROTATION
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BUMPER VALUES
FROM 1 UP TO
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good for 10 points
and spots
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except
when lit.
Spots
1 to 5
numbers
when lit

Williams 2-Way Deluxe BANK POOL
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\$165⁰⁰ Size 56"x36"x32"

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Even greater than our "Champion Baseball"

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FOR 1 OR 2 PLAYERS

NEW!
ADJUSTABLE HOLD-OVER PENNANT FEATURE and multiple or single replay

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BALLS SOAR 4 FT. THROUGH THE AIR WITHOUT THE USE OF RAMPS



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NEW!
COMPACT PIN GAME SIZE CABINET
—only 60" long, 24" wide, 69" high

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COLORFUL FORMICA PLAYING FIELD!



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CHAMPION SENIOR POOL
8 inches longer—
size 3 ft. by 5 ft.



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Also Available
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18 inches longer than regular
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ADVANCE Pool

Featuring 3 Pop Up Holes!

Plus Progressive
Advance Scoring

All holes advance in scoring as game progresses. (5 scoring panels lite up progressively to show new scoring value of each hole.)

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LOOK!

Realistic Numbered
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LOOK! Here's The First
Pool Game To Duplicate
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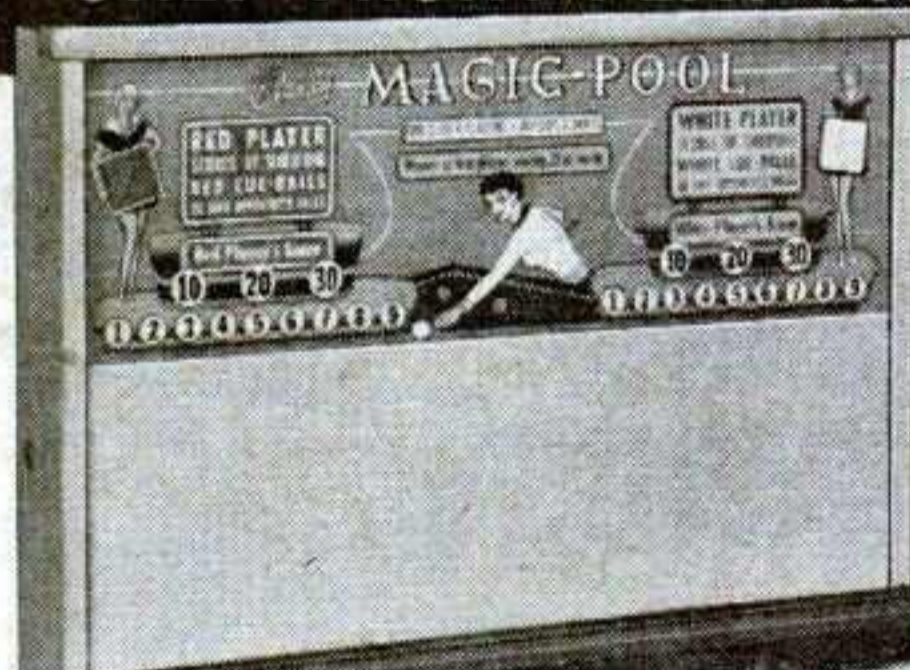
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Fascinating 2-Player Animated Baseball Game



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OPTIONAL
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WEAK
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Many Attractive Scoring Features

SUPER HOME RUN POCKET
SCORES 30 RUNS PLUS 1 RUN FOR
EACH MAN ON BASE

LOWER DECK SCORES HOME RUN
AND MEN ON BASE SCORE 1

CENTER DECK SCORES 2 HOME
RUNS AND MEN ON BASE SCORE 2

UPPER DECK SCORES 3 HOME
RUNS AND MEN ON BASE SCORE 3

**ALL 3 DECKS LIGHTED
SCORE 30 RUNS**

Ball in any one of 3 front single holes
on playfield loads bases

SIZE: 6½ FT. HIGH
6½ FT. LONG
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**BRIGHTLY
ILLUMINATED
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COLORFUL
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SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • HIT POOL • STARDUST • REGULATION Shuffle-Alley

to program music

properly...

...you need **45 RPM SINGLE RECORDS**

This music on
45 RPM Singles includes hit tunes, popularity poll leaders
and disc jockey favorites—all of it is vitally important
to a properly programmed music system.

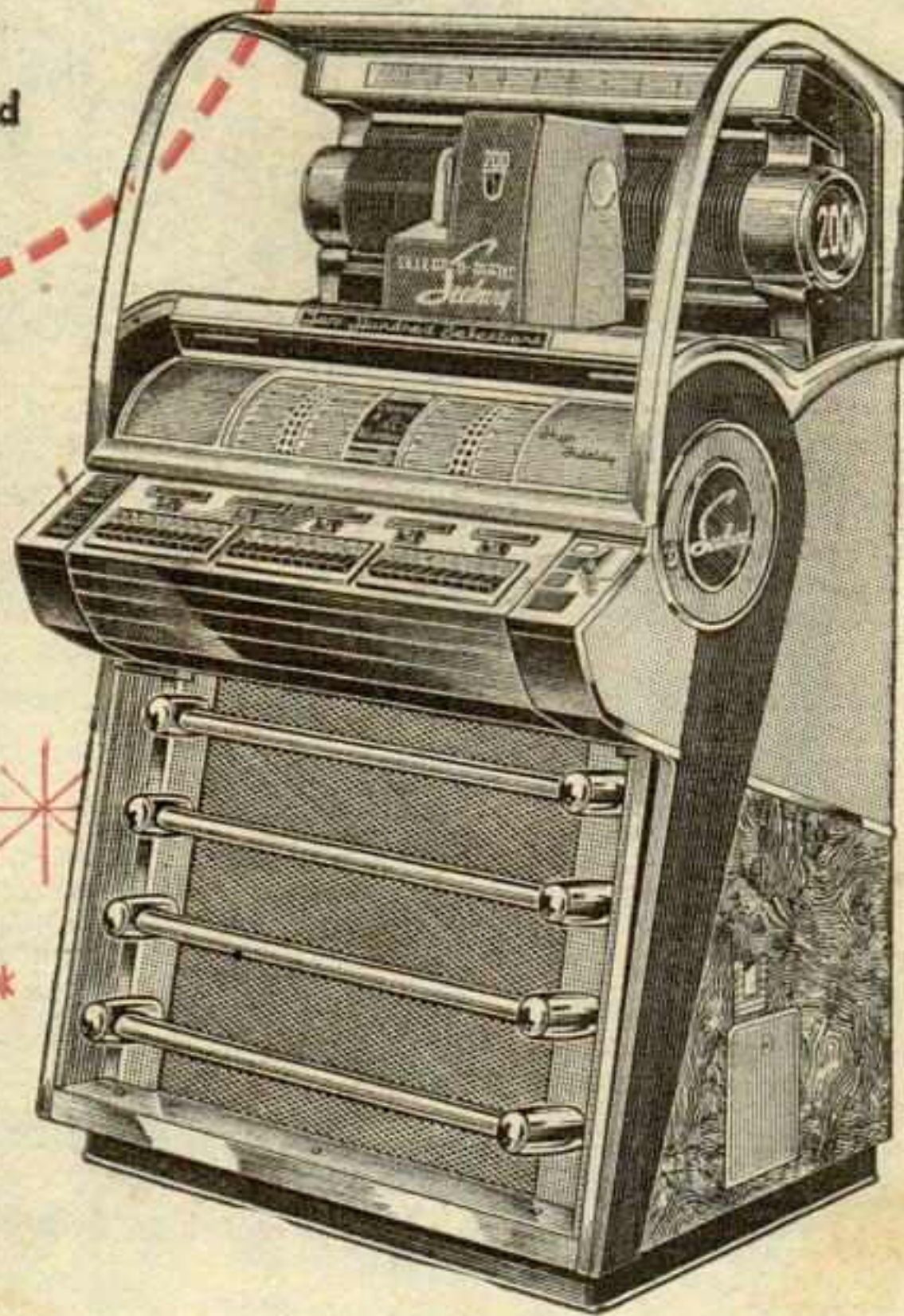
...you need **45 RPM EXTENDED PLAY RECORDS**

Most standard music—
all-time favorites, show tunes, classics and varieties—
is principally available on 45 RPM Extended Play
Records. This is music that also must be programmed
—because the public wants to hear it.

...you need the **V-200**

THE WORLD'S FIRST DUAL MUSIC SYSTEM!

It takes longer to play a Two-Tune E. P. Record than it
does a Single-Tune Record. To program equipment profit-
ably, you should be compensated for this additional
playing time. And you are with the Seeburg V-200—the
music system that plays 45 RPM Singles at one price and
45 RPM E. P.'s at a proportionately higher price.



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DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
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America's finest and most complete music systems