

The Billboard

SIXTY-SECOND YEAR

JANUARY 28, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Top Circus Power: So What's New?

It's Been 18 Years Since Business Has Had Super Attraction; Time's About Ripe

By TOM PARKINSON

CHICAGO, Jan. 21.—Time may be close at hand for the next super attraction to appear in circus business. There has been nothing of a really spectacular nature since the advent of Gargantua the Great. That gorilla sparked one of the top promotion jobs in the business and became one of the high points among circus features. But that was 18 years ago.

It is fair to scan the horizon for the next big feature not only because they come along every several years but also because not a few of them have arrived in time of need. And circus business needs that kind of shot in the arm today. There are successful acts of all usual kinds available now, and circuses can frame highly pleasing performances, of course. Similarly, there are name attractions that could be acquired, and in the past some of these have proved of value to circuses.

But neither of these comes in the class of a super attraction. To reach that peak, they must first draw cash customers to the ticket wagons. But in addition they must have more show power and novelty to them. In the big top business a Class A attraction is one with the capacity for adding new words to every-day language, one with the universal interest that makes it a household topic.

Ringling's Search

Lack of a bill-topper now doesn't mean showmen haven't tried. Only last season Ringling Bros. and Barnum & Bailey Circus, sensing need for new drawing power, sent an agent into the wilds for a huge African elephant that had been reported. It could have become another Jumbo, the big elephant was probably the best of all circus super-stars. But the 1955 version was killed by natives shortly before the Ringling agent arrived, according to the report.

In the same swing around the circuit the Ringling agent tried again to win approval of the French colonial office to bring the big-lipped Ubangi women back for another tour. No luck. Others, including the Royal American

Gov't Hoppy About Okapi

CHICAGO, Jan. 21.—Potential super feature for Ringling Bros. and Barnum & Bailey Circus officially is in limbo at Brookfield Zoo near here. It is an okapi, odd and rare animal from the Belgian Congo.

Show won permission from the Belgian government to buy it last winter and paid big money for it. But on its arrival in the U. S. last spring, Ringling learned the U. S. Department of Agriculture prohibits exhibition of an okapi except by a non-profit organization.

It was moved to Brookfield last summer after it had completed its time at the government's quarantine station. And there it stays, says Brookfield sources, until the U. S. and R-B can get together on a solution.

Shows, also have basked recently in the showman's dream of having the Ubangis under canvas once again.

It was the Ringling show and then its subsidiaries that exhibited the Ubangis starting in 1930. These oddities and the circus style promotion accorded them made the whole nation aware of people that would have remained unknown except for the circus. Altho the Ubangis are said by the Sunday supplement writers to have put a hex on the circus, show owners and press agents would give almost anything if they could have the platter-lips back again.

But while it is the French government that blocks the way on that project, acquiring super-special attractions generally is mostly luck. Good fortune must be paired with skillful exploitation and promotion to create a champion.

First Big Attraction?

When the first big attraction came on the scene is difficult to judge at this distance. Maybe the first couple of elephants displayed in this country created sufficient stir to qualify. Certain of the t'ling clowns, who held a position comparable to big name TV and movie comedians in their time—and hired gag writers, too, may have been at that super stature.

Altho many thousands of Americans first saw air ships and balloons (1870's), electric lights (1879) and automobiles (1899) on circuses, these hardly measure up to the Jumbo class. Moreover, since scientific wonders of today are so much more complex and expensive

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'CAESAR' LEADS HOST OF BIG 'SHOWCASES'

NEW YORK, Jan. 21.—George Bernard Shaw's "Caesar and Cleopatra" will be the February attraction of "Producers' Showcase" on NBC-TV. Claire Bloom will be the female lead. For the role of Caesar the packager, Showcase Productions, is understood to be considering Sir Laurence Olivier, Alec Guinness, Michael Redgrave or James Mason. The date will probably be Monday, February 27.

This is the one definite attraction booked to follow next Monday's (30) "Festival of Music," which will be produced by S. Hurok, hosted by Charles Laughton, and will feature a dozen top longhair artists.

But "Showcase" has many more irons in the fire. It is talking to Marlon Brando about a 90-minute production of "Golden Boy." That would probably air in the fall. For its March production "Showcase" is negotiating with Alex Segal, who is said to be interested in telecasting "The Dybbuk." For the spring, "Showcase" is planning an extravaganza about baseball. Also under consideration for the spring is an "International Festival," featuring leading performers from several different countries. This, it is understood, would be tied in with the United Nations somehow.

RCA Victor, co-sponsor of "Producers' Showcase," is reported to be putting up a heavy merchandising campaign on "Festival of Music" for its classical record sales. Some 10,000 posters have been printed for distribution to music stores.

A Dog's Life Should Happen to Me, Say Informed TV Actors

Star Canines Get Hefty Pay; Other Animals' Take-Home Is Plenty, Too

By BOB SPIELMAN and JACK SINGER

NEW YORK, Jan. 21.—TV actors who feel they're often treated like dogs may have some justifiable cause for complaint. But those who know how some canines are treated in TV circles might well wish that it should only happen to them.

For a dog's life in TV is a happy one—at least it should be on the basis of monetary rewards. And that's true not only for dogs, but for horses and other animals as well.

Rin Tin Tin, for example, won't be heard howling about being treated like a dog for various reasons, not the least of which is the fact that the approximately \$500,000 he and his three predecessors have earned to date from their motion picture and TV film acting chores puts his family in the top income bracket among animal actors.

Similarly Lassie has earned close to \$370,000 in the past eight years, \$105,000 of which he—Lassie is a boy—earned his first season in TV. Indications are he'll earn a lot more this current season. The present Lassie, who is three years old, is the second one in the clan. The original Lassie, now retired, is 14 years old.

The only a horse, Fury, too, has much to be grateful for, despite the fact his \$39,000 salary for 39 films is much less than what his better known canine TV friends are getting.

For Fury, who's approaching middle age after having lived nine years, has already built up fame and fortune working under the name Black Beauty at a salary of \$500 per working day. That's not hay. Other horses, who are almost as well trained but not as well known, earn only \$350 per week for themselves and their trainers, but none of them kicks about it. An ordinary saddle horse in films earns \$7.50 per day.

Breaking into the big time in films for a neophyte animal actor is almost as difficult as it is for his human counterpart. A producer has to shell out a lot of money, sometimes \$50,000 or more, in pre-production expenses for a series. And before he does that for a show which stars an animal, he has to feel certain that the animal will be able to do the job well and with the dispatch necessitated by a tightly planned shooting schedule. Unlike human actors, who can be fairly easily replaced, top-trained animals of star caliber are few and far between.

Because of this, producers often place a "hold" on an animal that's in demand in order to make sure it will be available for filming. A well-trained horse, for instance, will be "held" for \$100 a day, which sometimes results in a horse earning more before appearing in a film than it does for working in it.

Most animals, except dogs, can be trained to do only a limited number of things, which requires that doubles and stand-ins be used in shooting an animal series. For instance, a gentle horse like Flicka just can't act tough. Therefore, another horse, who looks like Flicka but is more of a fighter, is used in those scenes that call for the horse to rear up, act like a wild stallion, etc.

A number of individuals have made a profitable business of training animals for an acting career. Thru ownership of such animals, several of them now own nice hunks of TV film shows. Lee Duncan, for instance, who owns Rin Tin Tin, owns a percentage of Screen Gems' "Rin Tin Tin" TV film series. He draws an annual

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TV Caters to Animal Quirks

NEW YORK, Jan. 21.—Animal actors, like their human counterparts, are often temperamental. They have quirks that have to be catered to if the best work is to be obtained from them.

Lassie, for instance, likes raw meat. So, when he's working, Lassie gets fed raw meat. When he's not working, he's fed cooked meat.

One of the special quirks shared by practically all seals is that they literally are afraid of their own shadows. To combat this, for work on sets that are artificially lighted, seals undergo special training.

NEWS OF THE WEEK

"Super-Spectaculars"—Newest Program Idea of NBC's Weaver . . . NBC board chairman Sylvester (Pat) Weaver's latest programming brain child is super-spectaculars. The network exec is blueprinting seven of the big shows for 1957. . . . Page 2

Record Labels, Publishers Vie For Top Disks on Hot Tunes . . . Record manufacturers, music publishers scramble for the consumer dollar. With holiday season over, the fight for the definitive performance reaches a climax on "Mr. Wonderful," "Moritat," "The Little Child." In the packaged record field, Benny Goodman albums raise a tremendous stir. . . . Page 18

ABC, Warners Open Talks; Web Seeks Film Company's Features . . . The feature film TV pot continues to boil, with Warner Bros. the latest major motion picture company reported to be getting in the act. ABC and Warners have begun high level talks about the disposal of the film company's library of features to TV. . . . Page 8

New York's Rockaway Beach Area To Profit From Subway Extension . . . The greatest boom since the turn of the century is in the making for New York's Rockaway Beach section, with the announcement that

the city's rapid transit system will be in operation this June to the beach. With millions of persons able to travel to the peninsula by subway, amusement elements are girding for a big season and a housing construction spurt will definitely take place. . . . Page 65

Cigarette Machine Maker Sold to Universal Match . . . The sale of National Vendors, Inc., 22-year-old firm specializing in production of cigarette vending machines, to Universal Match Corporation, was announced last week. Sale price is reported to be several million dollars. It marks Universal's first venture into the vending field. . . . Page 90

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a review and preview

2 1/2-Hour Super-Specs Are Weaver's Latest NBC Plan

Seven Shows Costing Half-Million Each Are Blueprinted for 1957

NEW YORK, Jan. 21.—Sylvester (Pat) Weaver's latest programming concept ticketed for 1957 display are two and a half-hour super-spectaculars which are to cost \$500,000 each, time and talent. The board chairman of NBC has asked that the network prepare seven such shows for that year which are to be run 8-10:30 on nights to be designated, but which probably will be scheduled on the weekend evenings.

Weaver's latest idea is a further elaboration of his spectacular concept, a development many people in the trade expected. It will allow live TV, he believes, to continue to compete with the major film companies and continue its programming domination.

It is also reported that CBS is considering two-hour spectaculars. CBS has already scheduled a one and a half-hour dramatic series for Friday nights next season on a weekly basis. It is to be produced by Carey Wilson, former M-G-M producer.

Weaver has asked that the network concentrate on getting established properties, the originals which have been tried and tested may also get consideration. A property such as Ferenc Molnar's

"The Guardsman," starring Alfred Lunt and Lynne Fontanne, has been mentioned as the type of material needed.

The network is already working around for a top production executive to head up the super-spectacular team. Max Liebman is said to be out of consideration, tho Maurice Evans is in the picture. Showcase Productions, the Jaffe & Jaffe packaging operation, will

TVB Divides Into External, Internal Arms

NEW YORK, Jan. 21.—The Television Bureau of Advertising has broken down its operation into internal and external branches. Gene Accas, director of research and sales development for ABC, is joining the TVB or February 13 to head the internal operation, which covers research (Dr. Leon Arons) and promotion (Gordon Hellmann). Pete Cash will head external operations, which includes station relations and sales.

Cash, who was originally head of station relations only, began moving into sales when he was elected vice-president at the Chicago meeting in November. The sales staff will not be broken into network, spot and local divisions, as originally planned. Ray Nelson, who has been serving as director of national spot sales, is resigning. The other salesmen, in addition to Cash, are Halsey Barrett, Bill MacRae and Howard Abrahams. The only one with a special area is Abrahams, who is director of retail sales.

New Format for 'M-G-M Parade'

NEW YORK, Jan. 21.—Agreement has been reached among M-G-M, ABC and the sponsors of "M-G-M Parade" on a new format for the show. The new format, worked out by ABC's Bob Weitman, M-G-M executives and sponsor representatives, calls for a top-flight M-G-M theatrical feature to be aired on the show over three consecutive weeks, followed by two weeks of specially shot film bios of two M-G-M stars.

The first feature that will be shown on "M-G-M Parade" will be "Captain's Courageous." Walter Pidgeon will act as host during the three weeks that feature is aired, which is expected to be sometime after February. The stars whose bios will be shot have not yet been selected. But the choice of the second feature to be programmed on the show reportedly has been narrowed down to "Caslight" and "Ninotchka."

probably be in on the development of some of these shows.

Charles Laughton has already discussed doing one of these shows for the web. He has suggested that he and Paul Gregory be allowed to build a stanza along the lines of "First Drama Quartette" which would use several top names and wind up on TV after several months on the road for polishing.

The network realizes that super-spectaculars will have a limited market. But it also believes that since many industries, such as the automotive, spend as much as \$1,000,000, for the introduction of their new lines they would be prime prospects. The web is already contacting top clients so that if they want to buy they can use the intervening months to mount powerhouse merchandising and marketing campaigns.

NBC's presentation of "Richard, III" will run three hours, and "Peter Pan" was a two hour-spectacular, but its program of seven super spectaculars will be a first on a regular basis.

Sat. 7:30 for 'Circus Boy'?

NEW YORK, Jan. 21.—NBC's Saturday 7:30-8 p.m. time slot is being eyed as a berth for "Circus Boy," the new Screen Gems TV film series that NBC bought last week. The spot is considered a natural for the kid show, which was gobbled up by the web 48 hours after Screen Gems showed the pilot to network brass.

"The Big Surprise," which currently occupies that time slot, is not doing anywhere near as well as was expected. The "Circus Boy" series has to be aired in an early evening time slot on Friday, Saturday or Sunday, according to NBC's contractual commitment with Screen Gems. Friday night at 7:30 p.m., however, is out, inasmuch as Screen Gems has another of its properties, "Rin Tin Tin," airing on ABC at that time.

"Circus Boy" is the first of the new Screen Gems shows for next season to be sold. Considered to be one of the hottest properties around, the pilot was in Screen Gems' hands scarcely a week before NBC grabbed it.

CBS Prepares Cartoon Pkg.

NEW YORK, Jan. 21.—In what apparently is a bid to attract advertisers to one of the two still unsold 7:30-8 p.m. periods, CBS-TV is putting together some of its recently acquired Terrytoon cartoons into a half-hour kiddie show for 7:30-8 p.m. The low cost of such a package, it's hoped, would be more attractive to advertisers considering picking up either the Wednesday or Friday 7:30-8 p.m. unsponsored spots than are the current "Champion" and "Brave Eagle" programs.

The web is also pitching a new Desilu show, "Whirlybirds," which, on the basis of the pilot, is considered to be a real hot property for young viewers. "Whirlybirds," which has to do with helicopter flyers, was initially planned as an entry for next season. But it's understood that if the web can make a fast sale with it for one of its open 7:30-8 p.m. periods, the show would be available to go on the air this spring.

Web Winners

PRODUCER'S SHOWCASE ("Sleeping Beauty")—NBC-TV

The latest Nielsen report for the two weeks ending December 24 gives proof positive that the American public went hog wild over NBC's production of "The Sleeping Beauty" ballet. The 90-minute show hit the Nielsen Top 10 list of Total Audience ratings, thereby giving networks a firm vote that will no doubt have some effect in bringing more ballet productions to the TV screen. The NBC production pulled a 40.0 Total Audience rating, which tied it for ninth place on the list. "Sleeping Beauty" certainly turned out to be a sleeper.

YOU BET YOUR LIFE—NBC-TV

It's only fitting to note, at a time when quiz shows have become more popular than ever, that "You Bet Your Life," despite several years of hitting the airwaves, is consistently winning top-rating honors in the network TV programming sweepstakes. During the month of December, this film stanza pulled a 35.9 Pulse rating, which earned it the mantle of the fourth most popular network show on the air, topped only by such high-powered entries as "\$64,000 Question," Ed Sullivan show, and "I Love Lucy." Its position on the chart gives it the distinction of being the top-rated NBC-TV program.

ONE BREW AT A TIME

Biow Turns Down Schlitz Beer Acc't

NEW YORK, Jan. 21.—The Biow-Beirn-Toigo Agency this week suffered another body blow when Milton Biow resigned the Schlitz Beer account which was to have joined the agency March 1. The estimated \$9,000,000 beer account would have compensated in some measure for the recent loss of \$16,000,000 in billings when Pepsi-Cola, American Home Products (primarily Anacin) and Ruppert Beer moved out of the agency.

Biow in a statement said that the contract with Schlitz was "signed by a company officer, but without my knowledge or consent at a time when this agency was serving a competitive beer account."

The resignation of the Schlitz account evidently means that Toigo and Biow have reached a parting of the ways, according to trade sources. Toigo is already reported to have approached McCann-Erickson with the account and is also said to have

great influence with Philip Morris and Procter & Gamble, two other important Biow-Beirn-Toigo accounts.

Should any other important accounts follow Toigo into another agency when and if he leaves, it would further strike a blow at the vitals of Biow-Beirn-Toigo, which has suffered from loss of billings. On the other hand, the Ruppert billings, which are estimated at \$2,000,000, may return to the Biow fold now that the Schlitz account has moved out. Ken Beirn is no longer with Biow-Beirn-Toigo.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers
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William D. Littleford

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Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.

CBS' Weaker Daytime Pitch

NEW YORK, Jan. 21.—CBS-TV this week put itself into a strong position to start pulling in advertisers for some of its weaker daytime programs. The web cleared the board of all available segments on its three strongest shows, Garry Moore, Bob Crosby and Arthur Godfrey, generally the most salable CBS daytime properties.

The sell-outs on the three CBS daytime powerhouses was the result of Hazel Bishop's buy of the equivalent of a quarter hour per week with Garry Moore and Bob Crosby, while Bristol Myers bought a similar slice of Arthur Godfrey's show.

Advertisers who now want to air their plugs on CBS daytime stanzas will undoubtedly be more receptive to the network's pitch on its other shows than they have been up to date.

RCA Pitch of Tint Sets Via Local Stations

HOLLYWOOD, Jan. 21.—A scheme to promote the sale of color sets thru sponsorship of color programs on local TV stations, even tho these may be in competition with NBC outlets, has been devised by RCA. The plan has been worked out by Ted Wyatt, RCA promotion director here, and will

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A TV DOG

Animals' Pay Could Turn Actors Green

Continued from page 1

salary of \$45,000 against his percentage, but undoubtedly clears considerably more than that. He also gets 25 per cent of the income pulled in from comic books rights, merchandising rights, etc. Lassie is owned by Rudd Weatherwax, who is partnered with Robert Maxwell and Peter Franck in the corporation that owns the "Lassie" TV film series. Similarly, Fury is owned by Ralph McCutcheon, who is one of four rancher-trainers who supply film companies with horses for motion pictures. McCutcheon has close to 70 horses available for film work.

Practically all of the wild animals used in films shot in Hollywood come from the World Jungle Compound, owned and operated by Eilly Richards, who began supplying wild animals for film work in 1910. Richards, in the early 1900's, owned the Al G. Barnes Circus, but moved into motion pictures with animals as soon as he got an inkling of the healthy future that such a business might have.

The pay that a wild animal draws from film work depends not so much on what type of animal it is but on what type of work it is expected to do. Top salaries are paid to beasts who can wrestle or otherwise come into contact with human beings without anybody's getting hurt. Less is paid to animals who roam and can do some tricks but have no direct contact with humans.

A trained orangutan is worth approximately \$5,000-\$7,000, a lion is worth about 10 per cent of those sums. There are exceptions, of course, Jackie I, the M-G-M lion, being the prime one. Jackie, who earned approximately \$250,000 in his lifetime, was the most valuable animal in the Jungle Compound. The present M-G-M lion is Jackie IV.

Wild animals, such as lions, are taken away from their mothers at birth. They're raised by their train-

ers and never see another animal of their own species, except sometimes when they're working. Every animal who works has his own special trainer, along to put him thru the paces.

Wild animals that are well trained often get paid better than human actors. Chimpanzees draw \$135 per day, wrestling lions get \$100 per day and more specialized talent among our four-footed friends often pull in as much as \$350 per day. Perhaps they'd get more if they had a union. But as yet nobody has tried organizing them.

CBS Still Eyes Gleason Shift

NEW YORK, Jan. 21.—CBS-TV is still giving prime consideration to switching Jackie Gleason into the 8-8:30 p.m. time periods on Saturday nights, a half hour earlier than he now is presented. The success of the "Dragnet" switch on NBC-TV from 9 p.m. into 8:30 p.m. Thursday, beneficial to both the mystery show and "People's Choice," which exchanged time periods, is the reason for the new interest in moving Gleason.

The network and the Kudper Agency, the Buick advertising representative, know that something has to be done and done quickly, if Gleason is not to return to his hour format of last season which was so successful for him.

'FILM FESTIVAL' FATTENS

ABC Show Gets 2 New Clients, Good Ratings

NEW YORK, Jan. 21. — Two more substantial advertising orders rolled into ABC-TV's "Afternoon Film Festival" this week from Bauer & Black and Union Underwear, following the feature film program's strong showing its first day on the air. Bauer & Black bought 40 participations in the daytime show for a 13-week period starting in the spring, while Union Underwear picked up 10 participations. They join Best Foods, which picked up a hefty batch of participations earlier this month.

The network has worked out a rather unique system of mixing reruns with first-runs in order to assure that during every week

throughout the year there will be at least one first-run feature aired on the show. This week, of course, every feature aired was first-run. Next week, of the five features aired, one will be a rerun of one of this week's features. The following week will see two reruns, the next week three reruns, and finally the program will settle into a steady groove of four reruns and one first-run for the rest of the year.

The program opened with amazing strength, according to Trendex, which measured a 6.0 rating for "Afternoon Film Festival" against an average 5.6 rating for the CBS-TV stanzas and an average 5.5

(Continued on page 6)



(Left) John Daly
American Broadcasting Company
(Center) Douglas Edwards
Columbia Broadcasting System
(Right) John Cameron Swayze
National Broadcasting Company

'Lifetime' May Switch to Sat.

NEW YORK, Jan. 21. — ABC's "Chance of a Lifetime" reportedly may switch from its current time slot, Sunday 9-9:30 p.m., to Saturday 10-10:30 p.m. in another six weeks. The time slot, starting this week, will be occupied by "Life Begins at 80," which Pharmaceuticals, Inc., is bringing back to the air for a short six-week ride.

No decision has yet been reached by anybody on what will go into Saturday 10-10:30 after the six weeks. Pharmaceuticals may decide to keep "Life Begins at 80" if the ratings it picks up in its new time slot justifies that move. Meanwhile, Lenthic and Emerson Drugs are understood to be eyeing the time slot for their "Chance of a Lifetime" show with the idea that perhaps the program would do better than it has been doing in its present Sunday night berth.

ABC apparently is ready to give the spot to whomever asks for it first.

Foster Named ABC Veepee

NEW YORK, Jan. 21.—Michael J. Foster this week was named veepee in charge of press information and advertising for ABC. Foster comes to ABC from CBS-TV, where he was manager of press relations.

He had been with CBS since 1938, except for an overseas stint in the U. S. Army Engineers.

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technicians are receiving cues from several networks at once.

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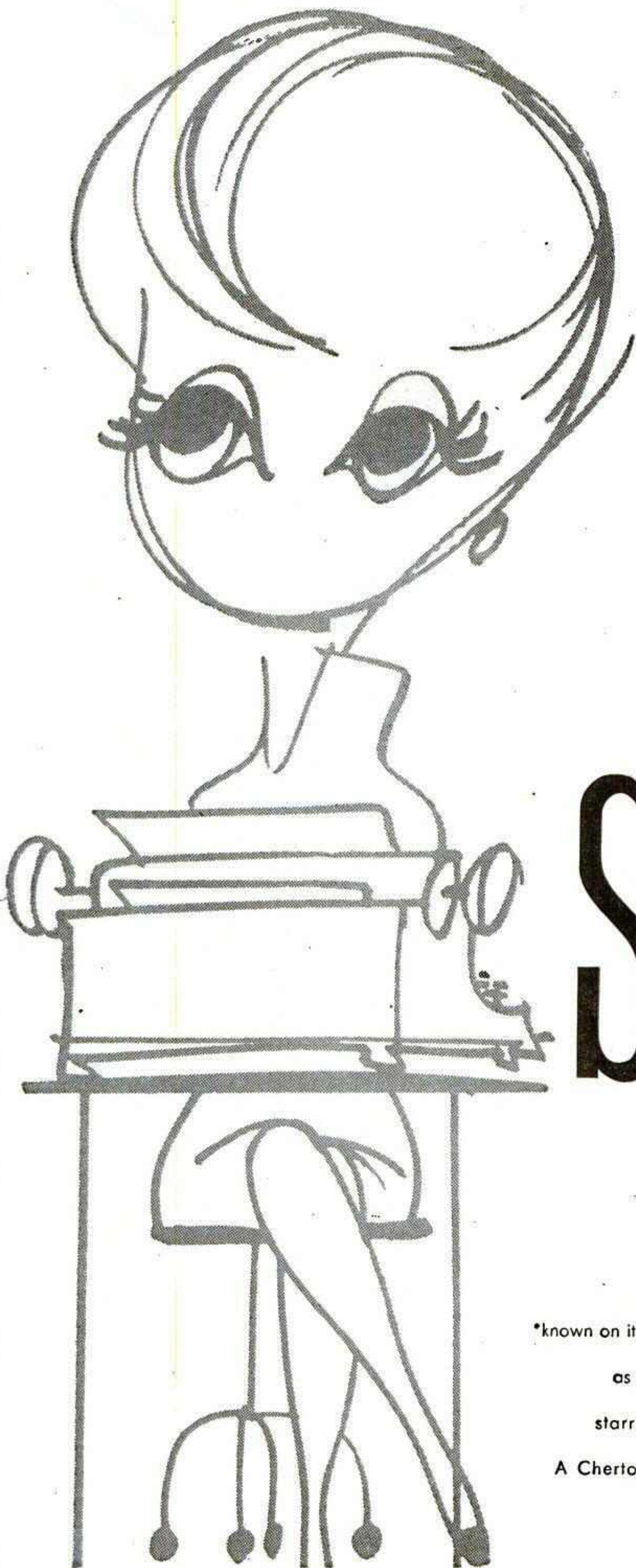
I know it's not nice for girls to boast, but really, in this madhouse they call TV, you've gotta have something more than a sexy smile and some mascara on your eyelashes. Don't get me wrong, I'm not knocking either one; and as a matter of fact, I use them both. I use the word "sensational" to get your attention.  The thing I wanted to tell you is this: "Private Secretary" is now available first-run-off-network under the title of "SUSIE" (that's me, Ann Sothern).  My success story is a matter of record. Three years on CBS Sunday nights for American Tobacco via BBD&O, and now available for you if you're looking for a powerful syndication show.



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News in Brief

WEAVER, ON COAST, IRONS 'COMEDY' PROBLEMS . . .

NBC-TV this week was knee-deep in "Comedy Hour" problems. Sylvester (Pat) Weaver, the network's board chairman, is now out on the Coast trying to get the show on an even keel before it sinks. Immediate prescriptions are the use of name talent including Milton Berle, Abbott and Costello and as many other comics as can be bought, and the use of three production teams headed by Ernie Glucksman, Bob Finkel and Robert Welch. They will report to Executive Producer Sam Fuller. If the show doesn't show an improvement within the next month, it may mean the jobs of several key execs in the NBC Coast operation.

NBC SELLS 'RICHARD III' TO GENERAL MOTORS . . .

NBC-TV this week solved a major problem when it sold "Richard III" to General Motors for airing March 11, 2:30-5, as its "Wide, Wide, World" presentation. The Laurence Olivier production of the Shakespearean drama will run with only three commercials. The GM sale pulled the network out of what threatened to become a bad situation with \$500,000 paid for the feature film by the web. GM, according to reports, isn't paying the full price, but is going for most of the tab, and NBC will undoubtedly continue to garner tremendous prestige from the important feature property, along with the client.

'HAYRIDE' VERGES ON NIX OVER CLEARANCE . . .

NBC's "Midwestern Hayride" is on the verge of being canceled. The program, which is in the Wednesday 10:30-11 p.m. time slot for Crosley and Whitehall Pharmacal, has been having trouble getting station clearances.

'EYE ON NEW YORK' GOES NETWORK ON CBS-TV . . .

CBS-TV this week took another WCBS-TV, New York, program "Eye on New York" and gave it a network berth. The show featuring Bill Leonard goes network beginning Sunday (22) in the 11-11:30 a.m. time period. "Camera Three," another WCBS-TV show, was recently tapped for network status.

NBC TALKS DEAL WITH PIX PRODUCER LE ROY . . .

NBC was negotiating this week with movie producer Mervyn Le Roy to see if it could bring him into its production fold. Le Roy has been functioning as an independent movie producer in Hollywood, one of his last chores being "Mr. Roberts" which he stepped into when John Ford became ill.

Across-Board Skeds Build KTVR Ratings

DENVER, Jan. 21.—A complete new line-up of syndicated film has jumped KTVR ratings considerably in spite of strong competition from three network stations in this market. The changes came about when the new owners, J. Elroy McCaw, of Seattle, and John J. Keating, of Honolulu, threw out all previous programming and promotion methods when they took over Channel 2 station from Gene O'Fallon.

The biggest gimmick being used at KTVR is across-the-board scheduling of a definite type of program at the same time each day. From

6 p.m. to 7 each day, Westerns are featured, and heavy play is given to Gene Autry and Roy Rogers films. The next 30 minutes is given to drama, with most of the films being second runs. At 7:30 each evening KTVR features adventure film.

An exceptionally successful programming feature is an hour of sports every evening from 8 to 9 p.m. This may be local live sports, which prove to be one of the best audience builders in use by the station, or filmed sport, which also draws a high rating if the film is reasonably current.

KTVR, leaning heavily on local sports, this week added parochial high school basketball games to its growing list of remote shows. This is the first high school sports telecast in the Rocky Mountain area.

Sunday evening, a tough night to win any kind of rating, sees KTVR backing drama, adventure and mystery to win a surprisingly large audience. Beginning with "Badge 714," sponsored by Miller's Super Market, it follows with "Waterfront" on a participating basis, "San Francisco Beat," "Count of Monte Cristo," "Falcon" and "Sherlock Holmes." Each program is sponsored or filled completely with participating advertisers.

'Film Festival'

• Continued from page 3

rating for the NBC stanzas competing with it in the 3-5 p.m. spot. ABC's particularly elated about the fact that the opening stanza beat out NBC's "Matinee Theater" in the 3-4 p.m. spot by pulling a 5.7 rating as against "Matinee's" 4.8 for the hours. CBS, however, came out on top with a 7.0 average for the hour.

If ABC can continue to come up with similar ratings in the upcoming weeks, there's no doubt that it will be swamped by advertisers moving into the stanza in droves. At the price ABC is asking for participations, ratings in the vicinity of 6.0 will provide advertisers with a satisfactory cost-per-thousand buy.

RCA Pitch

• Continued from page 2

get its baptism in the Los Angeles area.

Combining in the tint promotion with RCA is indie Station KTLA, owned by Paramount Pictures. General Manager Klaus Landsberg said today that there will be immediate colorcasting of two programs weekly, one live and one on film, with a daily schedule aimed for by the end of the year.

RCA will pick up the tab on whatever the cost-differential is between color and black and white, the regular sponsors thus receiving a color program for b.&w. cost. In return, RCA will get cross-plugs on the programs.

Starting January 27 KTLA will air the hour-long live "Western Varieties" in tint, with the telefilm series, "Long John Silver," acquired by the station from ABC Film Division this week, following January 29. KTLA, the only station with a remote color unit, has been pioneering tint programming in this area for over a year, but, because of the added cost, which sponsors were not willing to pay, has been able to do only sporadic colorcasts.

Wyatt said that a similar system will be worked out with KRCA, the NBC outlet here, tho so far no shows have been decided on. The only other station of seven to have color facilities is KNXT, the CBS outlet, and Wyatt indicated that on a local basis the plan could include it also.

ADVISORY BOARD SURVEY

Hollywood Majors in TV—Success, Flop?



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company.

This season three major Hollywood motion picture companies took their first plunge into the business of creating network TV programs. These moves on the part of Warner Bros., 20th Century-Fox and M-G-M created quite a stir both within and without the TV industry.

Coming hard on the heels of the fabulous success that Walt Disney achieved last season with "Disneyland," the announcement of the entry into TV of these three majors was greeted with enthusiasm by many who looked forward to programming contributions of similar stature to "Disneyland." The appearance of these shows on the air, however, drew forth considerable adverse comment from newspapers.

In order to get the reaction of leading executives in the industry, we polled the TV Advisory Board on its feelings on these shows. The results of this survey are being presented in two parts. This week's feature concerns itself with the board's reaction to the entertainment aspects of these programs, while the second part, which will appear in a subsequent issue, will outline and discuss the board's feelings on the "behind the scenes" segments.

Quality Disappointing

The board members were overwhelmingly agreed that the three shows under consideration have not lived up to what the industry expected them to be qualitatively. Tho close to half the board members went further and expressed their belief that one of the three shows was better than the average regularly aired program, many of the other half felt that the "20th Century-Fox Hour" was better than the average TV show. All but a relative handful, however, agreed that the "M-G-M Parade" did not come up to that standard.

Despite their disillusionment with the initial efforts of these three Hollywood majors, however, most of the ad agencies and sponsors were by no means inclined to shun completely the programming these companies could turn out. One important New York agency executive indicated that he would be willing to recommend programs that would be produced by these majors, but "only under circumstances that would permit reasonable control of finished product insofar as studio, picture plugs, casting, etc." Another ad agency exec, Walter Collins, film director of the Fitzgerald Agency in New Orleans, can see "no reason why they can't give you more for the money—after they get used to 'lower budget' production." Bob Hayward, radio-TV director of the Brisacher, Wheeler Agency in San Fran-

cisco, similarly feels certain that the TV shows being produced by these majors will become better as time goes on, but at the present he'd be dead set against recommending sponsorship to any of his agency's clients.

Willing to Go Along

Disagreeing with the latter part of this stand, the head of one of the New York TV stations, tho he feels that none of the shows are better than average, stated that he'd be willing to go along with the current crop being turned out because, "regardless of quality, the shows have either star or exploitation value." Another station exec, Bob Watson, who's manager of KGNC-TV, Amarillo, Tex., feels the majors would do okay "if they would make entertainment their primary objective rather than movie promotion."

HOW THEY VOTED

1. Do you feel that the Hollywood majors have lived up to the TV industry's expectations that their new TV film series would raise the level of TV programming?

	Yes	No	Don't Know
Networks and Stations	14	37	4
Ad Agencies	7	25	—
Network Sponsors	—	3	1
Regional, Local and Spot Advertisers	—	1	2
Distributors	1	13	—
Producers	7	22	5
Total	29	101	12

2. Which of the new network TV shows being produced by the Hollywood majors do you consider better than the average regularly aired TV programs?

	Warner Bros. Presents	20th Century Fox Hour	M-G-M Parade	None
Networks and Stations	12	19	3	21
Ad Agencies	2	13	1	13
Network Sponsors	1	1	—	—
Regional, Local and Spot Advertisers	—	1	—	1
Distributors	—	1	—	10
Producers, Labs, Equipment	5	9	3	15
Total	20	44	8	60

3. Judging from the shows already televised, would you consider sponsoring, telecasting or distributing other shows produced by Hollywood majors?

	Yes	No	Don't Know
Networks and Stations	35	7	10
Ad Agencies	16	7	7
Network Sponsors	2	2	—
Regional, Local and Spot Advertisers	1	—	2
Distributors	2	5	3
Producers	13	6	9
Total	69	27	31

ADVERTISERS AND AGENCIES SAY . . .



RUSSELL B. YOUNG, AM & TV director, RUSSELL M. SEEDS COMPANY, Chicago: "Twentieth Century does a good job of entertainment and also of merchandising the studio's output. These people are smart, and their product will improve. They'll all have to learn from present mistakes."

LES DUNIER, TV director, EMIL MOGUL COMPANY, New York: "There have been signs of some improvement. Twentieth Century has done well but mainly there are too many plugs on coming attractions. We always have an open mind on new shows and would consider majors; however, we would not buy blindly and would require pilots, etc."

BOB EDINGTON, HENRY QUEDNAU, Tampa: "None of the new network TV shows produced by the Hollywood majors are better than average, because the Hollywood studios are apparently following the established TV pattern rather than setting new standards. I don't know whether we would consider sponsoring, telecasting or distributing other shows produced by the majors. I am sure, however, any agency or advertiser would use the best program for his product, regardless of who produced it."

STATIONS SAY . . .



ROY E. MORGAN, executive vice-president, WILK-TV, Wilkes-Barre, Pa.: "Of the Warner Brothers' trilogy, only "Cheyenne" remains as the sole survivor of the series worth while watching for purely entertainment value."

HAROLD P. SEE, general manager, KRON-TV, San Francisco: "They are all a free plug for producers and consequently exhibitors — who are competitors of TV."

CHARLES T. LYNCH, program director WKSO-TV, Kalamazoo, Mich.: "The best of the movie-

produced series in no way approaches production of such TV stalwarts as "Studio One," "U. S. Steel Hour" and other comparable productions. I believe when the majors get their feet on the ground, submit to the National Association of Radio & Television Broadcasters' code on excessive commercials and give us TV entertainment, they will be an asset to TV."

HERB JACOBS, general manager, TV, Inc., New York: "We do not feel that the Hollywood majors have lived up to expectation to raise the level of TV programming. In our estimation they are using their scrub teams to turn out TV programs. This is expected because TV is not yet lucrative enough to expend top time and talent on a series. As these shows are as good as the better independents, we see no reason, at present, not to sponsor or distribute them."

J. MICHAEL BAISCH, general manager, WREX-TV, Rockford, Ill.: "The majors have the facilities, bank-rolls and personnel to make a commendable contribution to the TV industry, but they need more indoctrination in the TV medium. If they adopt an attitude of what can we 'give' instead of what can we get, they'll reap manifold benefits."

PRODUCERS AND DISTRIBUTORS SAY . . .

IRVING M. LESSER, president, MAJOR TELEVISION PRODUCTION, New York: "These programs are neither 'fish nor fowl.' They are only partially TV entertainment and partially plugs for company and forthcoming product and stars. This is provocative rather than good public relations. Hollywood producers frown on paid screen advertising in theaters. They crowd in, however, on advertising paying for home screens."

PETER M. PIECH, national sales manager, SCREENCRAFT PICTURES, New York: "The goal of the Hollywood majors is an admirable one, but the competition is tough from those who went thru TV's birth pangs. Adaptability is one great asset Hollywood has. Yes, we would consider distributing shows produced equal to any now around."

In the next TV Editorial Advisory Board study: **WHAT'S BEEN EFFECT OF "BEHIND-THE-SCENES SEGS?"**

Shooting Its Way
To The Top!

COWBOY G-MEN

SYNDICATED

The Billboard Scoreboard

The Pulse Audience Composition Studies • Syndicated Film Westerns

OCTOBER RATINGS

Rank	Show & Distrib.	Avg. Oct. Rtg.
1.	Annie Oakley (CBS)	9.7
2.	Cisco Kid (Ziv)	9.5
3.	Steve Donovan, Western Marshal (NBC)	8.9
4.	Wild Bill Hickok (Flamingo)	8.8
5.	Death Valley Days (Pacific Borax)	8.8
6.	Range Rider (CBS)	8.5
7.	Stories of the Century (Hollywood)	8.5
8.	Hopalong Cassidy (NBC)	7.9
10.	Cowboy G-Men (Flamingo)	4.5

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Death Valley Days (Pacific Borax)	81
2.	Hopalong Cassidy (NBC)	69
2.	Stories of the Century (Hollywood)	69
4.	Gene Autry (CBS)	52
5.	Range Rider (CBS)	52
7.	Cowboy G-Men (Flamingo)	46
9.	Annie Oakley (CBS)	36
10.	Steve Donovan, Western Marshal (NBC)	33

AMONG TEENS

Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Cisco Kid (Ziv)	28
2.	Steve Donovan, Western Marshal (NBC)	27
3.	Range Rider (CBS)	26
4.	Cowboy G-Men (Flamingo)	24
4.	Gene Autry (CBS)	24
4.	Wild Bill Hickok (Flamingo)	24
9.	Hopalong Cassidy (NBC)	22
10.	Stories of the Century (Hollywood)	16

AMONG WOMEN

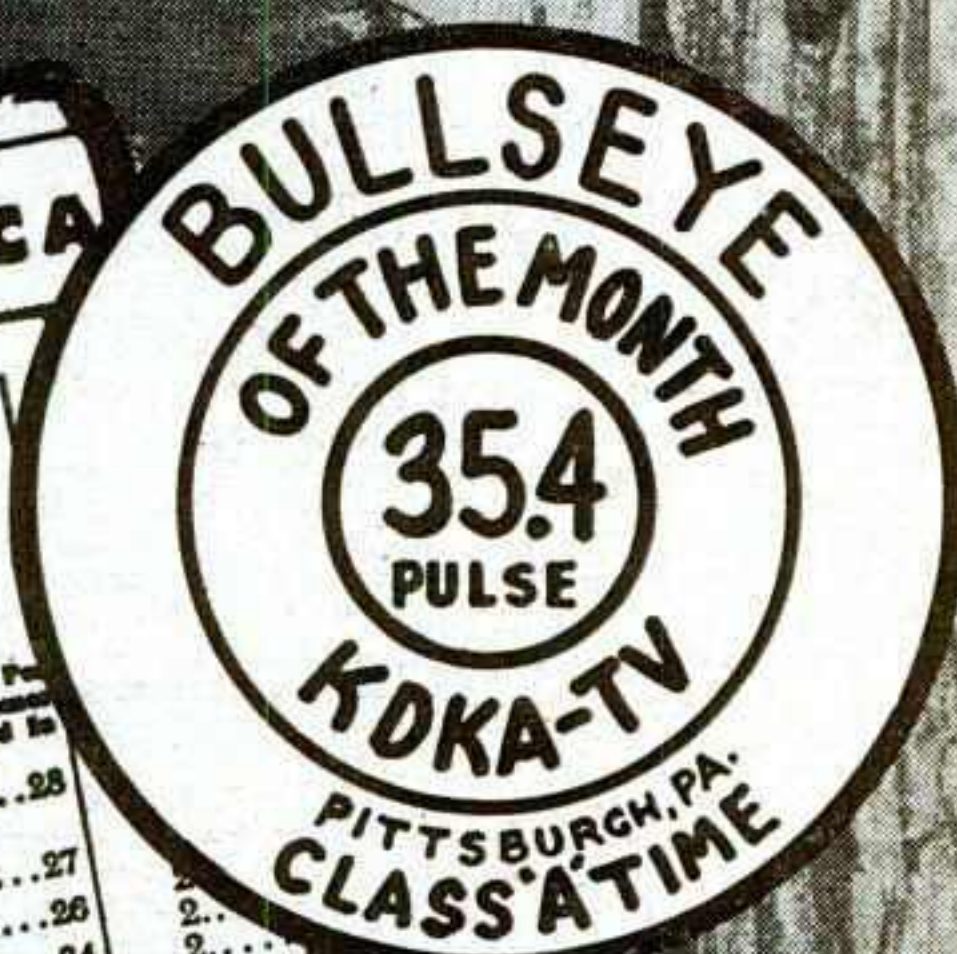
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Stories of the Century (Hollywood)	79
2.	Death Valley Days (Pacific Borax)	72
3.	Hopalong Cassidy (NBC)	59
4.	Gene Autry (CBS)	57
6.	Cowboy G-Men (Flamingo)	42
8.	Cisco Kid (Ziv)	33
9.	Steve Donovan, Western Marshal (NBC)	30
9.	Wild Bill Hickok (Flamingo)	30

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Annie Oakley (CBS)	102
2.	Steve Donovan, Western Marshal (NBC)	95
3.	Range Rider (CBS)	94
3.	Hopalong Cassidy (NBC)	93
4.	Wild Bill Hickok (Flamingo)	89
6.	Cowboy G-Men (Flamingo)	88
8.	Cisco Kid (Ziv)	88
9.	Death Valley Days (Pacific Borax)	49
10.	Stories of the Century (Hollywood)	28

VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Hopalong Cassidy (NBC)	234
2.	Gene Autry (CBS)	228
3.	Death Valley Days (Pacific Borax)	226
4.	Annie Oakley (CBS)	218
5.	Range Rider (CBS)	215
6.	Cowboy G-Men (Flamingo)	201
9.	Wild Bill Hickok (Flamingo)	186
10.	Steve Donovan, Western Marshal (NBC)	185



39 Half Hour Shows Available in Color or Black & White

All material published in The Pulse

Created and Produced by
HENRY B. DONOVAN
of
Telemount Pictures, Inc.
Distributed Exclusively by

FLAMINGO FILMS 508 Madison Ave., N. Y. 22, Murray Hill 8-4800

ABC-TV Negotiating for Warner Bros.' Feature Bloc

'TNT,' 'Silver Group,' Alexander Series Register Sales; C&C, SG Plans Jell

NEW YORK, Jan. 21. — With sales ringing up on three new packages of feature films, and sales planning progressing on two bigger ones, still another bundle of major company movies was this week showing thru the gaping hole in the dam.

It was learned that the ABC-TV network, which last year outbid the distributors on two packages of Rank pictures, had recently held high-level conversations with Warner Bros. with an eye to the TV rights to a substantial group of movies. The talks are still only exploratory and are on the chairman-of-the-board level.

Actual sales on new packages were made this week by National Telefilm Associates on its "TNT" package, Hollywood TV service on its "Silver Group" and M.&A. Alexander on a still unnamed package it is building.

On the proposed group of 104 Columbia pictures, Screen Gems head Ralph Cohn has been on the West Coast the past couple of weeks choosing films out of the parent company's vaults. SG here promised some definite word on the package next week.

C&C Deal

At C&C Television, Matty Fox has hired a basic sales staff headed by Erwin Ezzes as vice-president and sales manager. They have a list of appointments with station managers, whom they will meet in Atlantic City, where they will screen as many of the RKO pictures as they wish and carry on negotiations.

Fox finally met the press this week and further elucidated the sales planning on the huge library. He revealed he was selling stations a lease on the entire library of 740 titles in perpetuity. The over-all package has been given the title, "Movietime, U. S. A." The stations will not be allowed to use the RKO tag.

It was reported that in some markets Fox is asking \$1,000,000 cash plus an approximately equivalent value in spot time. Fox is guaranteeing a big advertising campaign in national magazines to back the stations that buy the mammoth deal. Fox predicted

H'wood TV Service Maps 'Statue' Pilot

HOLLYWOOD, Jan. 21.—Pilot of a new TV series, "Statue of Liberty," is being prepped by Hollywood TV Service. Show proposes to deal with stories of newly arrived immigrants, with Earl Collins, the company's president, having negotiated with the U. S. Department of Justice for use of the latter's files.

at once!

TOP TV FILM SALESMEN

TV's fastest-growing film distributor wants several dynamic salesmen. Syndicated film sales experience—Top contacts and proven record at the local level necessary. Our company has one of the best records in the industry for acquiring outstanding diversified film product. Plans call for immediate expansion of our sales department. If you can keep in step with a company whose growth is phenomenal, we offer an unparalleled opportunity.

Sell yourself in a fully-detailed letter. Replies confidential. No phone calls, please.

Mr. Oliver Unger, Exec. V.-P.
National Telefilm Associates, Inc.
60 West 55th St., New York, N. Y.

that most stations would make back the investment by the third run. He believes these pictures will have residual play value for another 12 years. He pointed out that 100 of the pictures debuted in the Radio City Music Hall.

450 Titles

Actually C&C has immediate TV rights to about 450 RKO titles. General Teleradio is reserving 150 pre-1948 pictures for two years for

network sales. Still another 150 more or less redound to C&C gradually as their theatrical value is exhausted by RKO.

C&C has three former Ziv salesmen as its sales staff so far: Ted Rosenberg, Skip Steloff and Noah Jacobs. The administrative director is Dick Morris, formerly of Screen Gems and Fox's Motion Pictures for Television. The director of advertising, promotion and publicity is Gene Logan.

'SILVER GROUP' TITLES

CBS in Bloc Deal For O&O Stations

NEW YORK, Jan. 21. — The first co-op buy of feature films by CBS for a group of its owned and operated stations was made this week with the purchase of 24 Republic features newly released to TV by Hollywood Television Service. The package, called the "Silver Group," was bought for WCBS-TV, New York; KNXT, Hollywood, and WXIX, Milwaukee. The Fourth CBS o&o, WBBM-TV, Chicago, did not participate in the co-op buying venture.

Craig Lawrence, director of CBS owned and operated stations, said that the combine buy, tho a departure from the practice whereby each station handled its own film buying, represents no radical change in policy. Each station will continue to purchase its own film as in the past. Indications are, however, that when and if several or all of the CBS outlets agree on the desirability and need for a specific package of features, a co-op deal, with its accompanying price advantages, may again be made.

The "Silver Group" package, bought by the three CBS o&o stations, consists of seven John Wayne films—"Dakota," "Flame of the Barbary Coast," "Fighting Seabees," "War of the Wildcats," "Flying Tigers," "Dark Command," and "Angel and the Badman"; 12 Bill Elliot Westerns—"Old Los Angeles," "Plainsman and the Lady," "The Fabulous Texan," "The Gallant Legion," "Calling Wild Bill Elliot," "Man From Thunder River," "Border Town Gunfighters," "Overland Mail Robbery," "Mojave Firebrand," "Hidden Valley Outlaws," "Death Valley Manhunt," "Wagon Tracks West," and five other features—"The Inside Story" with William Lundigan and Marsha Hunt; "Angel in Exile" with John Carroll;

"The Plunderers" with Rod Cameron and Ilona Massey; "Angel on the Amazon" with George Brent; "Grand Ole Opry" with Lois Ranson and Allan Lane.

CBS-TV Adding Ten Reruns

NEW YORK, Jan. 21.—Some indication of the expansion that CBS-TV Film Sales expects to undergo this year can be gleaned from the fact that the firm will add at least 10 and perhaps as many as 15 new properties, most of them network reruns, to its roster. Last year, the firm added only five properties to its list.

New first-run properties it has already acquired for pitching to national sponsors in pilot form are: "Man From the Island," "Richard the Lion-Hearted," "Sir Francis Drake," "The Legionnaires" and "Red Ryder." Two of these—"Richard" and "The Legionnaires"—are slated to go into production for syndication if no network deal is made. The other three probably will not be produced in the event they're not sold nationally.

This year, CBS-TV Film Sales is slated to take over most, if not all, of the following CBS-TV network shows for rerun syndication: "My Favorite Husband," "The Search," "Gunsmoke," "You Are There," "Champion," "Brave Eagle," "Our Miss Brooks," Terrytoon cartoons, "Navy Log," and film shorts initially aired on "Omibus," which will be syndicated under the title, "Under the Sun."

EADY PIC PLAN GUARANTEES \$\$

HOLLYWOOD, Jan. 21.—Bermuda is offering the TV film producer a guaranteed \$6,000 to \$7,000 return per half-hour show on his investment if he produces there—providing he can qualify under the Eady plan quota.

The Eady plan guarantees that a TV show produced in the British empire will be placed on television stations in England. In effect, this means that a producer has made a \$6,000 plus sale the moment he begins shooting. American producers, however, are limited by a strict quota, and the trick is to be able to qualify for the plan under this.

Guy V. Thayer Jr., exec v.-p. of Roland Reed Productions, will shoot his "Adventures of the Sea Hawk" in the island under this set-up. For MCA-TV, co-owner of the package, it means they must net only \$18,000 to \$19,000 in U. S. sales to break even on the estimated \$25,000 per half-hour budget.

Films to Watch

MYSTERY-ADVENTURE PROGRAMS

If the sponsor wants to reach the male audience, his best bet among syndicated shows are the mysteries and-or adventures. This is emphatically confirmed by the "Pulse Top Pix Among Men" chart in this week's "Scoreboard." Of the 25 syndicated shows that draw from 91 to 78 men per hundred sets tuned in, 22 are mysteries or adventures. One exception is the top show on the list, "Confidential File." This is actually an unclassifiable format, but obviously its values are akin to those of the mystery-adventure shows.

Note that the dramatic shows, which are analyzed in this week's "Scoreboard," generally do not stack up as well with the men. The best this format can do is 77 men per hundred homes. The top show on that list, "Mayor of the Town," actually has a fixed lead. The top anthology among men, "Science Fiction Theater," gets 75 men per hundred. This show, of course, has a strong adventure angle.

It is also worth noting in comparison that the top network attractions for men are the sports shows, in particular the fights. Variety, country music and audience participation formats also draw relatively heavy male audiences.

The difference in male favorites, syndication vs. network, is no doubt explained by the different format trends. There are few mystery-adventure shows on networks. And the sponsor seeking a sports show in syndication has relatively thin pickings. Further, sports interest is topical, and that is difficult to satisfy in syndication.

ABC Film Synd. Plans for Big 1956

NEW YORK, Jan. 21. — ABC Film Syndication has launched an expansion program that will embrace three and perhaps four phases of activity this year. More properties will be produced here and overseas, more salesmen will be hired both for local and national sale, selling abroad will be stressed and the syndication firm is planning to enter the field of TV film commercials and industrial films.

George Shupert, president of the company, disclosed this week that five new properties have already been acquired. They will initially be pitched for national sale via pilots. Two of the properties will go into full production for syndication even if no national sales are made. The new properties are "Renfrew of the Mounted," which will be produced by John Gibbs and Meridian Pictures; "Believe It or Not," dramatizations of Robert Ripley material with a twist ending, which will also be produced by Gibbs; "Forest Ranger," which will be produced by Bernard Fox for Rabco Productions, a firm owned 50-50 by Hal Roach and ABC Film; "The Americano," which will be shot in Spain by Martin Gosch, and "The Force," which will deal with the plainclothes division of the Canadian Mounties, to be produced by Victor Stoloff. The last two named shows will be produced for syndication even if no national deals are made from the pilot. ABC Film is seeking additional properties and is already known to be talking with Douglas Fairbanks Jr. on a "Bulldog Drummond" series that Fairbanks would shoot in England.

Two Features Ready

Already lined up for syndication are "The Three Musketeers," which will be released shortly, and "Code Three," which will go into syndication after Easter. Produced by Ben Fox for Rabco, "Code Three" has already been bought by Liebmann Breweries for 12 markets.

ABC Film's 1955 billings, according to Shupert, was double that of 1954, and the firm is now operating at a healthy profit.

The firm is currently negotiating with TV film commercial producers to buy into an existing operation. Indications are that one of the producers ABC Film is talking with is Hal Roach Jr. If a deal can be consummated, ABC Film would act as the sales organization for bringing in new TV film commercial and industrial production business.

Rastall to N. Y.

In a move to strengthen its Eastern sales staff, ABC Film is trans-

ferring Patric Rastall, head of the Chicago office, to New York, where he'll work directly under sales veepee Don Kearney. A few months ago, John Burns moved into the New York office to head up national sales for the firm. Rastall's place in Chicago will be taken by Howard Anderson, who has been head of the Dallas office. Robert Dalaschu has joined the company to replace Anderson in Dallas.

MCA-TV Sells Clooney Series

HOLLYWOOD, Jan. 21.—MCA-TV this week wrapped up Foremost Dairies, Inc., in a 52-market national spot deal for a new Rosemary Clooney half-hour TV series. The company will syndicate the show in cities that Foremost Dairies did not buy.

For MCA it marks the biggest spot deal since it sold "Soldiers of Fortune" to Seven-Up last year, and differs in the respect that the company can syndicate the program in markets which the sponsor did not buy.

At the same time MCA put the finishing touches on the Tennessee Ernie Ford nighttimer, with the understanding that production can begin at any time a sponsor orders the show. The Walter Schumann Choir will be a regular part of the program. James Allardye, one of George Gobel's writers last season and now the scripter who prepares Alfred Hitchcock's comments on the latter's series, will write the show.

One of the unusual aspects of the Clooney series is that it will be filmed at NBC, apparently because the net has the only available studio, at the moment, where an audience can be accommodated.

Appearing with Miss Clooney will be the Hi Lo's, and Nelson Riddle's ork. Each show will have a story-line or theme, with Herbert Baker set as the writer. A top name guest will be seen on each program.

Production begins February 2, with a schedule of two half-hours per week set until a 39-show total is reached. The producer is Joe Shribman.

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

Advertisement

25 National Sponsors

THE BIG ONES GOING FOR 'LOONEY TUNES'

NEW YORK—More than 25 big-name national sponsors are included in the hundreds of participating backers of Guild Films' "Looney Tunes," hottest kid show in film-TV.

Station reps report strong and growing activity along Madison Avenue to back the show.

Reason is believed to stem from fact that "Looney Tunes," by virtue of its near saturation coverage (more than 100 markets, including two-thirds of the primary ones), offers spot showing under virtually the same programming circumstance in every market.

Thus, sponsor gets as solid a showing as if he purchased network participation, but with the added benefit of a local personal-

ity in each market, adding strong hometown flavor.

Many of the stations now programming "Looney Tunes" are reported to have hung out the S.R.O. sign and have lists of advertisers waiting to buy participations as soon as they become available.

Among the name advertisers buying "Looney Tune" participations on a multi-market basis are General Foods, U. S. Rubber, Peter Paul Candies, Smith Bros. Cough Drops, Nabisco, Armour & Co., Carnation Milk, National Biscuit Co., Firestone Rubber, Pepsi-Cola, Hostess Cup Cakes and Continental Baking Co.

Others include Bond Bread, Malt-O-Meal, Fritos, Junket, Bosco, Robin Hood Flour and Ivory Snow.

'TUNES' SCORES AS LOW-COST TV ITEM

SALT LAKE CITY—Impressed with how much less "Looney Tunes" costs compared with other types of film programming, KSL-TV here is now pushing the Porky Pig and Daffy Duck films for a full hour, five days a week. (Monday through Friday at 4 p.m.)

On a contract basis, KSL's average weekly cost for the entire

library of 191 films is under \$175 a week—or less than \$18 for each half hour of film programming.

The show, which can accommodate more than 40 participations a week, now has a large number of national advertisers buying one-minute participations.

They include U.S. Rubber, Malt-O-Meal, Union Pacific and Continental Baking Co.

All-out Looney Tune 'Promo' push

NEW YORK—Guild Films is sparing no horses in promoting "Looney Tunes," its newest syndicated film hit.

In addition to the normal publicity material given to stations and sponsors, the firm's client service department has worked up a promotion kit which includes contest ideas, good citizenship awards and a wide selection of self-liquidating and give-away premiums, such as balloons, comic books, rubber dolls, charm bracelets and masks.

The kit also includes photos, slides, ad mats, window placards and other promotion material.

'LOONEY TUNES' HITS 100 CITIES

"Looney Tunes," television's No. 1 kid show, went over the 100-market level, according to December ratings.

Though up for sale for less than eight months, "Looney Tunes" is seen in more than two-thirds of the primary markets.

Television circles say that never before has a kid show package built such a fantastic success so quickly.

Porky draws 6,000 requests in four days

LINCOLN, Neb.—Shortly after "Looney Tunes" made its local debut, over Station KOLN-TV, the station announced an offer of autographed pictures of Porky Pig.

Within four days more than 6,000 written requests had been received from Lincoln youngsters, considered a spectacular pull for such a short period.

Sponsor of the show, which outrates all other kid shows in the area, is the Dairy Queen Drive-In chain.

Franchise owner for the Lincoln area, Howard Nesseler, said business "definitely has been increased . . . and the increase can be attributed to the television show since it is the only medium we have used."

Tops for Moppets 'TUNES' TOP RATED IN MOST MARKETS

NEW YORK—Guild Films' "Looney Tunes" continues to lead its opposition in most of the 100 markets where the animated cartoon series is playing. The cities include most of the major markets.

December A.R.B. reports show "Looney Tunes" not only leading its time slots in the majority of markets, but also walloping other kid show opposition by substantial margins.

Among the markets where it has forged ahead are Los Angeles, New York, Minneapolis, Nashville, Boston, Albuquerque, Detroit, Salt Lake City, Charlotte and Portland, Ore.

In Detroit, Quincy, Davenport, Los Angeles, Little Rock, Des Moines, Omaha, New York, Phil-

adelphia and other cities, "Looney Tunes" outscores both "Howdy Doody" and the Pinky Lee show.

In St. Louis, Tampa and Nashville the program outranks "Mickey Mouse Club."

A.R.B. discloses that "Looney Tunes" is smothering such shows as Gene Autry, Lassie, "Ramar of the Jungle," Hopalong Cassidy, "The Lone Ranger," Roy Rogers, "The Cisco Kid," "Robin Hood," "Little Rascals," "Wild Bill Hickok" and "Cowboy G-Men."

In some cities ratings revealed that "Looney Tunes" has a share of the audience as high as 83 per cent, such as in Houston. The show has a 59.6 audience share in Philadelphia, 59.8 in Phoenix and 60.5 in Salt Lake City.

Tampa kids go for hot dogs a la 'Tunes'

TAMPA—Herman Orange Band Wieners, "Looney Tunes" sponsor here over WSUN-TV, reports a substantial increase in sales directly attributable to the animated cartoon show.

In order to promote the product, the Herman Quednau Agency of Tampa grabbed the "Looney Tunes" program. The Porky Pig and Daffy Duck cartoons are introduced by an unusual master of ceremonies, Super-Duper. He is a three-and-a-half-foot comic in top hat and tails. In addition to introducing the cartoons, Super Duper sings songs and tells stories.

As indication of the wide fame he has won, Super-Duper has made dozens of guest appearances at schools and other institutions throughout the Tampa Bay area.

So capitalizing on this popularity, the sponsor built its entire campaign around Super-Duper and put his picture on the wrapper of the wiener package.

Result: Sales zoomed.

Format varies around country

"Looney Tunes," the new syndicated film hit, is seen in a variety of forms in different cities, running the gamut from cowboys to space ships. Each market can call its own shot in running the library.

In Denver the "Looney Tunes" emcee is a sheriff; in Omaha, a Masked Marvel; in Philadelphia, a clown; in Tucson, a Ranger, and in Tampa he is a midget in a high silk hat who calls himself Super Duper.

'Looney Tunes' worth six million dollars

NEW YORK—Value of the animated footage which makes up Guild Films' "Looney Tunes" library is close to \$6,000,000, it is estimated.

The Hollywood studio which originally produced the series, before selling it to Guild Films last year, has said each of the cartoons would cost approximately \$30,000 to duplicate at today's production costs.

Since there are 191 episodes in the series, the total worth runs conservatively at \$5,750,000.

RATING ROUND-UP

A.R.B. DECEMBER 1955:	
CHICAGO	
M-F	12 to 1
WGN LOONEY TUNES	6.2
WBBM Lunch With Billy	1.6
WNBQ Noontime Comics	4.6
WBKB Happy Pirates	4.2
ALBANY-SCHEN.	
M-F	5 to 5:15
WRGB LOONEY TUNES	19.3
WROW Mickey Mouse Club	16.6
MINN.-ST. PAUL	
Sat. A.M.	9 to 9:15
WCCO LOONEY TUNES	12.4
KSTP Pinky Lee	4.8

PHILADELPHIA	
Sat. A.M.	10 to 10:30
WCAU LOONEY TUNES	8.0
WFIL Hopalong Cassidy	2.1
WPTZ Pinky Lee	6.9
A.R.B. NOVEMBER 1955:	
CLEVELAND	
M-Tu-W-F	6 to 6:30
WXEL LOONEY TUNES	12.1
WEWS Texas Jim	3.9
WNBK Ramar	10.1
DES MOINES	
M-F	4 to 4:30
KRNT LOONEY TUNES	15.2
WHO Howdy Doody	9.9
WOI Tele-Visits	0.6

FIRST..in NEW YORK



SANDY BECKER on the LOONEY TUNES SHOW

FIRST—among all multi-weekly children's programs in New York—network and local! (Current Nielsen Station Index)

FIRST—in audience responsiveness! More than 200,000 coloring—in—cartoons received this week in the most amazing audience reaction test.

FIRST—in salesmanship. SANDY BECKER is a great personality. A brilliant and creative commercial announcer: He's a superb entertainer, too.

FIRST—in value. Cost-per-thousand—twenty-six cents!

WABD

Channel 5 New York

Represented Nationally by Paul H. Raymer Co.



Looney Tunes

TELEVISION'S #1 KID SHOW

• TOP SPONSORS • TOP RATINGS

NOW IN MORE THAN 100 MARKETS



write, wire or phone:

GUILD FILMS

COMPANY, INC.

460 PARK AVENUE - NEW YORK 22, N.Y. MU 8-5365

IN CANADA: S.W. CALDWELL, Ltd., TORONTO

Copyright 1955 by Sunset Productions, Inc.

N. Y. LIKES 'MILLION DOLLAR'

Advertest Film Study Puts WOR Show First

NEW YORK, Jan. 21. — In its sixth annual study of feature film viewing in this area, Advertest Research found that movies are doing better than ever, that WOR-TV's "Million Dollar Movie" has gained in favor, and that it is the quality of the individual picture that is decisive in drawing the audience.

"MDM" was the most viewed movie show. It was caught by 88.5 per cent of the sample during the four weeks preceding the interviews. Next was WCBS-TV's "Late Show," which was caught by 50.4 per cent.

"MDM" was also the favorite movie show of the most people; 56.7 per cent named it their favorite. "The Late Show" was the favorite of 14.5 per cent.

On the question of why they favored one show or another, "MDM's" repeat policy (16 showings of a single picture in a week, 7:30-9 p.m. and 10-11:30 p.m., Monday thru Sunday) proved no particular lure. The chief reason given for liking "MDM" was "good films and stars," stated by 43.8 per cent. As against this, only 29.9 per cent pointed out the

multiple showings were more convenient.

"The Late Show" scheduling (11:15 p.m. to 1 a.m., different picture each night) found more recommendation in the Advertest panel. "Convenient time" was cited by 34.7 per cent, the chief reason given for favoring it. WCBS-TV's "Early Show" (6:15-7:15 p.m., daily) did even better on that score, 40.5 per cent mentioning its "convenient time."

Obviously, then, the appeal of good pictures proved a more potent attraction than any particular scheduling procedure.

To further bolster the "special attraction" interest of feature films is the fact that 74.3 per cent of the respondents said they decided which movie to watch by checking the program listings in the newspapers. Other methods of deciding were thinly scattered.

A total of 90.1 per cent of the 746 homes interviewed said they watch movies on TV. The survey was made December 10 thru 19. In Advertest's previous study of movie watching, in January, 1955, 88.0 per cent said they watched feature films.

Study Shows Adults Go for Kid Westerns

NEW YORK, Jan. 21.—Advertisers seeking to hit an adult audience might do well to consider sponsoring an early evening Western film series, despite the fact such shows are generally considered to be kiddie fare. According to an audience composition study of early evening Westerns made by CBS Film Sales, these shows can and are delivering enough adult viewers to enable them to compare favorably with shows designed mainly for an adult audience.

In Philadelphia, for instance, WFIL-TV's "Star Time," which consists of CBS-TV Film Sales' Gene Autry and "Range Rider" shows airing back to back 6:15-7:15 p.m., pulls in 216,129 adult viewers, according to the American Research Bureau report for December. "Favorite Story," which airs Saturdays, 7-7:30 p.m. on WPTZ, draws only 194,774 adults.

The other adult shows, many of them in prime time, attract more adult viewers than do the Westerns on a cost-per-thousand basis, the kiddie shows can often be considered a better buy for hitting adults. The idea that kid programs can efficiently reach adult viewers is still far from generally accepted, this point has been driven dramatically home by ABC-TV's "Mickey Mouse Club," which delivers a greater adult audience and a better cost-per-thousand for reaching adults than many other daytime shows specifically designed for a grown-up viewers.

Little Difference

In many cases, no appreciable difference exists between the audience composition of a kiddie Western and that of an adult show that competes with it in an early evening time slot. In Baltimore, for instance, Gene Autry competes with "Science Fiction Theater" in the 7-7:30 p.m. Saturday time slot. Autry's audience consists of 68 per cent adults and 42 per cent children, whereas "Science Fiction Theater's" audience consists of 55 per cent adults and 45 per cent children.

In most cases, it is true that adult shows will pull more grown-up viewers than will a kiddie Western. But the important point is that sometimes the reverse is true, and even when it is not, the kiddie show may still attract enough adult viewers to make it a better vehicle for reaching adults, on a cost-per-thousand basis, than the adult shows or station break spots.

Big Wisconsin 'Cristo' Push

NEW YORK, Jan. 21. — The Thorpe Finance Company will stage a major TV campaign thru the State of Wisconsin on "The Count of Monte Cristo." Thorpe's agency, Klau - Van Pietersom-Dunlap, of Milwaukee, signed for the show last week with Television Programs of American. This deal makes a total of 70 markets in which TPA has sold the costume show.

TPA last week also brought in another regional beer sponsor on "Susie," the reissue of "Private Secretary." Blitz Beer on the West Coast bought the Ann Sothorn comedy for Eugene, Medford and Portland, Ore., and Yakima, Wash. The first brewery to buy this show was Drewry. Blitz' agency is Cole & Weber.

23-title "Silver Group" package from Hollywood Television Service (see other story for titles).

Most of the features will probably not be aired until after July 1. The station's deal on each of the package calls for 10 runs over three years.

Du Mont Station Cutting 'Million Dollar' Schedule

NEW YORK, Jan. 21.—WTTG, Washington, will drop its seven nights weekly "Million Dollar Movie" strip. The move is being made, according to Ted Cott, vice-president of the Du Mont Broadcasting Corporation, because research proves that 80 per cent of each film's audience sees it the first two nights it is presented.

Consequently, Cott maintains, it is uneconomic to spend the remaining 71 per cent of the time allotted to the show trying to get a maximum 20 per cent of the potential viewing public. WTTG will therefore present a different movie each night under the title, "Evening Movie." It has a stockpile of 100 feature films ready to be reprogrammed.

Cott is also installing, at WABD here, a "Tune in Anytime Theater," which will run from 10 a.m. to 4 p.m. daily. The show will run the same picture three times each day. The station exec has blue-printed this show to meet the needs of the housewife. He believes that because of the pressure of housework they do not have time to organize their work so they can see specific programs. Grind feature films, Cott believes, will allow them to tune in whenever they wish and should bring the station large non-duplicated cumulative ratings. It will also cut programming costs considerably for the station.

WABD has also recently acquired four half-hour film series for nighttime slotting. They are "Passport to Danger," which Menen will sponsor; "Man Called X," "Mayor of the Town," sponsored by Geritol, and "NOPD."

WCBS in Buy Of 3 Feature Film Packages

NEW YORK, Jan. 21.—WCBS-TV here went on a film-buying spree this week, winding up with a total of 55 first-run features acquired from three different distributors.

The station bought the 23-title "TNT" package from National Telefilm Associates, an eight-title package from M&A Alexander (see other story for titles), and the

Commercial Cues

ANIMATION AND JINGLES

Starch research data shows that animated commercials with and without jingles can be very effective, but that a smaller percentage prove to be in the effective category than commercials of other types, such as live action. Effective animation requires more skill, more patience, more dollars, than most live action.

Weakness of the majority of animated jingle commercials stems from two sources: 1) inexpensive animation, which can wind up appearing jerky, with too many scenes, too fast action and hard-to-follow sequences, and 2) necessity for use of rhyme and rhythm in the jingle resulting in copy that may not tell the product story clearly.

HARD-BOILED MYSTERIES AND COMMERCIALS

Schwerin Research has noted that the super hard-boiled mystery show is open to criticism on advertising as well as ethical grounds, since most of the firm's research over the years tends to suggest that these stanzas prove less effective as a showcase for commercials. Two case histories:

The same commercials for a drug product were used in two different mysteries, and audience-tested. In the low-keyed show, the commercials proved about three times as effective in gaining remembrance. A beauty product was tested on five different shows, and those used in the tough crime show rated lowest in remembrance and belief than in any of the other formats, including three audience participation shows and a serial drama, thus offsetting the fact that the mystery pulled the biggest ratings. Schwerin concludes that the tough mystery appeals only to a particularized audience group to begin with, and the mood it establishes even for those viewers is not in key with the setting required for the average advertising message.

ID's . . .

TV Guide's lead story in next week's issue, out Wednesday will be the behind-the-scenes activity in the production of TV film commercials. It mostly concerns Transfilm. . . Punch Films, Lou Bunin's outfit that makes puppet commercials, has hired Michael Hitzig as market development manager. . . Storyboard, Inc., has begun work on two series of spots for American Oil. One of the series, consisting of three 80-second spots, will be in color. . . UPA Pictures, Inc., this week received orders for a total of 15 animated commercials from four different advertisers: Coors Brewery, San Francisco Brewing, Liebmann Brewing and Pacific Telephone and Telegraph.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercials Producer
HOUSEHOLD APPLIANCES (Furnishings, etc.)				
General Motors, Frigidaire, Kudner (My Favorite Husband)	5	(180)	LA	ATV Film
American Motors Corp., Kelvinator, Geyer (Disneyland)	2	(90), 4 (45)	LA	Walt Disney
Alcoa, Fuller, Smith & Ross (Alcoa Hour)	1	(25)	SA, SE	Transfilm
General Electric, Institutional, BBD&O (G.E. Theater)	1	(—)	LA	George Blake
Du Pont, Nylon Sheets, BBD&O	1	(50)	LA	Lewis Sound
General Electric Lamps, BBD&O	1	(60)	LA	Vidicam
JEWELRY AND ACCESSORIES (Watches, Cameras, etc.)				
Papermate Pen, Foote, Cone & Belding	2	(60), 1 (20), 1 (50)	LA	Mercury Intl.
LAUNDRY SOAPS, CLEANERS, PAPER SUPPLIES (Polishes, Synthetic Detergents, etc.)				
Purex, Foote, Cone & Belding (The Big Surprise)	5	(60)	LA	Mercury Intl.
Armour & Co., Liquid Chiffon Detergent, Foote, Cone & Belding	2	(60)	SA	Reed-Krasne
Purex, Weiss & Geller	3	(60), 3 (20)	FA	Ray Patin
Johnson's Wax, Stride, Needham, Louis & Brorby	3	(60)	FA, SE	Ray Patin
Procter & Gamble, Oxydol, Dancer-Fitzgerald & Sample	2	(60)	LA	Craven Film
Cheer, Soap Powder, Young & Rubicam (Brighter Day)	1	(40)	NA	Sound Masters
Stevens & Thompson Paper, Soft Spin, Dave Fris	1	(20)	SA	C. T. M.
Dow Chemical Co., Saran Wrap, MacManus, John & Adams (Medic)	5	(60), 120	LA	Transfilm
Minnesota "Fining & Mfg." Scotch Tape-Sasheen, MacManus, John & Adams	2	(20), 1 (60)	LA, M	Transfilm
Procter & Gamble, Tide, Benton & Bowles	1	(90), 1 (60)	LA	Transfilm
Lever Bros., New Product, BBD&O	1	(—)	SE	Norman Gaines
NON-ALCOHOLIC BEVERAGES				
James Vernor Co., Ginger Ale, Denman & Baker	2	(20)	LA	Roger Cleary
Coca-Cola Bottling Co., Coca-Cola, Wm. Esty	1	(10), 1 (20), 1 (60)	LA, J	Transfilm
OTHER FOODS AND MEAT PRODUCTS				
Kellogg, Rice Krispies, Leo Burnett	1	(60)	LA	Mercury Intl.
Variety Pack, Leo Burnett	1	(20)	LA	Mercury Intl.
C-7 Iceberg Lettuce, Cohan Advg. (Mickey Mouse Club)	2	(60)	SA	Mercury Intl.
Lima Bean Advisory Board, J. Walter Thompson (Western Varieties)	6	(120), 6 (30)	LA	Reed-Krasne
Albers Milling Co., Quick Oats, Pancake Mix, General Products, Erwin, Wasey & Co. (Waterfront)	3	(60)	LA	Reed-Krasne
Louisiana State Rice Milling, Mahatma, Watermaid Rice, Fitzgerald Advg.	1	(60), 1 (20)	LA, FA	Ray Patin
Purina Co., Ralston, Gardner Advg.	2	(20)	FA	Ray Patin
General Mills, Wheaties, Trix, Cheerios, Sugar Jets, Dancer-Fitzgerald & Sample	2	(60)	LA	Craven Film
Bell Brand Products, Bell Brand Potatoes, McCann-Erickson	2	(20)	FA, J	Lou Lilly
Oscar Mayer, Meat Products, Wherry, Baker & Tilden	—	—	FA, J	Shamus Culhane
General Mills, Sugar Jets, Wm. Esty	—	—	FA, LA	Shamus Culhane

(Continued next week)



KNOW JOE?

HIS PICTURE IS FAMOUS IN 3 STATES!

Yes, Joe Floyd's big-powered KELO-KDLO beams a picture that blankets South Dakota's large trading zones, plus populous areas in Minnesota and Iowa. It's a terrific picture for you to be in—the magic spot for smart merchandisers who want to sell a whole group of volume markets at one flash, and for one smart buy.

THE BIG TV COMBO



78% of South Dakota, plus western Minnesota, northwestern Iowa.



JOE FLOYD, President
Evans Nord, Genl. Mgr.
Larry Bentson, V. P.
NBC Primary
H-R Representatives

NETWORK & LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV FILM PROGRAMS - COMMERCIALS IN PRODUCTION

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Drama

DECEMBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Climax, Chrysler (CBS)	33.8
1.	Dragnet, Liggett & Myers (NBC)	33.8
3.	Fireside Theater, Procter & Gamble (NBC)	31.9
4.	Millionaire, Colgate (CBS)	31.3
5.	Lux Video Theater, Lever (NBC)	30.6
6.	Four Star Playhouse, Singer, Bristol-Myers (CBS)	30.3
7.	Line Up, Brown & Williamson (CBS)	30.1
8.	Loretta Young, Procter & Gamble (NBC)	29.9
9.	Playhouse of Stars, Schlitz (CBS)	29.0
10.	Lassie, Campbell Soup (CBS)	28.7

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Alfred Hitchcock, Bristol-Myers (CBS)	1.00
2.	You Are There, Electric Co's. of America, Prudential (CBS)	.99
3.	Appointment With Adventure, P. Lorillard (CBS)	.98
4.	General Electric Theater, Gen'l. Electric (CBS)	.97
4.	Goodyear Playhouse, Goodyear, (NBC)	.97
6.	Famous Film Festival, Partic. (ABC)	.92
6.	Screen Directors' Playhouse, Eastman-Kodak (NBC)	.92
8.	Navy Log, Maytag, W. A. Sheaffer (CBS)	8.9
8.	The Millionaire, Colgate (CBS)	.89
10.	Dragnet, Liggett & Myers (NBC)	.88

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Loretta Young, Procter & Gamble (NBC)	1.22
2.	Goodyear Playhouse, Goodyear (NBC)	1.19
3.	U. S. Steel Hour, U. S. Steel (CBS)	1.18
4.	The Millionaire, Colgate (CBS)	1.16
5.	Playwright's '56, Pontiac (NBC)	1.15
5.	Kraft TV Theater, Kraft Foods (NBC)	1.15
7.	Robert Montgomery Presents, S. C. Johnson, Schick (NBC)	1.14
7.	The Medic, Dow Chemical, Gen'l. Electric (NBC)	1.14
9.	Fireside Theater, Procter & Gamble (NBC)	1.12
9.	Lux Video Theater, Lever (NBC)	1.12

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Lassie, Campbell Soup (CBS)	1.38
2.	You Are There, Electric Co's. of America, Prudential (CBS)	.71
3.	Navy Log, Maytag, W. A. Sheaffer (CBS)	.65
4.	Crusader, R. J. Reynolds (CBS)	.63
5.	Crossroads, Chevrolet (ABC)	.62
6.	Dragnet, Liggett & Myers (NBC)	.59
7.	The Millionaire, Colgate (CBS)	.58
8.	TV Readers' Digest, Studebaker-Packard (ABC)	.57
9.	The Vise, Sterling Drug (ABC)	.55
10.	Big Story, Simoniz, Amer. Tobacco (NBC)	.54

LATEST NETWORK RATINGS

Pulse Top 10 TV Web Shows

(December 1955)

* Indicates Film

Rank	Program & Web	Dec. Rating
1.	\$64,000 Question (CBS)	50.2
2.	Ed Sullivan Show (CBS)	42.2
3.	*I Love Lucy (CBS)	39.7
4.	*Groucho Marx (NBC)	35.9
5.	Climax (CBS)	34.2
6.	*Disneyland (ABC)	32.0
7.	Perry Como (NBC)	30.9
8.	George Gobel (NBC)	30.6
9.	*Dragnet (NBC)	29.7
10.	*December Bride (CBS)	29.5

Pulse Top 10 Multi-Weekly Shows

(December 1955)

* Indicates Film

Rank	Program & Web	Dec. Rating
1.	*Mickey Mouse Club (ABC)	18.9
2.	Search For Tomorrow (CBS)	11.1
3.	Guiding Light (CBS)	10.8
4.	*Eye of Life (CBS)	10.7
5.	Howdy Doody (NBC)	10.2
6.	Big Payoff (CBS)	10.1
7.	Art Linkletter (CBS)	9.9
7.	News Caravan (NBC)	9.9
9.	Arthur Godfrey (CBS)	9.7
10.	CBS-TV News (CBS)	9.5

ARB Top Shows Among Men

How Network Shows Rated Among Men in December

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

(* Indicates Film)

Rank	Show, Sponsor & Web	Men Per Set	Avg. Dec. Rating
1.	Red Barber's Corner, Stage Farm (NBC)	1.29	6.0
2.	Cavalcade of Sports, Gillette (NBC)	1.24	23.3
3.	Wednesday Night Fights, Pabst, Mennen (ABC)	1.22	23.9
4.	Feature Boxing, Partic. (Du Mont)	1.18	6.3
5.	Ozark Jubilee, Sust. (ABC)	1.15	9.9
6.	Ed Sullivan, Lincoln-Mercury (CBS)	1.08	50.7
7.	Omni-bus, Aluminum, Ltd., Scott (CBS)	1.03	9.3
7.	Big Surprise, Purex, Speidel (NBC)	1.03	24.2
7.	Lawrence Welk, Dodge (ABC)	1.03	24.4
10.	Meet the Press, Pan American (NBC)	1.02	14.0
11.	*Alfred Hitchcock Presents, Bristol-Myers (CBS)	1.00	27.5
11.	Jack Benny, American Tobacco (CBS)	1.00	41.3
11.	Color Spread, U. S. Rubber, Howe, Maybelline, Sunbeam, Florists Delivery (NBC)	1.00	17.6
14.	You Asked for It, Skippy Peanut Butter (ABC)	.99	15.8
14.	*You Are There, Electric Co.'s of America, Prudential (CBS)	.99	13.5
14.	Stage Show, Nestle (CBS)	.99	18.9
17.	Appointment With Adventure, P. Lorillard (CBS)	.98	18.5
18.	General Electric Theater, Gen'l Electric (CBS)	.97	28.1
18.	Goodyear Playhouse, Goodyear (NBC)	.97	23.8
18.	Midwestern Hayride, Whitehall, Avco (NBC)	.97	11.3
21.	Break the Bank, Dodge (ABC)	.96	12.6
21.	Texaco Star Theater-Durante, Texas Co. (NBC)	.96	23.8
21.	Chance of a Lifetime, Emerson, Lenthic (ABC)	.96	11.5
21.	March of Medicine, Smith, Kline & French (NBC)	.96	10.2
21.	*\$64,000 Question, Revlon (CBS)	.96	61.4

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Dramas

NOVEMBER RATINGS		
Rank	Show & Distrib.	Avg. Nov. Rtg.
1.	Mayor of the Town (MCA)	14.0
2.	Douglas Fairbanks Jr., Presents (ABC)	12.8
3.	Science Fiction Theater (Ziv)	10.4
4.	Dr. Hudson's Secret Journal (MCA)	10.3
5.	Heart of the City (MCA)	7.7
6.	Your Star Showcase (TPA)	6.3
7.	Star & the Story (Official)	5.4
8.	The Unexpected (Ziv)	4.6
9.	Famous Playhouse (MCA)	4.3
10.	The Visitor (NBC)	3.5

VIEWERS/100 HOMES		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Douglas Fairbanks Jr., Presents (ABC)	205
1.	Mayor of the Town (MCA)	205
3.	Science Fiction Theater (Ziv)	195
4.	Dr. Hudson's Secret Journal (MCA)	193
4.	Heart of the City (MCA)	193
6.	Star & the Story (Official)	192
7.	The Visitor (NBC)	191
8.	The Unexpected (Ziv)	189
9.	Famous Playhouse (MCA)	188
10.	The Playhouse (ABC)	186

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Mayor of the Town (MCA)	.77
2.	Dr. Hudson's Secret Journal (MCA)	.75
2.	Science Fiction Theater (Ziv)	.75
4.	Douglas Fairbanks Jr., Presents (ABC)	.74
5.	Famous Playhouse (MCA)	.72
5.	Heart of the City (MCA)	.72
7.	The Playhouse (ABC)	.70
7.	Star & the Story (Official)	.70
9.	The Visitor (NBC)	.69
10.	The Unexpected (Ziv)	.65

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Douglas Fairbanks Jr., Presents (ABC)	.93
2.	Famous Playhouse (MCA)	.87
3.	The Playhouse (ABC)	.86
4.	Mayor of the Town (MCA)	.83
4.	Star & the Story (Official)	.83
6.	Dr. Hudson's Secret Journal (MCA)	.82
7.	The Unexpected (Ziv)	.80
8.	Heart of the City (MCA)	.76
8.	Your All Star Theater (Screen Gems)	.76
10.	The Visitor (NBC)	.75

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Science Fiction Theater (Ziv)	.32
2.	Douglas Fairbanks Jr., Presents (ABC)	.25
3.	Mayor of the Town (MCA)	.22
4.	Heart of the City (MCA)	.21
4.	Star & the Story (Official)	.21
6.	Your All Star Theater (Screen Gems)	.20
7.	Your Star Showcase (TPA)	.19
8.	The Visitor (NBC)	.18
8.	The Playhouse (ABC)	.18
10.	Dr. Hudson's Secret Journal (MCA)	.17

AMONG CHILDREN		
Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Your Star Showcase (TPA)	.42
2.	Your All Star Theater (Screen Gems)	.38
3.	The Visitor (NBC)	.29
4.	The Unexpected (Ziv)	.27
4.	Science Fiction Theater (Ziv)	.24
5.	Heart of the City (MCA)	.24
7.	Mayor of the Town (MCA)	.23
8.	Dr. Hudson's Secret Journal (MCA)	.19
9.	Star & the Story (Official)	.18
10.	Douglas Fairbanks Presents (ABC)	.13

Pulse Top Pix Among Men

How Non-Net Films Rated Among Men in November

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 45th Street, N. Y. C.

Rank	Order	Title and Distributor of Series	Men Per 100 Homes	Avg. Nov. Rating
1.	1.	Confidential File (Guild)	.91	10.3
2.	2.	Ellery Queen (TPA)	.87	5.4
3.	3.	Foreign Intrigue (Official)	.85	4.8
3.	3.	I Led Three Lives (Ziv)	.85	12.3
5.	5.	Highway Patrol (Ziv)	.84	11.4
5.	5.	Boston Blackie (Ziv)	.84	5.1
5.	5.	Mr. District Attorney (Ziv)	.84	16.2
5.	5.	Racket Squad (ABC)	.84	9.2
5.	5.	The Whistler (CBS)	.84	7.6
10.	10.	Death Valley Days (Pacific Borax)	.83	13.1
11.	11.	China Smith (NTA)	.82	4.2
11.	11.	The Falcon (NBC)	.82	6.0
11.	11.	I Am the Law	.82	4.2
11.	11.	Inspector Mark Saber (Koch)	.82	3.0
11.	11.	Mr. & Mrs. North (ATPS)	.82	6.1
11.	11.	Sherlock Holmes (UM&M)	.82	9.6
17.	17.	Lone Wolf (MCA)	.81	4.4
18.	18.	City Detective (MCA)	.80	11.4
18.	18.	Man Behind the Badge (MCA)	.80	15.7
18.	18.	My Little Margie (Official)	.80	8.9
21.	21.	Colonel March of Scotland Yard (Official)	.79	3.7
21.	21.	Dangerous Assignment (NBC)	.79	5.5
21.	21.	Inner Sactum (NBC)	.79	5.5
24.	24.	Fabian of Scotland Yard (CBS)	.78	5.5
24.	24.	Waterfront (MCA)	.78	13.1

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HURRY! SELECTED BY TH

ZIV's NEW BIG RATING-GETTER

"The Man Called X"

LEADING TV STATIONS BUY "X"

- KOAT-TV, Albuquerque
- KGNC-TV, Amarillo
- KBOI-TV, Boise
- KCRI-TV, Cedar Rapids
- KOA-TV, Denver
- WJBK-TV, Detroit
- KMJ-TV, Fresno
- KHJ-TV, Los Angeles
- KCBD-TV, Lubbock
- WMCT-TV, Memphis
- KVAR-TV, Mesa-Phoenix
- KEYD-TV, Minneapolis
- WSM-TV, Nashville
- WCAU-TV, Philadelphia
- KDKA-TV, Pittsburgh
- KBET-TV, Sacramento
- KSL-TV, Salt Lake City
- WKBN-TV, Youngstown
- ... and others

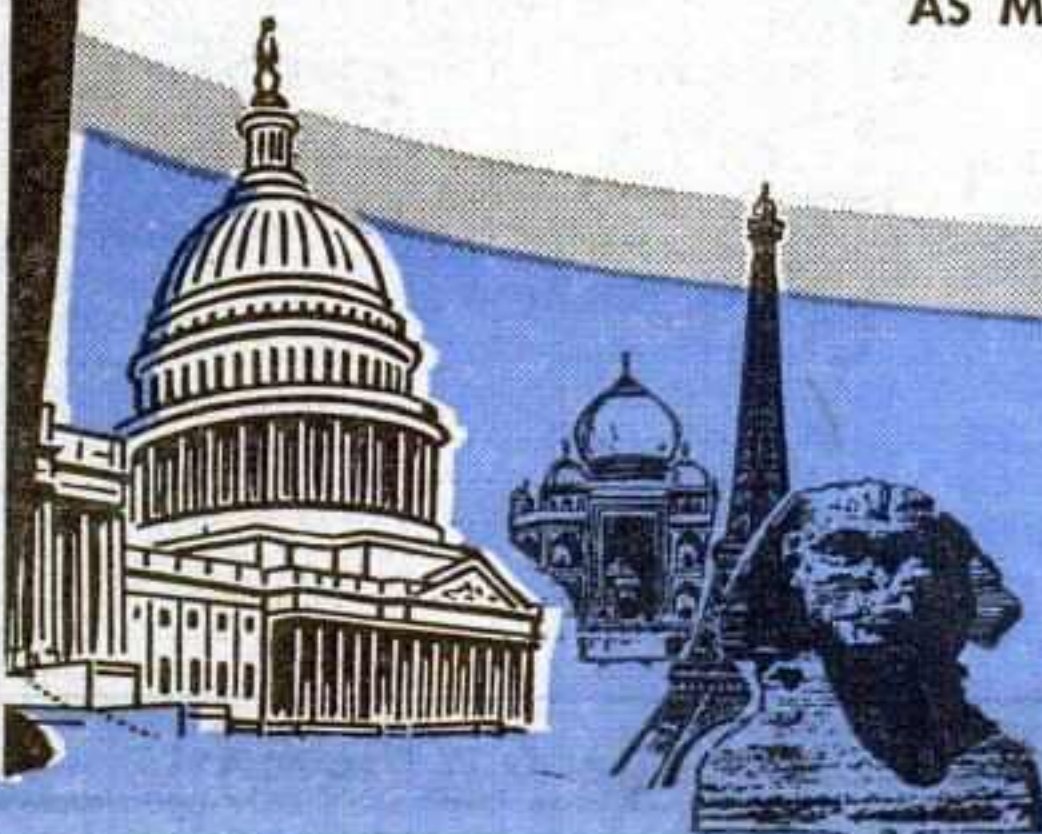


X DANGER is his constant companion!
X SECRECY is his way of life!
X THE WORLD is his field of operations!

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- SIMPSON MOTORS (CHRYSLER-PLYMOUTH) Bakersfield
- FELD CHEVROLET Kansas City
- FULLER-WHITE CHEVROLET Tulsa
- BILLINGS MOTORS LTD. Watertown
- LEVY JEWELERS Savannah
- LAWSON JEWELERS Bakersfield
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- GENERAL ELECTRIC SUPPLY San Francisco, Seattle
- PRICES, INC.



The Billboard Scoreboard

PULSE LOCAL RATINGS DECEMBER

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

This chart supplies ratings for the top 15 once-weekly shows and 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.

PHILADELPHIA 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)
1. Ed Sullivan, WCAU, Su. 43.5
2. \$64,000 Question, WCAU, T. 37.7
3. Perry Como, WPTZ, S. 35.8
4. I Love Lucy, WCAU, M. 32.4
5. Climax, WCAU, Th. 30.8
6. Disneyland, WFIL, W. 30.7
7. I've Got a Secret, WCAU, W. 29.2
8. Godfrey's Talent Scouts, WCAU, M. 28.9
9. George Gobel, WPTZ, S. 28.3
10. Ethel Merman, WPTZ, T. 26.1
11. Burns and Allen, WCAU, M. 25.9
12. December Bride, WCAU, M. 25.5
13. Jack Benny, WCAU, Su. 25.5
14. Our Miss Brooks, WCAU, F. 25.4
15. Person to Person, WCAU, F. 25.2

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)
1. *Fun House, WPTZ, M. to F. 19.3
2. Mickey Mouse Club, WFIL, M. to F. 16.5
3. Search for Tomorrow, WCAU, M. to F. 15.1
4. Guiding Light, WCAU, M. to F. 14.8
5. Love of Life, WCAU, M. to F. 13.7
6. Valiant Lady, WCAU, M. to F. 12.9
7. Arthur Godfrey, WCAU, M. to Th. 12.6
8. Art Linkletter, WCAU, M. to F. 10.8
9. Strike It Rich, WCAU, M. to F. 10.2
10. *Award Theater, Misc., WPTZ, M. to F. 10.0

THE TOP 30 LOCALLY ORIGINATED FILM SERIES
Rank Title (Distributor) Station, Day-Time Rating
1. Little Rascals (Interstate), WPTZ, M. to S-6:00 18.4
2. Waterfront (MCA), WCAU, Su-6:30 17.4
3. Superman (Flamingo), WCAU, M-7:00 16.2
4. Wild Bill Hickok (Flamingo), WCAU, T-7:00 13.4
5. Soldiers of Fortune (MCA), WCAU, S-6:00 13.4
6. Buffalo Bill Jr. (CBS), WFIL, Su-6:00 11.7
7. Boston Blackie (Ziv), WCAU, F-7:00 11.7
8. I Led Three Lives (Ziv), WCAU, Th-7:00 11.4
9. Mr. District Attorney (Ziv), WPTZ, T-10:30 11.0
10. Passport to Danger (ABC), WCAU, Th-10:30 10.7
11. Judge Roy Bean (Screencraft), WCAU, S-10:30 10.2
12. I Spy (Guild), WPTZ, M-10:30 10.2
14. Highway Patrol (Ziv), WFIL, M-10:30 10.0
15. Fabian of Scotland Yard (CBS), WPTZ, W-10:30 9.9
15. Annie Oakley (CBS), WCAU, F-7:30 9.9
17. Andy's Gang (Brown), WCAU, S-11:00 a.m. 9.2
18. My Little Margie (Official), WPTZ, M. to F-1:00 9.0
19. Studio 57 (MCA), WFIL, S-7:00 8.7
20. The Whistler (CBS), WCAU, F-11:30 8.5
21. Science Fiction Theater (Ziv), WFIL, Su-6:30 7.5
21. Paris Precinct (UM&M), WFIL, Th-10:00 7.5
23. Liberace (Guild), WPTZ, S-11:00 7.4
24. Meet Corliss Archer (Ziv), WPTZ, Su-6:00 7.2
24. Favorite Story (Ziv), WPTZ, S-7:00 7.2
26. This Week in Sports (INS), WCAU, W-6:30 7.0
26. Mr. and Mrs. North (ATPS), WFIL, M-10:00 7.0
28. Patti Page (Oldsmobile), WCAU, T. & Th-6:30 6.7
29. Mr. and Mrs. North (ATPS), WFIL, Su-3:00 5.9
30. Stories of the Century (Hollywood), WCAU, W-11:30 5.4

SAN FRANCISCO 5 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)
1. \$64,000 Question, KPIX, T. 46.2
2. Ed Sullivan, KPIX, Su. 39.9
3. Groucho Marx, KRON, Th. 39.7
4. I Love Lucy, KPIX, M. 36.7
5. Disneyland, KGO, W. 35.9
6. Climax, KPIX, Th. 30.9
7. Burns and Allen, KPIX, M. 29.9
8. Medic, KRON, M. 29.7
9. What's My Line? KPIX, Su. 29.4
10. Honeymooners, KPIX, S. 28.7
11. Godfrey's Talent Scouts, KPIX, M. 28.2
11. Jack Benny, KPIX, Su. 28.2
11. This Is Your Life, KRON, W. 28.2
14. Boxing, KGO, W. 27.3
15. Dragnet, KRON, Th. 26.7

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)
1. Mickey Mouse Club, KGO, M. to F. 19.2
2. *Queen for a Day, KGO, M. to F. 12.0
3. *Science Lab. Misc. (6:15 p.m.), KRON, M. to F. 11.4
4. Art Linkletter, KPIX, M. to F. 10.5
5. Big Payoff, KPIX, M. to F. 9.8
6. Dinah Shore, KRON, T. & Th. 9.7
7. *Fireman Frank, KRON, M. to F. 8.8
8. CBS News, KPIX, M. to F. 8.5
9. News Caravan, KRON, M. to Th. 8.2
10. Bob Crosby, KPIX, M. to F. 8.0

THE TOP 30 LOCALLY ORIGINATED FILM SERIES
1. Waterfront (MCA), KRON, F-8:30 23.5
2. Life of Riley (NBC), KPIX, Th-7:00 22.2
3. Badge 714 (NBC), KPIX, W-9:00 21.9
4. I Search for Adventure (Bagnall), KPIX, Th-7:30 21.5
5. City Detective (MCA), KPIX, M-10:00 18.7
6. The Whistler (CBS), KRON, W-10:30 17.9
7. I Led Three Lives (Ziv), KRON, M-10:30 16.7
7. Mr. District Attorney (Ziv), KRON, F-10:30 16.7
7. Eddie Cantor (Ziv), KRON, S-7:00 16.7
10. Passport to Danger (ABC), KPIX, S-7:00 15.9
11. Great Gildersleeve (NBC), KRON, Th-7:00 14.9
12. Man Behind the Badge (MCA), KRON, T-10:30 14.5
13. Count of Monte Cristo (TPA), KPIX, T-10:00 13.7
14. Cisco Kid (Ziv), KRON, Th-6:30 13.0
15. †Death Valley Days (Pacific Borax), KGO, F-7:00 12.7
16. Celebrity Playhouse (Screen Gems), KRON, F-10:00 12.4
17. Soldiers of Fortune (MCA), KRON, F-6:30 12.2
17. Science Fiction Theater (Ziv), KPIX, T-10:30 12.2
19. †The Hunter (Tafon), KRON, Th-11:00 12.0
20. Superman (Flamingo), KGO, W-6:30 11.7
21. Steve Donovan, Western Marshal (NBC), KPIX, T-6:30 11.0
22. My Little Margie (Official), KRON, Su-10:30 10.7
22. Cisco Kid (Ziv), KRON, S-4:30 10.7
22. †Andy's Gang (Brown), KRON, S-5:00 10.7
25. Wild Bill Hickok (Flamingo), KGO, T-6:30 10.4
26. I Spy (Guild), KRON, W-6:30 10.2
26. Highway Patrol (Ziv), KRON, T-6:30 10.2
26. Science Fiction Theater (Ziv), KRON, M-7:00 10.2
29. Capt. Gallant (TPA), KGO, Th-7:00 9.7
30. Top Plays of '55 (Screen Gems), KPIX, W-10:30 9.5
30. Judge Roy Bean (Screencraft), KRON, M-6:30 9.5

PROVIDENCE 2 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)
1. \$64,000 Question, WPRO, T. 47.0
2. Groucho Marx, WJAR, Th. 42.3
3. Ed Sullivan, WPRO, Su. 41.5
4. Big Story, WJAR, F. 37.8
4. I Love Lucy, WPRO, M. 37.8
6. Life of Riley, WJAR, F. 37.5
7. Climax, WPRO, Th. 37.4
8. Honeymooners, WPRO, S. 36.0
9. Fireside Theater, WJAR, T. 35.8
10. Godfrey & His Friends, WPRD, W. 35.4
11. George Gobel, WJAR, S. 35.3
11. Millionaire, WPRO, W. 35.3
13. Robert Montgomery, WJAR, M. 34.9
14. Perry Como, WJAR, S. 34.8
14. Texaco Theater, WJAR, S. 34.8

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)
1. News Caravan, WJAR, M. to F. 21.7
2. *News, Weather (11 p.m.), WJAR, M. to F. 19.5
3. Dinah Shore, WJAR, T. 18.8
4. Eddie Fisher, WJAR, W. 17.8
5. *Salty Shuck, WPRO, M. to F. 17.5
6. *News, Weather, Misc. (6:30 p.m.), WPRO, M. to F. 16.1
7. CBS News, WPRO, M. to F. 16.0
8. Mickey Mouse Club, WPRO, M. to F. 15.7
8. *TV Sports Page, Misc. (7:15 p.m.), M. to F. 15.7
10. Reporter, Weather (7 p.m.), WJAR, M. to F. 15.2

THE TOP 30 LOCALLY ORIGINATED FILM SERIES
1. Liberace (Guild), WJAR, Th-8:30 27.3
2. Mr. District Attorney (Ziv), WJAR, M-10:30 23.5
3. I Led Three Lives (Ziv), WJAR, Su-10:30 19.8
4. Highway Patrol (Ziv), WJAR, T-10:30 19.3
4. Amos 'n' Andy (CBS), WPRO, Th-7:00 19.3
6. I Search for Adventure (Bagnall), WJAR, F-6:30 18.5
7. Count of Monte Cristo (TPA), WPRO, T-7:00 18.0
8. Waterfront (MCA), WPRO, S-7:30 16.5
8. Terry and the Pirates (Official), WJAR, M-6:30 16.5
10. Secret File U.S.A. (Official), WJAR, W-6:30 15.3
11. Superman (Flamingo), WJAR, M-6:00 15.0
12. Buffalo Bill Jr. (CBS), WJAR, S-11:30 a.m. 14.8
12. Wild Bill Hickok (Flamingo), WJAR, W-6:00 14.8
14. Greatest Drama (Gen'l Teleradio) WJAR, M-7:30 14.5
15. Science Fiction Theater (Ziv), WPRO, W-7:00 14.3
16. Secret File, U.S.A. (Official), WJAR, M-11:15 12.8
17. Foreign Intrigue (Official), WJAR, Su-11:15 12.5
18. Laurel and Hardy (Governor), WJAR, S-9:30 a.m. 12.3
18. †Patti Page (Oldsmobile), WPRO, M. & F-7:00 12.3
20. Colonel March of Scotland Yard (Official), WJAR, Su-11:30 10.0
20. Foreign Intrigue (Official), WJAR, M-11:45 10.0
22. Guy Lombardo (MCA), WPRO, S-5:00 9.8
23. Rocky Jones, Space Ranger (MCA), WPRO, S-2:00 9.0
24. Hans Christian Andersen (Interstate), WPRO, S-9:30 a.m. 7.8
25. Star and the Story (Official) WJAR, M. & W-2:30 5.9
26. My Hero (Official), WJAR, T. & Th-12:00 N. 5.5

WASHINGTON 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)
1. \$64,000 Question, WTOP, T. 44.7
2. I Love Lucy, WTOP, M. 34.4
3. Ed Sullivan, WTOP, Su. 33.3
4. Phil Silvers, WTOP, T. 32.2
5. Climax, WTOP, Th. 31.3
6. Groucho Marx, WRC, Th. 29.7
7. Perry Como, WRC, S. 28.1
8. Caesar's Hour, WRC, M. 26.4
9. Godfrey's Talent Scouts, WTOP, M. 26.2
10. Four Star Playhouse, WTOP, Th. 26.0
11. George Gobel, WRC, S. 25.7
11. Person to Person, WTOP, F. 25.7
13. Lineup, WTOP, F. 25.5
14. Navy Log, WTOP, T. 25.2
15. Robert Montgomery, WRC, M. 25.1

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)
1. Dinah Shore, WRC, T. 13.5
2. Mickey Mouse Club, WMAL, M. to F. 12.4
3. *11 P.M. Reporter, WTOP, M. to F. 11.7
3. News Caravan, WRC, M. to F. 11.7
5. *Range Rider, WTOP, M. to F. 11.6
6. Search for Tomorrow, WTOP, M. to F. 11.2
7. Love of Life, WTOP, M. to F. 10.8
8. Guiding Light, WTOP, M. to F. 10.7
9. CBS News, WTOP, M. to F. 10.2
10. Strike It Rich, WTOP, M. to F. 10.1

THE TOP 30 LOCALLY ORIGINATED FILM SERIES
Rank Title (Distributor) Station, Day-Time Rating
1. Waterfront (MCA), WTOP, T-10:30 22.7
2. †Death Valley Days (Pacific Borax), WRC, M-7:00 20.7
3. I Led Three Lives (Ziv), WRC, M-10:30 16.7
4. Badge 714 (NBC), WRC, F-7:00 16.2
5. Amos 'n' Andy (CBS), WTOP, T-7:30 15.5
6. Superman (Flamingo) WRC, T-7:00 15.3
7. Cisco Kid (Ziv), WTOP, Th-7:00 15.2
8. Wild Bill Hickok (Flamingo), WRC, Th-7:00 14.5
9. Capt. Z-RO (Atlas), WTOP, S-6:30 13.5
10. Highway Patrol (Ziv), WTOP, F-7:30 12.7
11. Annie Oakley (CBS), WTOP, F-7:00 12.0
12. Range Rider (CBS), WTOP, M. to F-6:00 11.6
13. Confidential File (Guild), WMAL, Th-10:00 11.4
14. City Detective (MCA), WMAL, F-9:00 10.5
15. Follow That Man (MCA), WMAL, F-10:30 10.2
16. Science Fiction Theater (Ziv), WMAL, Su-6:00 10.0
17. Ramar of the Jungle (TPA), WTOP, W-7:00 9.9
18. Man Behind the Badge (MCA), WMAL, Th-10:30 9.7
19. Soldiers of Fortune (MCA), WTOP, M-7:00 8.7
20. Studio 57 (MCA), WTOP, M-9:30 8.2
21. China Smith (NTA), WTOP, Su-3:00 8.0
22. Boston Blackie (Ziv), WTOP, Su-3:30 7.9
23. Beulah (Flamingo), WMAL, Su-6:30 7.7
24. Little Rascals (Interstate), WRC, M. to F-9:00 a.m. 6.9
24. Buffalo Bill Jr. (CBS), WRC, S-11:30 a.m. 6.9
26. †Patti Page (Oldsmobile), WTOP, M. & W-11:00 6.7
27. Orient Express (NTA), WTOP, Su-2:30 6.5
27. Boston Blackie (Ziv), WTOP, T-11:30 6.5
27. My Little Margie (Official), WTOP, M. to F-5:00 6.5
30. †The Hunter (Tafon), WTTIG, W-10:30 6.4

MINNEAPOLIS-ST. PAUL 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)
1. \$64,000 Question, WCCO, T. 51.2
2. I Love Lucy, WCCO, M. 44.5
3. Ed Sullivan, WCCO, Su. 41.2
4. Godfrey's Talent Scouts, WCCO, M. 33.0
5. George Gobel, KSTP, S. 32.5
6. Jack Benny, WTOP, Su. 31.5
7. December Bride, WCCO, M. 31.4
7. Our Miss Brooks, WCCO, F. 31.4
9. Red Skelton, WCCO, T. 31.2
10. Beat the Clock, WCCO, S. 30.7
11. I've Got a Secret, WCCO, W. 29.4
12. Disneyland, WTCN, W. 29.3
13. Dragnet, KSTP, Th. 28.7
13. This Is Your Life, KSTP, W. 28.7
15. Millionaire, WCCO, W. 27.9

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)
1. *Today's Headlines (10 p.m.), KSTP, M. to F. 27.7
2. Mickey Mouse Club, WTCN, M. to F. 20.5
3. *Weather, Sports (10:15 p.m.), KSTP, M. to F. 18.5
4. *News-C. Adams, Sports (6 p.m.), WCCO, M. to F. 11.8
5. Art Linkletter, WCCO, M. to F. 13.0
6. Arthur Godfrey, WCCO, M. to Th. 12.6
7. CBS News, WCCO, M. to F. 12.4
7. Guiding Light, WCCO, M. to F. 12.4
9. Search for Tomorrow, WCCO, M. to F. 11.9
10. *News, Weather (10:30 p.m.), WCCO, M. to F. 13.3

THE TOP 30 LOCALLY ORIGINATED FILM SERIES
1. Hopalong Cassidy (NBC), WCCO, S-8:00 26.2
2. Cisco Kid (Ziv), WCCO, S-4:30 25.5
3. Badge 714 (NBC), KSTP, M-9:30 23.2
4. Annie Oakley (CBS), WCCO, S-4:00 23.0
5. Studio 57 (MCA), KSTP, W-9:30 21.9
6. I Led Three Lives (Ziv), KSTP, T-9:30 21.5
7. Sherlock Holmes (UM&M), KSTP, Su-9:30 17.9
8. Steve Donovan, Western Marshal (NBC), WCCO, S-5:00 17.2
9. Dr. Hudson's Secret Journal (MCA), WCCO, Th-9:30 15.4
10. Cowboy G-Men (Flamingo), WTCN, Su-5:00 14.9
11. Life of Riley (NBC), KSTP, Su-6:00 14.2
12. Science Fiction Theater (Ziv), WCCO, M-10:00 14.0
13. Little Rascals (Interstate), WCCO, S-9:00 a.m. 13.9
14. Confidential File (Guild), WCCO, S-10:00 13.8
15. Racket Squad (ABC), KSTP, M-10:30 13.5
16. Abbott & Costello (MCA), WCCO, S-11:00 a.m. 13.2
17. Andy's Gang (Brown), WCCO, S-9:30 a.m. 13.0
18. Highway Patrol (Ziv), WCCO, Th-10:00 12.9
19. Hopalong Cassidy (NBC), WCCO, Su-10:00 a.m. 12.5
20. Soldiers of Fortune (MCA), WCCO, F-6:30 11.9
21. Championship Bowling (W. Schwimmer), WCCO, S-1:00 11.5
22. Mr. District Attorney (Ziv), KSTP, W-10:30 11.4
23. Buffalo Bill Jr. (CBS), WCCO, S-11:30 a.m. 11.2
24. Wild Bill Hickok (Flamingo), KEYD, Su-3:00 10.9
24. Texas Rassin' (Sterling) KEYD, T-8:00 10.9
26. My Little Margie (Official), KEYD, M-7:30 10.7
27. Judge Roy Bean (Screencraft), KSTP, Su-5:00 10.2
28. Waterfront (MCA), KEYD, W-8:00 9.9
28. Superman (Flamingo), WTCN, M-6:30 9.9
30. Cisco Kid (Ziv), WCCO, S-8:30 a.m. 9.7
30. Follow That Man (MCA), KSTP, F-10:30 9.7

MILWAUKEE 3 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)
1. George Gobel, WTMJ, S. 38.2
2. Groucho Marx, WTMJ, Th. 35.2
3. \$64,000 Question, WXIX, T. 34.0
3. This Is Your Life, WTMJ, W. 34.0
5. Dragnet, WTMJ, Th. 33.2
6. Loretta Young, WTMJ, Su. 33.0
7. Robert Montgomery, WTMJ, M. 31.1
8. TV Playhouse, WTMJ, Su. 29.2
9. Father Knows Best, WTMJ, W. 28.2
10. Texaco Theater, WTMJ, S. 28.2
11. Ford Theater, WTMJ, Th. 28.0
12. Disneyland, WISN, W. 27.8
13. Caesar's Hour, WTMJ, M. 27.6
14. Medic, WTMJ, M. 27.5
15. Perry Como, WTMJ, S. 27.5

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)
1. Mickey Mouse Club, WISN, M. to F. 18.0
2. *Patti Page, WTMJ, W. & F. 15.4
3. News Caravan, WTMJ, M. to F. 14.3
4. *News, Misc. (10:15 p.m.), WTMJ, M. to F. 14.2
5. Howdy Doody, WTMJ, M. to F. 14.0
6. Pinky Lee, WTMJ, M. to F. 13.3
7. Eddie Fisher, WTMJ, W. & F. 12.9
8. *Sports, Picture (6 p.m.), WTMJ, M. to F. 11.5
9. Dinah Shore, WTMJ, T. & Th. 11.0
10. *News, Weather (6:15 p.m.), WTMJ, M. to F. 10.9

THE TOP 30 LOCALLY ORIGINATED FILM SERIES
1. Man Behind the Badge (MCA), WTMJ, F-7:30 25.9
2. Passport to Danger (ABC), WTMJ, T-9:30 24.4
3. Meet Corliss Archer (Ziv), WTMJ, M-9:30 22.2
4. Waterfront (MCA), WTMJ, Su-10:00 20.2
5. I Led Three Lives (Ziv), WTMJ, 10:30 17.4
6. Wild Bill Hickok (Flamingo), WISN, S-6:00 17.2
7. Stories of the Century (Hollywood), WXIX, F-10:00 16.3
8. Gene Autry (CBS), WTMJ, S-4:30 15.8
9. Doug, Fairbanks Jr. Presents (ABC), WXIX, Th-10:00 15.5
10. Mr. District Attorney (Ziv), WTMJ, S-11:00 15.4
10. †Patti Page (Oldsmobile), WTMJ, W-10:00 15.4
12. Cisco Kid (Ziv), WISN, W-6:00 15.0
13. Fabian of Scotland Yard (CBS), WXIX, M-10:00 14.7
14. Dangerous Assignment (NBC), WXIX, F-10:30 14.4
15. Soldiers of Fortune (MCA), WTMJ, Su-5:00 14.2
15. Science Fiction Theater (Ziv), WTMJ, F-10:30 14.2
17. Highway Patrol (Ziv), WTMJ, Th-10:30 13.7
18. Follow That Man (MCA), WXIX, T-10:00 13.5
19. City Detective (MCA), WXIX, W-10:00 12.9
20. Championship Bowling (W. Schwimmer), WXIX, S-10:00 12.3
21. Studio 57 (MCA), WTMJ, M-10:30 12.0
21. Playhouse 15 (MCA), WTMJ, Th-10:00 12.0
23. Secret File U.S.A. (Official), WXIX, T-10:30 11.9
24. Superman (Flamingo), WISN, Th-6:30 10.5
24. †Andy's Gang (Brown), WTMJ, S-10:30 10.5
26. Confidential File (Guild), WISN, F-9:30 10.4
27. Annie Oakley (CBS), WISN, Su-3:00 10.2
27. Great Gildersleeve (NBC), WTMJ, W-10:30 10.2
29. All American Game of the Week (Sports- vision), WISN, Th-10:15 10.0
30. Championship Bowling (W. Schwimmer), WTMJ, Su-12 N. 9.8

(Continued on page 16)

JANUARY 28, 1956

LEGIT

Miss Walker Saves 'Angels' in a Tumble

By BOB FRANCIS

If it weren't for Nancy Walker's performance in "Fallen Angels," the title could be more applicable to its backers than to the play. Nearly three decades ago, Noel Coward's potboiler farce got a local showcasing. Personally, I didn't see it, but neither did anyone else—for long.

Now it has had a face-lifting. Its locale is now New York instead of London, and its dateline is 1930. But as far as I can see, it is still a one-scene joke—two gals getting horrendously potted and harpooning each other all over the stage with Cowardesque verbal abandon. Whatever comes before leads up to this binge debacle, and what comes thereafter is vacuum.

If it were not for Nancy Walker, it is doubtful that "Angels" would have made its temporary haven at the Playhouse. Without her, a reviewer shudders to think what Coward's wispy bit of fluff would be like. Even Charles Bowden's staging, which gets about everything there is to get out of the frothy nonsense, and a couple of good supporting performances couldn't keep any steam up.

But Miss Walker is a clown and a terrific one. She is doing a glorified vaude turn, and doing it with such hilarious expertness that you practically lose sight of a corny, contrived farce that is obviously held together with spit and string. She continuously interpolates bits of business that are strictly la Walker and almost any of them are excruciatingly funny. If this drunk bit isn't a comedy tour-de-force to top all such, I never saw one. To sum it up, she almost makes "Angels" look and sound like a good farce.

Julie Wilson
Hotel St. Regis, New York

Julie Wilson's return to the Maisonette has the plush East Side room popping at the seams with customers. This is hardly extraordinary as she puts on a brand of entertainment which few singers can duplicate.

Not only does Miss Wilson bring eye-appeal and charm to a nitery floor, but she keeps that happy approach which makes me feel that she is having the same good time about it, as is her audience. That gal has about everything projection-wise, from a slightly breathless, tremolo treatment of a ballad to a real, all-stops-out attack on swing and blues tunes—not to mention specialty items to which she gives a naughty twist of beguiling innocence. She enchants the customers, and well she may.

Milt Shaw and his orchestra tender her exceptional musical background. This is one of the room's most solid bookings.
Francis.

Julie London
The Cameo, New York

Julie London, making her first Manhattan nitery appearance here, is a bewitching paradox as a performer. Her looks are on the spectacular side, her voice is subtle and sexy, but her manner is surprisingly shy and girlish. These seemingly conflicting personality factors add up to sock audience impact, and she holds her audience all the way.

The thrush, whose first disk, "Cry Me a River," was a sleeper hit, has a soft, small voice and warmly expressive phrasing which she makes the most of on such great oldies as "Easy Street," "S Wonderful," "Say It Isn't So," and "What Is This Thing Called Love?"

The Bobby Troup Trio provides tasteful musical backing, while Troup also scores solo with some showmanly warbling of his own stunts.
Bundy.

Margaret Phillips, heretofore one of our best serious young actresses, unveils some surprisingly good, broad comedy talents, and Alice Pearce is excellent as a maid who knows more than all the answers. William Windom and William LeMassena supply adequate husband talent, and Efreim Zimbalist Jr. is a suavely lying ex-lover.

But "Angels" is 95 per cent-plus Nancy Walker.

The Sportsmen,
Hotel Statler, Los Angeles

Were it not for the fact that this hostelry is playing to an overflow crowd of conventioners, little could be said about the attractiveness of the current bill. The Sportsmen, rapidly becoming a fixture in the Statler's Terrace Room, are the only bright spot in an otherwise dull hour and 10 minutes of entertainment. Their routine extends beyond the mere warbling of a quartet. It's a well staged and well rehearsed act, with more than an ample supply of special material. What makes their turn even better, of course, is that they sing well. Florian ZaBach, the Liberator of the violin, offered six uninspired pieces of which only "Hot Canary" drew more than a warm hand. Dancer Lois Dee, via a scant costume, is the ribbon on the package. Eddie Bergman ork cuts the show and plays for dancing. Friedman.

Will Mastin Trio
Ciro's, Miami Beach

They put up the ropes at dinner and supper shows in Ciro's this week for the Will Mastin Trio with Sammy Davis Jr. Back on Miami Beach for the third year, Davis closes his night club tour after this engagement and goes into rehearsal in New York for the upcoming musical, "Mr. Wonderful," scheduled for a February opening in Philadelphia.

The trio is on for an hour and could stay all night. This is one act that never becomes tiresome. Davis' routine includes classy hoofing, mimicry and straight songs. Two new vocals have been added, "Tea for Two" done while sipping the brew and Brando and Sinatra selections from "Guys and Dolls." They scored heavily. Also strong was his ad libbing of the Gene Baylos act which he followed, even to the eye-popping bit.
Kelly.

Johnny Haymer
Bradford Roof, Boston

Boniface Al Taxier seems to do best in this big boite with comedy. This new show has Johnny Haymer, a funny lad whose Larry Storch type of impressions as well as his repertoire of big yock stories

LEGIT

'Tamburlaine' the Greatest Spec

By SAM CHASE

Attention, Messrs. Pat Weaver and Bill Paley: Hurry and grab "Tamburlaine the Great," currently playing at the Winter Garden, for a TV spectacular; miss out and you may have to wait 400 years for another opportunity. Save for the Old Vic production in 1951, it's been about that long since the last professional production. Considering that it's got more action than "Dragnet" and more suspense than "\$64,000 Question," that's too long a hiatus.

As presented by the Festival Company of Stratford, Canada, "Tamburlaine" is transformed from a musty piece of required college reading into sustained, powerful theatrical fare. Tyrone Guthrie's imaginative direction has produced a swift-paced spectacle of virile

pageantry. As video entertainment, the first act, marking Tamburlaine's rise to power, would make 90 minutes of puissant viewing. The second act, however, would be virtually verboten for home screens, containing as it does actions so violent as to raise the hackles of PTA members across the nation.

Anthony Quale, director-producer of Britain's Shakespeare Memorial Theater, does a magnificent job with a role of heroic proportions in playing Tamburlaine. He receives impressive support from Coral Browne as the wife of an imprisoned enemy and Barbara Chilcott as his beloved. They, like the remainder of the large and talented cast, are restricted by a play which stresses action rather than character.

Guthrie's staging elicits every bit of excitement from Christopher Marlowe's turgid drama, and Leslie Hurry's costumes and sets provide grandiloquence in color and effect while retaining a basic simplicity.

As the work of a 23-year-old playwright, "Tamburlaine" lacks the vivid characterizations and wrestling with concepts of mind and spirit which marked the work of Shakespeare. Yet it also shows tremendous dramatic strength and ability, and from this play it is conceivable that the youthful Marlowe, instead of dying at 29, did indeed grow in mind and technique to become Shakespeare. On its own merits, "Tamburlaine" is a mighty good Elizabethian Mideastern Western. And it would provide forceful TV viewing.

BROADWAY SHOWLOG

Performances Thru
January 21, 1956

DRAMAS

A View From the Bridge	9-27-'55	135
Bus Stop	3-2-'55	373
Cat on a Hot Tin Roof	3-24-'55	347
Diary of Anne Frank	10-5-'55	125
Fallen Angels	1-17-'56	7
Hafl of Rain	11-9-'55	85
Inherit the Wind	4-21-'55	296
Janus	11-24-'55	68
King Lear	1-12-'56	12
No Time for Sergeants	10-20-'55	108
Six Characters in Search of an Author	12-11-'55	48
Tambourlaine	1-19-'56	4
The Desk Set	10-24-'55	104
The Chalk Garden	10-26-'55	101
The Great Sebastians	1-4-'56	21
The Lark	11-17-'55	76
The Matchmaker	12-5-'55	56
The Righteous Are Bold	12-22-'55	36
The Teahouse of the August Moon	10-15-'53	951
Third Person	10-29-'55	28
Tiger at the Gates	10-3-'55	128
Will Success Spoil Rock Hunter?	10-13-'55	116
Witness for the Prosecution	12-16-'54	462

MUSICALS

Damn Yankees	5-5-'55	300
Fanny	11-4-'54	508
Pajama Game	5-13-'54	702
Pipe Dream	11-30-'55	61
Plain and Fancy	1-27-'55	412
Silk Stockings	2-24-'55	379

CLOSED

Red Roses for Me	12-28-'55	29
Comedy in Music	10-2-'54	857

COMING UP

Time Limit	1-24-'56	
The Hot Corner	1-25-'56	

Frank Parker
Blinstrub's, Boston

Arthur Godfrey is getting in his licks at this big 1,700-seater, what with Carmel Quinn last week and now the "Family's" veteran tenor. The crowd apparently could stand plenty of it, for Frank Parker had a hard time getting off. Braced by two others from the team, Sally Singer and Dick Phillips, he spends a good deal of time on comedy cut-ups. But he could do no wrong, and the patrons went wild over even the old jokes. And when it came to a medley of his old numbers they were almost beyond restraint.

Parker's material has gone a trifle "blue," which usually doesn't go over at this spot, and his self-deprecation gets a little hard to take. But backed by the fine orchestration of Mike Gaylord and his 10-piece ork, the act is a definite hit. It looks as though Parker can make his home here anytime he wants.
Dewar.

keep a good crowd entertained. He belts out songs and does English characters to good effect.

Savoring a touch of success is Phil St. Clair, local radio personality and up-and-coming young singer. The feds go big for his smooth appearance and fine baritone piping. He shows class in a Sinatra cycle and his own special material. With a good number this lad could register. Judy Martini, a clever tap dancer with a Spanish flair, completes a good bill.

NIGHT CLUB

Jane Froman Sensation In Empire Room Return

By BOB FRANCIS

When it comes to a one-woman singing show, Jane Froman is practically in a class by herself. Aside from a respect engendered by the fact that she never permitted her tragic accident to wreck a promising career, she has a warmth and a showmanship which is progressively beguiling, when and wherever she appears. It is wonderful to see her completely overcome a handicap which would long since have thrown most performers into the discard. Instead, she gets better and better, and currently at the Waldorf's Empire Room, she is nothing less than a sensation.

It is possible that my opinion is colored, just because Miss Froman sings any kind of tune the way I like it. But the opinion is anything but unique, judging from her reception in a continuously jam-packed room. The Waldorf has got a talent-buy currently, and no mistake.

For this season's night club hegira she has packaged a splendid rep to show off her vocal talents to best advantage. It can be predicted that it will be equally solid on future, cross-country dates. She tees off with a tune from "Pipe Dream," "Everybody's Got a Home But Me," and gives it a treatment that it never gets in the show. Included is a touch of Berlin nostalgia, "Call Me Up Some Rainy Afternoon" and "Always," old faves "Embraceable You" and "Tea for Two," and rousing numbers like "Judgment Day" and "Song in My Heart." The over-all, with superior accompaniment by Ronnie Selby at the

Lena Home
Sands Hotel, Las Vegas, Nev.

In another Copa Room appearance, Lena Home again proves hard to beat as an attraction on the Strip, keeping her bosses pleased with ample audiences thru a slow season.

Miss Home finds no purpose in changing the sexy material for which she has become famous. One new addition this time, however, is her "Frankie and Johnny" number, accompanied by offstage voices, altho the music can't be recognized by those who heard it in the old-time barroom days.

Also on the show is mimic Will Jordan, who is more versatile than most of his competitors, tackling with success a number of famous characters who are probably difficult to imitate.

Also shown briefly are the Beachcombers with Natalie. The Copa girls and boys show up in a novel Parisian night club routine, with tables and spectators all on stage. Music is by Antonio Morelli.
Oncken.

keyboard, adds up to a strictly beg-off stint. The Empire Room's table-squatters just can't get enough of Miss Froman.

Mischa Borr and his ork supply excellent musical background, both show-wise and for dancing.

Billy Vine
Seville Hotel, Miami Beach

Billy Vine joins comedians breaking in new rooms this week, cracking open the Matador in the Seville Hotel on Miami Beach. His kind of comedy is made to order for this elegant spot which is large enough to be night clubbish, yet remains intimate and friendly.

His new material highlights an imitation of a young balladeer with slipping toupee, botched up schnozzola-bobbing and false teeth that whistle. It is fresh, and as the timing and pacing improve, it should top his standard drunk pantomime.

Matador crowds took him into their hearts. Vine gives the impression the act is spontaneous, but behind it is splendid showmanship. Crowds liked him so well he is due back next month in the same room to catch the top mid-season clientele.
Kelly.

Edith Piaf
Fontainebleau, Miami Beach

It takes a real artist to hold a dinner show audience in complete silence during a performance, and Edith Piaf is doing that this week to blast night clubbers in the Fontainebleau Hotel's La Ronde Room.

The little French singer, with the torments and agonies of love told in song, molds the emotions of her listeners at will. Much of the program is in French, with a brief explanation in English, but every little gesture and tone carries the message she wants to put over.

Her showmanship is superb. Dressed in the familiar simple black dress, she works in front of a dark blue drop with orchestra and choral background behind the curtain and out of sight. The show is a masterpiece and all Piaf. Its dramatic impact is a smash.
Kelly.

Mills Brothers
Flamingo, Las Vegas, Nev.

Back again in Las Vegas for one of their well-hyped appearances are the Mills Brothers, who, like the green casino tables, appear to be fixtures on the Strip.

Currently under contract for frequent engagements at the Flamingo, the brothers have difficulty presenting anything that hasn't been heard by the audience a thousand times on juke boxes.

Another well-known repeater holds down second spot: in the show, as comic Alan King uses his tried-and-true routines to top effect.

Opener is another familiar Flamingo act, the Goofers, whose cut-ups are always crowd pleasers. The Ron Gletcher dancers—abbreviated this season—handle production chores. Music is by Louis Basil and ork.
Oncken.

Cab Calloway
Sans Souci Hotel, Miami Beach

Last July when Cab Calloway broke all records in the Sans Souci's Blue Sails Room, he had an audience composed largely of young cats in Miami Beach on summer package tour vacations. Calloway is back again at the height of the winter season when most tourists are past the hep stage, but after a few jump, jive and jazz numbers, he has the older folks muttering "go, go, go."

Calloway has a lot of new r.&b. material, but the crowds clamored for the old standbys—"Minnie the Moocher," "St. James Infirmary Blues" and "It Ain't Necessarily So." He took five bows and had to do five encores.
Kelly.

1956 Scramble Starts as All Hands Put Forth Best Efforts

'Mr. Wonderful,' 'Moritat,' 'Child' Top Entries in Post-Holiday Race

By PAUL ACKERMAN

NEW YORK, Jan. 21.—Now that Santa Claus, the new year and the holiday ditties are back in the moth balls, the music business is hitting its normal competitive stride, with publishers and diskeries putting forth their best product.

Already a good number of "races" on tunes have developed, with a flock of diskeries battling one another for the top record and, of course, the major share of the loot.

Outstanding races currently are on the tunes "Mr. Wonderful," from the Sammy Davis Jr. show, published by Tommy Valando; "Theme From the Three Penny Opera (Moritat)," published by Harms, and E. H. Morris' "The Little Child." There's also considerable sharing of the loot on other tunes which started a bit earlier in the year—such as the race between Patti Page's Mercury version of "Go On With the Wedding" and the Decca reading by Georgie Shaw and Kitty Kallen.

In some instances the record buyer has already settled the argument. This has happened, for in-

stance, with Southern Music's "Lisbon Antigua," with Nelson Riddle's Capitol diskings indisputably the top record among quite a number of entries.

'Mr. Wonderful'
"Mr. Wonderful" shapes up as quite a tussle. Publisher Valando has been trying to hold the hatch closed, but the different versions are popping all around him. (See separate story.)

"Moritat" has already hit the best selling retail chart via the Dick Hyman entry on M-G-M. A flock of others are scrambling for a share of the loot, including Capitol's Les Paul-Mary Ford, Dot's Billy Vaughn, Mercury's Richard Hayman, Decca's Owen Bradley and a vocal version by Decca's Louis Armstrong. Victor has three versions, a Latinized one by Tito Puente, another by the 1956 Jazz

All-Stars and a polka arrangement by Papa John Gordy.

"The Little Child," another tune on which there is a terrific scramble, is on two versions on Kapp—one by Eddie Constantine and another by Eddie Albert; there's Cisele MacKenzie on Vik, Danny Kaye on Decca and the reissue of the Columbia Frankie Laine-Jimmy Boyd disk.

'11th Hour' Tune

Another ditty shaping up as a powerful one is the "Eleventh Hour Melody." Decca's Al Hibbler is already off to a very fast start on this one, with Capitol's Lou Busch trying to make some headway. It's likely other versions will be forthcoming before the tune has had it.

In the pop album field, of course, one of the biggest scrambles in the last couple of years is

(Continued on page 40)

Flood of Goodman LP's Raises Fuss

Label Ad Claims, Counterclaims, Hassle Over Screening—It All Had to Happen!

NEW YORK, Jan. 21.—The forthcoming Universal-International film bio "The Benny Goodman Story" has resulted in so many Goodman packages being put on the market that it almost seemed inevitable that some discord would crop up between the competitive labels.

This week it started, with Capitol and Decca reportedly having a falling out over trade-paper ads the former ran on its Goodman LP last week.

Additional fuel for the impending feud was supplied when a hassle over screening the picture broke out in Boston.

It seems that Capitol invited 40 Boston dealers to attend a screening of the movie at the local Universal-International headquarters Monday (23), only to be told on Friday (20) that nobody could come to their party because the screening was off and the studio's parent company, Decca, had decided to schedule three local showings of the picture itself in Boston, beginning next Wednesday (25).

Ad Trouble

Meanwhile trouble reportedly is brewing on the West Coast in relation to the trade-paper ads Capitol

ran last week, proclaiming its "The Benny Goodman Story" package as "Exclusive—the only high-fidelity album of special recordings of selections featured in the motion picture." This week Decca, which just cleared sound-track rights, ran its own trade-paper ads hailing "the original and only sound-track albums . . . music from . . . 'The Benny Goodman Story' exclusively"

(Continued on page 40)

H&R Awarded 95G In 'Wanderer' Suit

NEW YORK, Jan. 21.—Hill & Range Songs, Inc., this week was awarded a \$95,000 judgment in Supreme Court as a result of its suit against Bosworth & Company, Ltd., of England, and Bosworth of Cologne, Germany, with regard to the assignment of the American rights to the tune "The Happy Wanderer."

The song is published in the United States by Sam Fox Publishing, and was a hit about 18 months ago, with important records by Frank Weir on London, Henri Rene on RCA Victor, etc. Hill & Range, which filed suit in March, 1954, claimed Bosworth, via cable, had contracted to assign the American rights to H&R, but reneged, eventually turning over the rights to Fox. Wilzin & Halpern are attorneys for the plaintiff.

As of press time, the hassle would appear to be far from terminated. It was ascertained that I. Jack Loudon, attorney for the Bosworth interests, is preparing a motion to reopen the case on the ground that the judgment was by way of default. Bosworth, it was stated, has been ill and was undefended. The motion to reopen the matter would state that the trial had not been a complete one, that the judgment should be vacated and the case restored to the calendar for a complete trial.

The \$95,000 judgment, rendered by Judge Saypol and a jury, is expected to be entered shortly.

The case, of course, casts additional light on the age-old query as to how much a song can be

COVERS NEARLY BEAT ORIGINALS

NEW YORK, Jan. 21.—Hectic pace of the disk business and the pride taken by some manufacturers in being out first with a hot tune has made it a point of honor to plug the "original" waxing. But things are now moving too fast. Some diskery promotion men have recently been heard plugging "original covers."

JAZZ ARTISTS

Atlantic Inks Eight, With Chris Connor

NEW YORK, Jan. 21.—Atlantic Records expanded its jazz wing with a big flourish this week, inking eight new artists. The diskery's biggest coup, instigated by its package department vice-president, Nesuhi Ertegun, was the snaring of thrush Chris Connor and the Modern Jazz Quartet, for

(Continued on page 40)

Columbia Releasing New Record Rack

NEW YORK, Jan. 21.—A mobile, expandable record rack of unusual design will soon be made available to dealers by Columbia Records. Designed for maximum flexibility, the rack is made of light metal with provisions for singles and packaged goods.

The unit may be expanded in width from 40 to 60 inches via slide-out shelving. Only wooden portion of the rack is the compartmentalized box for single records. This unit is also adjustable. Entire unit is on casters.

BMI Exec Sees No Action on Juke Measures

'Not in the Public Interest,' He Tells Coast Copyr't Org

HOLLYWOOD, Jan. 21.—Bob Burton, vice-president and general manager of Broadcast Music, Inc., predicted that current juke box legislation now before the Congress will not be enacted.

Burton's remarks took place at the monthly meeting of the California Copyright Society here last week (17). Elaborating on his opinion, Burton declared the commonly referred to juke box bills would not pass because they are an "extension of rights and not in the public interest at this time."

Discussing the general aspects and problems of copyright, Burton offered the opinion that the continued and accelerated development of electronics and electronic reproduction has made our copyright laws antiquated. He pointed to the many new developments in motion pictures and the jargon associated with each, i.e., kinescope, hot kine, prerecording, motion pictures for television, telefilm, etc., as examples of the state of confusion existing in the field today.

Meeting played to its largest audience since the formation of the Copyright group a year ago, with more than 50 guests and members in attendance.

A CORNER

Ernie, Martin Cop Crowns For Capitol

NEW YORK, Jan. 21.—Tennessee Ernie and Dean Martin helped Capitol Records literally corner the market on The Billboard's Triple Crown Awards the past two weeks.

Ford's fabulous "16 Tons" disk, which had previously won a triple crown in the pop field in the record time of three weeks after release, won further laurels last week in rising to top spot on all three country and western charts. Thus it became the first single record ever to win the award in two separate categories.

In the pop category, the "Tons" disk was edged out of the No. 1 slot by another Capitol platter, Martin's "Memories Are Made of This," this week. This disk's ascendance to the select Triple

(Continued on page 40)

Practically All Now Tie 98c Tags on 78's

NEW YORK, Jan. 21.—Pattern of upward adjustment on 78 r.p.m. record pricing was all but completed this week when three additional labels fell into line with the 98-cent tag.

Decca and Coral Records go to the higher price on all pop 78's effective Monday (23), while London Records indicated its 98-cent price would be instituted February 1.

RCA Victor, M-G-M and Capitol have been selling at 98 cents for some time, and Dot adopted the higher suggested retail price last December.

Traders felt this week's moves were prompted by the fact that with some majors already pegged at the higher rate, dealers were selling shellac of all labels at 98 cents.

The latest adjustments left Columbia Records as the lone holdout among the majors for the 89-cent retail scale. Hal Cook, director of sales said that no changes were contemplated at Columbia.

Eckstine Inks Victor Papers

NEW YORK, Jan. 21.—Billy Eckstine finally signed his RCA Victor contract this week, and immediately climbed aboard the "March of Dimes-RCA Victor Starliner" train when the all-star special hit Cleveland. Crooner Bob Manning also signed his Victor paper this week.

Eckstine, who had been with M-G-M for more than six years, is scheduled to cut his first Victor date Sunday (22), with Hugo Winterhalter conducting. Winterhalter was the arranger-conductor on many of Eckstine's early hits, and is known to be a prime reason for Eckstine's switch of label affiliation.

Manning, another addition to the company's swelling vocal list, had been with Capitol for several years.

Package Line For Marquee

HOLLYWOOD, Jan. 21.—Marquee Records, diskery arm of Mills Music, will shortly expand its scope of operation with the addition of a line of packaged goods.

Firm is expected to bow a line of 12-inch LP's under the Marquee tag with material culled from existing masters in its vast catalog, as well as recording new sides. First releases will feature packages by pianists Murray Arnold and Phil Moody and some modern jazz by the Jerry Vaughan group. Line will be priced at \$3.98.

Paul Mills, general manager of the label, indicated that future releases will be cut by Kay Cee Jones and the Sunnysiders, both of whom gained fame under the Marquee banner.

Guy Ward, national sales manager of the company, is expected to leave shortly on a cross-country sales and promotion junket, visiting distributors and disk jockeys to introduce the album line.

PALMER WARNS

Cut Juke Selectivity And You Kill the Goose

NEW YORK, Jan. 21.—A. D. Palmer, advertising manager for the Rudolph Wurlitzer Company, warned juke box operators that any attempt to replace singles with EP records on a large scale would be "killing the goose that laid the golden egg."

He explained that selectivity has been one of the cornerstones of the music machine industry and the replacement of individual records with EP's would weaken one of the strongest selling points of the juke box.

According to Palmer, the record industry is anxious to promote EP sales at the expense of singles. He reasoned that the record manufacturer makes a higher profit margin

on EP's because of decreased production costs per tune and lower royalties on sales.

Test Ground

Palmer further charged that the record industry is using Milwaukee as a test ground in a drive to make it tougher for operators to buy singles.

He said that, according to his information, juke box operators, attempting to buy certain singles in Milwaukee, were told by record distributors that they could not get immediate deliveries and were advised to buy EP versions.

However, a leading Milwaukee operator and a one-stop executive said there was no basis for this

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CBS Plots Sun. Evening Rock, Roll Net Show

Freed to Emsee With WINS Okay; Camel to Sponsor

NEW YORK, Jan. 21. — The CBS radio network is plotting a Sunday evening rock and roll show, which will be sponsored by Camel cigarettes and will feature local WINS deejay Aian Freed as emcee.

The deal, which reportedly is all set pending actual signing of contracts, is of particular interest to the trade, in that it's unusual for a cigarette company to sponsor a personality heretofore noted primarily for his teen-age (legally non-smokers) audience appeal.

In line with this, tho, WINS Programming Director Bob Smith points out that a recent Pulse survey shows that, contrary to general belief, more than 50 per cent of Freed's local WINS audience here is over 20 years of age. In further defense of Freed's adult appeal, Smith notes that the deejay experienced his biggest sales success in Cleveland (over WJW there) with a beer sponsor.

Okays Competition

Another interesting angle to the deal is the fact that WINS, which has a long-term contract with Freed, has agreed to let the deejay do the network show, since it will be heard here in New York, thereby constituting direct competition to the indie. The station turned down a similar bid for Freed's services last year, when NBC wanted him to emcee its two-hour

(Continued on page 24)

Zenith Enters 4 New Models In Phono Race

MIAMI BEACH, Fla., Jan. 21.—The Zenith Radio Corporation has entered the 1956 phonograph sales sweepstakes prepared to meet the competition at all levels.

A new line of four low-cost phono models will for the first time bring the company into the under \$100 market. Zenith's full line for 1956, ranging in price from \$19.95 to \$1,500, was unveiled here this week at a special mid-winter distributors' sales convention, by L. C. Truesdell, vice-president and director of sales.

Six of the de luxe hi-fi models will carry the new 1956 "Custom-Matic" four-speed changer, featuring an automatic intermix for 10 and 12-inch records of the same

(Continued on page 40)

KICKING UP BUCKS YET!

Packages, Movies Prove Bands Still Have Power

NEW YORK, Jan. 21. — The band business as the trade knew it in the good old days may be dead, but there's still an amazing dollar value and drawing power attached to the old names. This is particularly true in the package record field and in films — in both of which categories present and upcoming production lean heavily on the saga of the bandman.

Outstanding example, of course, is the spate of plush Benny Goodman albums sparked by the Universal-International film, "The Benny Goodman Story" (The Billboard, January 21). In addition to these packages by Victor, Columbia, Capitol and Decca, there has been a tremendous amount of magazine verbiage—all documenting the continuing interest in the swing era. Seventeen magazine, in its February issue, carries a big

WOLFIE HAS HIS HIDEAWAY, TOO

HOLLYWOOD, Jan. 21.—Since first announcing that he was a candidate for the ASCAP presidency, L. Wolfie Gilbert, chairman of the coast ASCAP committee, has been the target of real estate agents desirous of purchasing his Beverly Hills home.

Story is that the latest bid came from George Jessel, who Gilbert stopped cold with, "Eisenhower has Gettysburg, Truman has Independence, Wolfie will retain the Beverly Hills villa."

TRUTH'S OUT

Camden Gets Okay to Use Real Names

NEW YORK, Jan. 21. — RCA Camden, Victor's bargain-priced subsidiary label, this week obtained the green light to use the real names of the Boston Symphony, Arturo Toscanini and the New York Philharmonic on its re-issue series. This follows by several weeks the okay of the Emanuel Feuermann estate which permitted the diskery to use the name of the late cellist.

In effect, these agreements with several of the best-known names in music provide Camden with a set of line "leaders," or the type of merchandise that can help open the doors to a class market.

While Boston Symphony and Boston Pops recordings have been available on Camden previously, these groups had been identified as the Centennial Symphony and the Festival Concert Orchestra, respectively. All recordings, of course, are reissues from old shellac versions whose musical merit is considered compensatory for the outdated technical standards.

Toscanini's approval, a plum long sought by Camden, covers

(Continued on page 24)

NEW DANCE BANDS CAN'T OUST VETS FROM GOTHAM

NEW YORK, Jan. 21. — Manhattan and its environs is rapidly becoming "no bands" land for most dance orchestras (particularly new outfits), in view of the increasing trend for local hotels and other terp spots to sign long-term deals with one leader.

This week, for instance, the Dorsey Brothers signed a long-term pact with the Statler Hotel here, calling for the band to play at least six months out of each year at the Cafe Rouge. The brothers, currently appearing at Roseland, open

If AFM Seeks Higher Tariff, Other Groups Stand Ready

Tape, Master Hikes Could Affect Many

NEW YORK, Jan. 21.—Deliberations of the executive board of the American Federation of Musicians here next week and the upcoming June convention of the entire AFM in Atlantic City will be watched with interest—and considerable trepidation—by the disk industry, with particular interest focussed on the many-faceted problem posed by the import of foreign tapes and masters.

The AFM has as yet not crystallized any stand with regard to

seeking the imposition of a high tariff on such imports. But the matter has always vexed segments of the AFM, and it has been confirmed that the union has had representatives attend sessions of the Screen Composers Guild—Leith Stevens' group which has gone on record as believing that the present tariff laws are inequitable. (See separate story.)

The effect of any change in the tariff situation would, it is believed, be most immediately felt by the independent LP manufacturers, but in the long run all important diskeries, and most certainly the majors, would feel the impact.

As the indie LP operations are constituted, most of their disk ma-

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CLG for Fight Vs. Imported Record Music

HOLLYWOOD, Jan. 21.—Should the American Federation of Musicians seek the imposition of a tariff on imported recorded music, the move will have the support of the Composers and Lyricists' Guild, in addition to numerous other trade groups and associations of similar interests. This was the opinion of Leith Stevens, president of the Guild, here this week.

Stevens pointed out that not only are musicians affected by the tremendous amount of music currently being brought in from abroad, but composer and lyricist employments, has been seriously curtailed.

It's currently the practice of a majority of TV film producers to buy their music abroad. The much of this music consists of bridges and cues, it nevertheless is work that could be done by American composers. Stevens pointed out that he had gone into the problem quite thoroly with AFM international executives, and particularly with Herman Kennon, a member of the executive board.

"A study of the federal tariff laws reveals no duty whatsoever on recorded music. It is an inequity that should be corrected," said Stevens.

Theatrical film production has likewise increased sharply, and accordingly, music for these films is also being composed as well as recorded abroad.

Stevens commented on the re-

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Wm. Morris Moves Into Longhair Field

Special Attractions Dep't Works Rapidly; Other Agencies Eye Concert Domain

NEW YORK, Jan. 21.—For some time the major pop music and general talent agencies have been eying the longhair concerts field, and William Morris apparently is the first to take a definite step into that domain. Its concert booking plans, it was learned this week, are advancing rapidly, and several big attractions already are set for the 1956-'57 season.

It appears also at this time that the concert booking field is more of a free-for-all today than it has been at any other time in its domestic history, mainly as a result of the recent federal consent decree and the sale last summer of National Concerts and Artists Corporation, with its resultant shifts of some sales personnel and talent.

Last week Andy Leslie, a NCAC man, joined Morris' Special Attractions department, which is headed

by Klaus Kolmar. Kolmar himself left NCAC about a year ago.

Acts Signed

The first big musical acts inked by Morris include the British Halle Orchestra, with conductor Sir John Barbirolli, which will be brought over here for a tour in spring of 1957. This will be in celebration

(Continued on page 40)

RCA Puts Own Tape Recorder Into Product'n

CAMDEN, N. J., Jan. 21.—A new hi-fi tape recorder—first to be actually manufactured by the Radio Corporation of America—has been put into production in the company's Cambridge, O., plant.

The model, to be known as the "Judicial," is the first of a projected full line of RCA Victor tape recorders. Initial distributor shipments have been slated for later this month.

Explaining the firm's move to manufacture its own units rather than farming out production, James M. Toney, vice-president and general manager of the RCA Victor Radio and "Victrola" division, indicated he expects demand for tape recorders to double in the coming months. "Tape recorders could easily be a \$100,000,000 a year industry in the very near future," Toney said.

Among the features of the "Judicial" recorder is a voice-music switch, which allows a listener to select the best sound characteristics for either voice or music recording.

The three-speaker unit will record and play back at either 3 3/4 or 7 1/2 inches per second. Equipment furnished includes a 10-foot remote control cable and a ceramic microphone. Price is \$199.95.

Three New Artists Inked by Mercury

NEW YORK, Jan. 21. — Mercury's Eastern artist and repertoire chiefs, Hugo Peretti and Luigi Creatore, this week signed three new artists, marking the label's first inking of new talent here in some months.

The trio includes Japanese pop canary Myoshi (Nancy) Umeki, singer Jimmy Randolph and warbler-composer Bobby Sharp. The execs are cutting singles by all three artists this week, and an album is also on the planning board for Miss Umeka, who scored here recently on TV.

M-G-M to Offer Subscriptions To Stations

NEW YORK, Jan. 21.—M-G-M Records lifts the wraps next week on a new subscription service to radio stations, covering the diskery's single and packaged items. A special direct mail campaign announcing the service will be released.

Under the plan, a choice of five separate packages will be offered. A pop singles package with shipments every two weeks costs \$4 per month. The country and western package is priced at \$1.75 per month, and the combined pop and c.&w service costs \$5 per month. Both the latter include bi-weekly shipments. All singles will be 45 r.p.m. disks.

Popular and original-cast albums are offered in a choice of 45 EP's or LP's. With a minimum of 50 albums per year guaranteed, shipments are made monthly at a cost of \$3 per month. The classical service (LP's only) costs \$1.50 per month and a minimum of 25 albums per year are guaranteed.

Robbins Active On New Ties

NEW YORK, Jan. 21. — Buddy Robbins, who last week severed his connection with the Columbia Pictures Music firm, began new activity on several fronts this week.

In the publishing field, Robbins joined tunesmith-producer Jule Styne in the latter's Producers Music Corporation, which had been inactive for some time. As manager of the firm, Robbins plans to work on pop tunes and show scores ultimately.

Robbins also plunged into personal management, taking over direction of composer-warbler Moose Charpay and comic-vocalist Eddie (Old Vienna) Lawrence. Both acts are recording for ABC-Paramount.

Molly Bee Signs 3-Year Dot Pact

HOLLYWOOD, Jan. 21.—Randy Wood, president of Dot Records, this week signed singer Molly Bee to a three-year recording contract.

Miss Bee recently recorded for Coral and Capitol Records. She's a regular member of the daily "Tennessee Ernie Show" (NBC-TV) and Cliffie Stone's weekly "Hometown Jamboree" teleshow.

In another venture, Wood purchased two sides originally released on Spark Records by singer Bob London. Both tunes, "Lola" and "Reckless," have been on the Hit Parade in Belgium for some time now on Ronnex Records. Interesting sidelight is that the disk was originally selected as the record of the week on disk jockey Jim Ameche's KLAC show when released in 1954. Ameche picked the record again this week.

Other Maestri
Film-wise, maestri other than B. G. are being featured. Columbia Pictures has scheduled "The Eddie Duchin Story." M-G-M, too, is in the same groove with "High Society," which will feature Louis Armstrong.

Another of the great names of the band business will come to life on the screen in Paramount's forthcoming "The Red Nichols Story."

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ANNABELLE

Hill & Range Tune Owned By M. M. Cole

NEW YORK, Jan. 21.—"Annabelle," a tune recently purchased by Hill & Range and which has been stirring up some action on the Buddy label in the Cleveland area, turned out to be a lady with quite a past, and that past belongs to another publisher.

Altho the Buddy publishing subsidiary, Reserve, thought the ditty was in public domain, it actually was written 12 years ago by Jenny Lou Carson and Red Foley and is published by H. M. Cole, Chicago. The song has been a big two and three-part singing favorite with country and western artists for years.

Since H. & R. had already lined up records on the song, Cole worked out a deal with the New York firm whereby H. & R. will retain a small participation in the record royalties on those specific disks, including platters by Poppa John Gordy on RCA Victor, Russ Morgan on Decca, and a possible waxing on Essex.

Meanwhile, Kapp Records has purchased the original Buddy master of the song by the Al Tercek Orchestra (kicked off first in Cleveland by WDOK deejay Norman Wain) and plans to issue the platter on its own label next week. Kapp's deal with Buddy calls for an advance against royalties.

Allen's Album Puts Coral Into Goodman Race

NEW YORK, Jan. 21. — Coral Records is dipping into the Benny Goodman sweepstakes via an extensive promotion of its new "Let's Dance" album by Steve Allen and his orchestra. The package includes numbers associated with Goodman, and the release parallels the release of the Universal film "The Benny Goodman Story," which stars Allen.

Universal is co-operating with Coral on the promotion which includes much dealer display material, heavy plugging of the package on Allen's NBC-TV show, "Tonight"; extensive promotion at the disk jockey level, etc. Coral is also making available two singles from the album. One of these, "Let's Dance" and "Goodbye," will be available for general sale, and the second, "Sing, Sing, Sing" and "Don't Be That Way," will be used promotionally at the station level.

Coral's subsidiary, Brunswick, is also in there pitching, with the release of a new package titled "B.G.—1927-1934," containing sides cut by Goodman during that span of years.

Sales Soar on M. Mouse Line

NEW YORK, Jan. 21.—ABC-Paramount's Mickey Mouse Club line has picked up so much strength since Walt Disney started plugging the platters regularly on his daily ABC-TV "Mickey Mouse Club" show that sales on the disks during the last three weeks have increased 100 per cent over those for the previous three months, according to Am-Par president Sam Clark.

As a result, Clark is readying for immediate release a 12-inch Mickey Mouse Club LP (line now includes only singles), which will retail for \$3.98 and will feature musical highlights from the show. The Mickey Mouse Club best seller, to date, is the program's theme song "The Mickey Mouse Club March" and "The Mouseketeers' March."

CORAL & EPIC AND ROBBINS AIN'T CRYING

NEW YORK, Jan. 21.—When Dreyer Music topper Dave Dreyer got set to hustle his tune "I'll Cry Tomorrow" to various artist and repertoire men, along came Robbins Music with its own tune, but using the same title. Dreyer agreed to withdraw his tune from further solicitation among diskeries in return for a slice of the loot on the Robbins' tune. It was agreed, however, that Dreyer would not hold up any Coral Records waxings of the tune, since he had already set a deal there.

Under the Coral banner, Lillian Roth thereupon cut the Dreyer version. When she moved to the Epic label, the thrush cut the new version. In the meantime, Coral waxed Johnny Desmond, also in the new version of the tune.

Result: One diskery with both versions of the tune on wax, one artist with both versions on two different labels, one satisfied publisher.

A PROBLEM?

Pubber's Beef: Can't Restrain Mr. Wonderful

NEW YORK, Jan. 21.—Publisher Tommy Valando, who has his first legit score in the forthcoming "Mr. Wonderful," has been learning that there's plenty of grief mixed in with the glory.

Valando's big headache to date has been the efforts of several record companies to jump the February 1 release date on the title tune (The Billboard, January 14.) The publisher, who hopes eventually to publish other show scores, guaranteed the release date to the producer of the show, Jule Styne, and also to all of the record companies, six of which have records cut already.

Despite Valando's anguished cries, the RCA Victor version by Teddi King, and the Mercury version by Sarah Vaughan reportedly have "leaked out" into several markets, and ABC-Paramount shipped copies of its Bette Anne Steele disking this week.

This left Coral holding its Dorothy Collins and Epic its Mello-Larks version, which actually were the first two editions cut of the

(Continued on page 24)

25% of SPA Cleffers Have AM-TV Tie-Up

NEW YORK, Jan. 21. — The Songwriters' Protective Association reported this week that at least 25 per cent of its members have occupational ties of one kind or another with the radio and television field.

The information came to light in the preliminary results of an all-member survey, launched last month by the association as part of a long-range move to represent members in contract negotiations with buyers of music and song material in radio and television.

To those members who have indicated activity in these fields, SPA has sent notices seeking authorization to represent them as their bargaining agent. The substantial number of members active at the radio and TV level was seen as strengthening SPA's hand in the jurisdictional showdown with the Composers and Lyricists' Guild of America, which traders view as inevitable.

A spokesman for SPA also named Betty Comden, Adolph Green, Jimmy Dorsey, Jacques Press and Walt Framer among 100 recent applicants for membership in the association. Also listed as new applicants were the estates of a number of deceased songwriters.

Maxin Directs Pop Albums' A&R for Epic

NEW YORK, Jan. 21.—Marve Holtzman, Epic Records' artists and repertoire chief, has named Arnold Maxin a.&r. director of pop albums. Expansion of the a.&r. staff keys an expected rise in package activity at the label.

Maxin, a musician with long-time experience as trombonist with name bands, has also had extensive experience at the record distributor level. He most recently served as the RCA Victor salesman in Philadelphia. Maxin will headquarter in New York and, in addition to his album chores, will handle some jazz, rhythm and blues, and special project dates. His appointment will help free Holtzman for more intense singles activity.

Also helping out on special album repertoire assignments, including jazz re-issues, is Jim Fogsong.

WFLY FIRST FOR MULTIPLEX USE

TROY, N. Y., Jan. 21.—Station WFLY-FM here last week launched what is believed to be the first regular commercial transmission of background music via multiplex. Subscribers are receiving music supplied by Magnetratics. Operation is automatic, with programming supplied by eight-hour tape reels.

MUSIC BAN

Action Vs. 'Lysistrata' Cues Blasts

HOLLYWOOD, Jan. 21.—The CBS, NBC and ABC radio-TV network ban of the song, "Lysistrata," had local music circles and, in particular, Universal-International, in a dither last week, with many in the industry pointing the finger at the nets for adopting a provincial attitude.

The controversy started when songscribes Pony Sherrill and Phil Moody checked the music clearance departments to determine network reaction prior to recording the song. Tune is from UI's "Second Greatest Sex," and is prominently featured in the film.

Samuel Froelick, music clearance chief at CBS, was the first of the stations to ban the tune, terming "the lyrics in their present form unacceptable." ABC and NBC similarly followed suit later this week.

According to Albert Cohen, producer of the film, "We've received 100 per cent approval from the Johnson office, censor boards in eight different States and local censors in 19 cities."

Score from the film is published by Mills Music.

Col'bia Jingles Given Stations

NEW YORK, Jan. 21.—Columbia Records is furnishing 2,000 radio stations with a jingle record aimed at helping the stations line up record retailer sponsors. The EP's, supplied free, each hold 10 jingles, the material all cleared and performance free.

The short spiels, titled "Little Magic Record Store," "Phonograph Records," "Play Phonograph," etc., were produced for Columbia by Scott-Textor Productions. Under the general tag of "Spark Plugs," the jingles are also suggested for use as deejay themes. No mention of Columbia Records is made on the spots.

CIRCUIT IDEA

Guest Shots By Jocks Is Bentson Plan

HOLLYWOOD, Jan. 21.—The disk jockey will no longer be confined to a single market if plans currently being formulated by N. L. Bentson, president of WLWL, Minneapolis-St. Paul, find favor with other independent stations.

Bentson visualizes a deejay circuit in which the platter spinners will visit each other's audiences. Initially the guest appearances will be by beeper telephone and tape recording rather than by personal visits.

Should Bentson's plans, now in negotiation stage, find sufficient takers, WLWL disk jockey Bob Bradley for example would augment his own show with Twin Cities listeners by beeping Jim Ameche in Hollywood.

"And who better could sell Yakima-grown apples to the people of Cincinnati than the radio announcer out there in Yakima," Bentson said.

Bentson points out that the nation's disk jockeys represent an investment of millions of dollars in salaries and studio facilities, yet their trade is plied almost entirely on a local basis. He brushed aside as irrelevant case histories of deejays who tho strong in their original bailiwicks had failed to repeat their successes in new environments. "The guest appearances I propose do not require long and costly buildups. On the other hand, the guest disk jockey will find a receptive audience already established by the host deejay."

New personalities of nationwide stature will result from this exposure of platter spinners to new communities, Bentson stated. And it will not be necessary for such dominant personalities to seek full outlet for their talents on one of the very few coast-to-coast spots now allotted by networks to this type of entertainment. The indie circuit will supply such showcase opportunity.

Hi-Fi Sales Up For Magnavox

FORT WAYNE, Ind., Jan. 21.—An 80 per cent increase in the sale of hi-fi radio phono units helped the Magnavox Company increase over-all sales in the last six months of 1955 by more than 20 per cent over the same period in 1954.

However, "this does not truly reflect the large increase in demand for the Magnavox high fidelity products," Frank Freiman, president of the company, said "since the company has been unable to supply the full demand for its dealers for the past five months."

Freiman said that production facilities are now being substantially increased. He also indicated the firm will continue its direct to dealer distribution policy and will soon inaugurate a new merchandising plan.

Sadoff Takes New Pub Post

NEW YORK, Jan. 21. — Bob Sadoff, professional manager of Bourne, Inc., for the past two years, resigned his post with that firm this week to become general professional manager of the Avax and Veronique music companies. He is scheduled to start Monday (23).

Doc Berger, contact man for the firms, will remain in that capacity. The catalogs are owned by Sven B. Sommer.

Sadoff, prior to his Bourne tie, was professional manager for Theodore Presser, and prior to that was an accompanist for such artists as Eddie Fisher and Rosemary Clooney.

coming next issue . . .

THE BILLBOARD'S 1956 SPOTLIGHT ON RHYTHM & BLUES RECORDS, TALENT AND TUNES

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

and Away We Go!!!



Jackie Gleason's

VOCAL ORCHESTRA

WITH THE VOICES OF ARTIE MALVIN

CAPRI IN MAY

b/w

"YOU'RE MY GREATEST LOVE"

No. 3337



MUSIC AS WRITTEN

GARNER TO MAKE FIRST CONCERT TOUR ABROAD . . .

Jazz pianist Erroll Garner will make his first concert tour abroad next September and October. The trek will include the Scandinavian countries, France, Italy and perhaps other areas. Joe Glaser's Associated Booking Corporation will handle the bookings. Garner, who recently secured his release from Mercury Records, goes into Basin Street, New York, Friday and Saturday (27-28).

LA ROSA AND BARONE START PUB. FIRM . . .

Julius La Rosa and his manager, Frank Barone, are setting up their own Broadcast Music, Inc., music publishing firm. The new company—as yet untitled—will be run by Freddy Parker.

VOX SIGNS MISS TIPPO TO EXCLUSIVE PACT . . .

Vox Records has signed pianist Maria Tippo to an exclusive disking pact. The artist, who played a recital in New York last week, will be featured in an early Vox platter. The label, meanwhile, is rushing out a new LP by its top-ranking pop 88'er, George Feyer, whose latest entry is titled "Echoes of Spain."

CLAIRE COCI TO RECORD BACH AT WEST POINT . . .

Vox Records has concluded arrangements to make the first solo recordings using the giant Cadet Chapel organ at West Point. Re-

puted to be the largest church organ in the Western Hemisphere, the instrument will be played by Claire Coci in a Bach program for the scheduled LP. Miss Coci is official organist for the New York Philharmonic.

New York

Larry Sonn, Coral orkster who spent some time in Mexico City, has switched from Music Corporation of America to General Artists Corporation. . . . Beverly Kenny, a new jazz thrush, cut an LP for Roost Records accompanied by Johnny Smith. Morris Levy, Birdland impresario, signed her for 20 weeks at the club. She's managed by Si Kravits. . . . Abe Turchin, manager of Woody Herman, has inked a p.m. deal with Jubilee recording thrush Pat Bolton. . . . The Jazz Messengers and Dick Katz's newly organized Trio are at the Cafe Bohemia until February 4.

Carmen McRae is set for her first appearance at Birdland starting February 16. The booking is for two weeks. . . . Bonnie Leu, King artist, was in town for disk sessions this week. . . . Bill Darnel, American warbler pacted to English Decca-London, returned to the States on the Liberte Friday (20). He'll fly to England every few months for recording sessions. . . . Pacific Jazz has re-signed saxophonist-flutist Bud Shank.

• Best Selling SHEET MUSIC IN BRITAIN For Week Ending January 14

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

The Ballad of Davy Crockett—Disney (Disney)
Love Is a Many-Splendored Thing—Robbins (Miller)
Love and Marriage—Barton (Barton)
Suddenly There's a Valley—Aberbach (Warman-Hill & Range)
Sixteen Tons—Connelly (American)
The Yellow Rose of Texas—Maddock (Planetary)
Twenty Tiny Fingers—Day (Hampshire)
Blue Star—Victoria (Young)
When You Lose the One You Love—Bradbury (Chappell)
Rock Around the Clock—Kassner (Myers)
Shifting, Whispering Sands—Maurice (Gallin)
Meet Me on the Corner—Berry (Dambusters March—Chappell (Chappell)
Seventeen—World Wide (Lois)
With Your Love—Macmelodies
Arriverdici Darling—Berry (Connelly)
Hey, There—Frank (Frank)
Picking a Chicken—Berry
The Man From Laramie—Chappell (Columbia)
Love Is the Tender Trap—Connelly (Barton)

• Best Selling POP RECORDS IN BRITAIN For Week Ending January 14

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

This Week	Last Week
1. SIXTEEN TONS Tennessee Ernie Ford (Capitol) . . .	2
2. THE BALLAD OF DAVY CROCKETT, Bill Hayes (London) . . .	7
3. LOVE AND MARRIAGE Frank Sinatra (Capitol) . . .	9
4. ROCK A BEATIN' BOOGIE Bill Haley Comets (Brunswick) . . .	4
5. LOVE IS A MANY-SPLENDORED THING, Four Aces (Brunswick) . . .	3
6. ROCK AROUND THE CLOCK Bill Haley Comets (Brunswick) . . .	1
7. THE BALLAD OF DAVY CROCKETT, Tennessee Ernie Ford (Capitol) . . .	11
8. MEET ME ON THE CORNER Max Bygraves (HMV) . . .	5
9. LOVE IS A TENDER TRAP Frank Sinatra (Capitol) . . .	—
10. ROCK ISLAND LINE Lonnie Donegan (Decca) . . .	16
11. SIXTEEN TONS Frankie Laine (Phillips) . . .	—
12. NEVER DO A TANGO WITH AN ESKIMO, Alma Cogan (HMB) . . .	6
13. PICKIN' A CHICKEN Eve Boswell (Parlophone) . . .	15
14. WHEN YOU LOSE THE ONE YOU LOVE, David Whitfield (Decca) . . .	12
15. SUDDENLY THERE'S A VALLEY, Petula Clark (Nixa) . . .	10
16. TWENTY TINY FINGERS Stargazers (Decca) . . .	8
17. ROBIN HOOD Dick James (Parlophone) . . .	—
18. SOMEONE ON YOUR MIND Jimmy Young (Decca) . . .	13
19. ROBIN HOOD Gary Miller (Nixa) . . .	20
20. SHIFTING, WHISPERING SANDS Eamonn Andrews (Parlophone) . . .	—

Decca has lined up a series of personal appearances to promote the first album release of vocalist Vicki Benet. The thrush, a Parisian, sings in both French and English. The personal appearance tour starts in February and will take her to New York, Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cincinnati, Cleveland, Detroit, Milwaukee, Chicago, and St. Louis. Dealer display material includes counter cards, mounted lithos, etc.

Among the M-G-M Records' LP releases slated for February are 12-inch disks by Sheb Wooley and Monica Lewis. . . . Also set for February is the first singles release by Ray Gilbert, new M-G-M pactee.

Sid Bernstein, of Shaw Artists, has booked "Chance of a Lifetime" winner Sallie Blair into the Vanity Fair, Miami, for two weeks, starting January 21, following which the canary opens at another Miami nitery, the Versailles. . . . Len Wolf leaves Manhattan Monday on a three-week swing of the deejay circuit thruout New England, Baltimore and Washington, plugging new platters by Danny Kaye, Dorothy Collins, Nick Noble and the Modernaires. . . . ABC-Paramount has signed Ralph Waldo Cummings, warbler featured on the Pall Mall singing commercials. Deal was negotiated by publisher Bob Devere.

Hollywood

Decca a.&r. chief Milt Gabler and conductor Victor Young guested at the weekly Music Men's Luncheon Club last week. . . . Host of New Yorkers in town, among them Irving Deutsch, Joe Diamond, Phil Kahl, Mitch Miller. . . . RCA's George Marek and Ed Welker are due to announce the appointment of a Coast album repertoire man. . . . Manie Sacks due out for a brief stay shortly. . . . C. P. MacGregor Company has been commissioned to produce a half-hour series of dramatic radio shows for the Salvation Army. . . . The Mills Brothers headline the new show at the Flamingo, Las Vegas. . . . Billy May will do the arrangements for Yma Sumac's new Capitol album. . . . Thrush Lena Horne adding four voices for her "Frankie and Johnny" number at her Coconut Grove stand beginning Wednesday (25). . . . Kay Cee Jones' new Marquee etching of "Small Town" will mark Small Town Week come February 6. . . . George Shearing, in town for his Shrine concert date, will be the first artist to record at Capitol's new studios, cutting his second album for the label. . . . Edna Lee Crouch joined Station KFI as music librarian. . . . Gregg Hunter, Hollywood clemmer and publicist, back in town after a cross-country trip plugging the Darlene Powell release of "Mood Music" on Palace Records. . . . The Interludes, vocalists on the Tony Martin television, and Fred Karger's orchestra will be among the name talent to entertain at the seventh annual Humanitarian Awards dinner at the Beverly Hills Hotel February 5.

Frank Sinatra cut three tunes for M-G-M's "High Society," "Who Wants to Be a Millionaire?" "Let Me Make Love to You" and "You're Sensational." . . . Ralph Graves finally decided upon Sycamore Records as the name for his new label.

'Mylar' Polyester Film Down 25c

WILMINGTON, Del., Jan. 21.—A price reduction of 25 cents per pound for "Mylar" polyester film, which includes sound recording tapes among its uses, was announced Wednesday (18) by the Du Pont Company. The reduction, effective immediately, applies to all types except 25 and 35 gauges, the thinnest films.

This is the third price reduction since the start of commercial operations at Circleville, O., in the fall of 1954. With the reduction, the price of "Mylar" now ranges from \$2.25 a pound for most heavy gauges to \$4 a pound for the exceptionally thin 25-gauge.

CONCERT FIELD

Vichey Plan Would Aid Longhairs

NEW YORK, Jan. 21.—Lubin Vichey, Metopera star and president of National Artists Corporation, last week stated his primary objective for the coming year would be to measurably increase the number of play dates for artists in the civic concert field. Vichey estimated there were currently approximately 2,200 play dates in 480 cities and towns. His goal is the addition of 500 more play dates. This, he said, would provide more employment and increase the performer's earning power by about \$2,000 per annum.

Vichey, who last Saturday (7) sang "Rigoletto" at the Met with two of his clients, Robert Merrill and Giuseppe de Stefano, acquired the talent management organization several months ago and is now blueprinting several of his theories regarding talent. One of these is the necessity for raising the income level of artists. Another, in his mind, is the advisability of inculcating more of a "variety" flavor in concert performances in order to appeal to broader audience groups and build audience groups for the future. One of the ways in which he will do this is by supervising to some degree the artist's use of repertoire.

"While a high level of performance is necessary, it is advisable not to lose the common touch," Vichey stated.

In line with this thinking, Vichey intends to broaden the activity of the organization and its artists in the pop field—such talents as pianists Eydie and Rack, for instance, being deemed very suitable for this.

"The American concert field," Vichey stated, "is young and is growing strongly . . . and whereas European artists are subsidized, Americans are not, and therefore it is necessary that their opportunities and earning capacity be extended."

The effects of juke boxes on the American musical scene, pop music, even the country and western field, Vichey indicated, were all to be seriously considered in their relation to the American artist and his position in the over-all culture of the nation.

Victor Preps New Dorsey De Luxe Set

NEW YORK, Jan. 21.—Now that RCA Victor has launched its de luxe Benny Goodman reissue package, the company is working on production of its next swing era issue, and the subject this time will be Tommy Dorsey.

The Dorsey package, with Victor's "enhanced sound" and the usual "class" package trimmings, will be scheduled for either March or April release. It will be a two 12-inch disk set, similar to last year's Artie Shaw and Fats Waller sets, and will not be a limited edition. Further, the performances will not be reissues, but will be taken from various air checks and tapes obtained directly from Dorsey.

Victor also is known to be contemplating additional de luxe volumes for other swing giants including such as Lionel Hampton and Duke Ellington.

Herald Reactivates Its Embers Label

NEW YORK, Jan. 21.—Herald Records, the rhythm and blues diskery, this week revived its subsidiary Embers label. First releases are scheduled for February 1, with distribution practically the same as Herald's.

Herald operators Jack Angel and Al Silvers also hired Bob Rosen to handle artists and repertoire for Embers as well as for their new Angel jazz LP series. He also will head their affiliated publishing firm, Angel Music.

Universal Sold To Atty. Hersh

HOLLYWOOD, Jan. 21.—Universal Recorders, major coast studios that conduct a global business in film, radio and diskery recording, has been sold to attorney Martin Hersh from Arthur B. Hogan, president of Albert Zugsmith Corporation.

Hersh has been identified with the entertainment field for more than 20 years as president of Ideal Factors, Inc., and in the representation of theatrical and television producers.

Roger Lafont will be vice-president and general manager under the new administration, tho all other personnel remains unchanged. Hogan will continue as president of the Zugsmith firm, brokers in communications properties, and as secretary-treasurer of the Continental Telecasting Corporation and also in the Television Corporation of America, with TV and radio properties in Los Angeles and Honolulu. He will continue as sale and public relations advisor to Universal Recorders as well.

RCA Huddles On 'Vagabond'

HOLLYWOOD, Jan. 21.—The final negotiations have not as yet been completed, RCA Victor is expected to acquire album rights to the upcoming Paramount feature, "The Vagabond King."

Film stars recently signed, Oreste and Kathryn Grayson, the latter an M-G-M pactee. In either case, RCA will release an album of selections from the film by Oreste. The tenor star of London's Covent Garden makes his screen debut in the Rudolf Friml musical. Wax will be his first recording commitment anywhere.

Henry Rene, Coast repertoire chief, along with George Marek and Ed Welker, viewed a final cut of the film here last week to select songs for the album.

ANOTHER BMI "PIN-UP" HIT



ROCK AND ROLL WALTZ

Recorded by KAY STARR . . . Victor

Published by SHELDON MUSIC, INC.

NOW . . . AND ALL THROUGH THE WINTER SEASON

Leroy Anderson's

Sleigh Ride

100% Recorded

MILLS MUSIC

AN OVERNIGHT SMASH!

"MORITAT"

a theme from "The Threepenny Opera"

HARMS, Inc.

THESE HANDS

Recorded by:

- Tex Ritter-Nelson Riddle . . .Capitol
- Lefty FrizzellColumbia
- Jeffrey ClayCoral
- Jerry JerichoDaffan
- Mac WisemanDot
- Johnny OliverM-G-M
- Lew DresslerMercury
- Hank SnowRCA-Victor

*Records listed alphabetically by companies

HILL & RANGE SONGS

DIRECT From The Orient . . . our NEW HIT

THE JAPANESE FAREWELL SONG

Sensationally recorded by KAY CEE JONES on Marquee

RANGER MUSIC, INC. 1619 Broadway New York 19, N. Y.

Themed in the M-G-M Picture "I'LL CRY TOMORROW"

I'LL CRY TOMORROW

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NEW RELEASES

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5 Encores—Rama

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Esquire Boys—Dot

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Rusty Wellington—Arcade

MYERS MUSIC, INC.
122 N. 12th St., Phila. 7, Pa.

IF MUSIC IS YOUR BUSINESS You Need TUNE-DEX!

Title: BAND OF GOLD
 Title: DUNGAREE DOLL
 Title: IN NUEVO LAREDO
 MOMENTS TO REMEMBER
 ROCK AND ROLL WALTZ
 Title: LOVE IS A MANY SPLENDORED THING #H-1
 Title: TEEN AGE PRAYER Date of this issue January 1956
 Title: MEMORIES ARE MADE OF THIS
 Title: SIXTEEN TONS BMI
 Performing Rights licensed through
 Writers W:) Merle Travis
 M:) Merle Travis
 Copyright 1947 by American Music, Inc.
 9109 Sunset Blvd.
 Hollywood, California
 Other information: Recorded by:
 "Tennessee" Ernie Ford
 on Capitol Records

SIXTEEN TONS
 Em
 Some peo- ple say a man wis made out of mud and
 poor man's made out of mus- cle and Em his- cle and blood and
 skin and bones A mind that's weak hand's back that's strong. You load
 Six- teen Tons, what do you say? An- oth- er day old- er and
 deep- er in debt. Saint Pe- ter, don't you call me 'Cause I can't fo-
 ve my soul to the com- pa- ny store
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of a TUNE-DEX
CARD

A VITALLY IMPORTANT SERVICE ... NOW IN ITS 15th YEAR.

IF YOU RECORD, perform, conduct, engage or arrange programs for TV, Radio, Theatre, Nite Club, Hotel or any place licensed by ASCAP or BMI ... YOU NEED TUNE DEX!

IF YOU ARE CONSTANTLY ON THE SEARCH or embarrassed by requests for tunes you can't locate ... YOU NEED TUNE DEX!

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HERE IS A SPECIAL GET-ACQUAINTED OFFER ON A MONEY BACK GUARANTEE.

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WHAT IS TUNE DEX? The above actual size illustration speaks for itself. See how compactly all the information you need to know is condensed into a 3x5 card. Each month subscribers receive a package of 50 3x5 Tune Dex cards, listing the plug tunes of leading publishers from coast to coast ... **IN ADVANCE!** When publishers start working on these tunes, you are prepared ... **IN ADVANCE!**

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WHO CAN SUBSCRIBE? Tune Dex is strictly a trade service limited to: TV and radio stations; program directors; radio, TV and recording artists and band leaders; recording and e.t. companies; motion picture studios; entertainment units in hotels, night clubs, cocktail room, or any licensee of ASCAP or BMI in the United States and Canada only.

WHAT DOES TUNE DEX COST? Only \$30.00 per year for 12 issues ... 50 cards to the issue ... 600 cards per year ... surely a very low cost for such a valuable working tool.

DID YOU KNOW That Tune Dex has been subscribed to for the past 14 years by: **ALL** the motion picture studios in **ALL** departments; **ALL** TV and radio networks and leading stations in U. S. and Canada; **ALL** the TV and radio departments of Adv. Agencies; **MOST** of the coast-to-coast TV and radio show conductors; **HUNDREDS** of important "names" too numerous to mention in **ALL** branches of the entertainment business.

Memo:

IMPORTANT
Tune-Dex is now under the supervision of PHIL KORNHEISER, one of the finest and most respected professional managers in Tin Pan Alley.

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Okay: I'll try your special offer. Enclosed is my \$5.00 (or company order).

If I am not entirely satisfied I can return the cards and get a refund in full.

Name.....
 Firm.....
 Address.....
 City..... Zone..... State.....

BOTH SIDES

A SURE SMASH!

BARRY GORDON

NUTTIN' FOR CHRISTMAS

ROCK AROUND MOTHER GOOSE

SEVEN

as introduced on
PERRY COMO SHOW
NBC-TV
Saturday, Jan. 14th

Orchestra
Conducted by

ART MOONEY

MGM 12166
K 12166

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

Tape, Master Hikes Hit Many

• Continued from page 19

material is derived from foreign tapes and masters. This, of course, represents a big saving, not only at the Music Performance Trust Fund royalty level, but also because it obviates payment of the AFM recording scale. Many of the indies are already in a marginal operation. They have been squeezed by price slashes, they find it rough to match the talent resources of the majors, and they have been able to make a go of it by reliance on foreign material. Imposition of a high tariff could be a decisive factor.

Major diskeries, too, would not be unscathed in view of the worldwide scope of their operations. Capitol Records, for instance, thru its tie-up with the parent company, Electric & Musical Industries, is now importing more Continental material. An example is the Capitol of the World series. Too much of Cap's classical output is foreign-derived, even tho Cap has sharply reduced additional foreign recording sessions.

Gold Labels

Virtually all of Decca's Gold Label series is pegged to imported masters. Much of it comes from Deutsche Grammophon, which supplies not only classical material but an ever-increasing amount of pop album and single material, as evidenced by the Crazy Otto packages and the Caterina Valente singles.

Victor's stepped-up opera program, too, is pegged to foreign disk dates and has become a tremendously important operation—as witnessed, for instance, by the large "Aida" sales. The diskery still has its HMV deal for monthly classical releases and also brings in plenty of foreign singles, such as the newly issued Alma Cogan British hit, "You Can't Do a Tango With an Eskimo."

Columbia has its arrangement with Philips, giant Holland-based electronics firm, for pop and classical material, and much of this goes into Columbia's Epic line here.

As the music-record business becomes more internationalized, the general problem is expected to become even more acute in view of the large sales racked up here by foreign disks. Another illustration of this is the fact that London Records, in order to meet con-

sumer demand on its Mantovani disks, has been stepping up its pressing schedules in the United States.

Pub Upset

Still another group which would be affected are publishers, many of whom go abroad to record a song in order to sell the master here.

One AFM exec, queried regarding the matter of a high tariff on imported tapes and masters, pointed out that the problem was not a simple one. "We, too, are in a world market," he said.

Another pointed out there is also the matter of "cultural interchange" to think about, which involves considerations on the moral and ethical level.

CLG for Fight

• Continued from page 19

cent CLCA edict in which its members were asked not to sign an authorization which would allow the Songwriters' Protective Association to represent them.

"We have no quarrel with SPA," said Stevens, "so long as they continue to represent their members only in their relations with music publishers. The Guild has already been certified in the motion picture field and are presently seeking similar certification of the radio and TV networks. The SPA request conflicts with CLCA's representation, injects a confusing and disruptive note in the hitherto unified efforts of all classes of music and lyric composers."

CBS Sun. Rock

• Continued from page 19

network sustainer, "National Radio Fan Club," on Friday nights.

However, the CBS show—being a sponsored seg—is a far more lucrative deal and puts WINS in the advantageous position of doing a favor for a national advertiser.

Freed returns here next week from Hollywood where he has been acting as a consultant and playing himself in Bill Haley's Columbia movie, "Rock Around the Clock." The CBS show reportedly will roll in mid-February.

New Dance Bands

• Continued from page 19

for an indefinite run in the Hunt Room of the Hotel Astor.

In the cases of the Dorsey Brothers and Flanagan, the incentive to sign a long-term (as opposed to the more lucrative one-nighter schedule) is video. A weekly Thursday night ABC-TV remote (10-10:30) is part of Flanagan's pact with the Meadowbrook, while the Dorseys are featured weekly on CBS-TV's Saturday night "Stage Show" and need a local hotel or nitery to use as home base.

Pubber's Beef

• Continued from page 20

tune, and also Decca with its Peggy Lee cutting.

Valando, who has been trying to "keep the faith," insists that all of the disks, including two other versions that have been promised, were set individually, and that none of these may be construed as "covers."

Meanwhile, Coral has run into a problem with its version, Dorothy Collins' current platter of "Seven Days" has been shaping up as the thrush's best commercial threat to date, and Coral's artists and repertoire chief Bob Thiele doesn't want to rush out a new Collins disk while there's a chance that "Seven Days" can break the girl into the select circle. His problem is complicated by the fact that Miss Collins also has cut another legitime, "Love Me as Tho There Is No Tomorrow," from the forthcoming "Strip for Action," and this tune, recorded also by Nat Cole, reportedly is scheduled for release by Capitol on February 15.

As one tradester put it—"Valando and Thiele got problems? I should have such problems."

Kicking Up Bucks

• Continued from page 19

a biographical treatment of the noted musician.

The predilection of the film studios for the bands even extends up into the modern era. Currently, for instance, there's Universal-International's 20-minute featurette with the Sauter-Finegan band.

Maybe tradester predictions are truly prophetic and it will all happen again. The strength of some of the current bands in the packaged record field indicates this may not be too far-fetched. For instance, there's the strong TV attraction, Lawrence Welk, who is racking up big sales for Coral.

Other dance bands whose sales are either strong or considered as potentially good sellers include Count Basie on Clef and Verve, Guy Lombardo, Ray Anthony and Billy May on Capitol; Ralph Marterie on Mercury, Les Elgart, Columbia, and Buddy Morrow on Wing.

Truth's Out

• Continued from page 19

recordings made by him with the New York Philharmonic, and the first of those will be issued this fall.

The Boston okay gives Camden a stake in the current Boston 75th Anniversary push being conducted by RCA Victor (The Billboard, January 21). Camden has prepared a flyer listing 18 Boston Symphony and 33 Boston Pops sets.

This brings to 13 the number of orks that now can be marketed under their real names by Camden. As soon as present stock is sold out, new runs of the older issues will carry true names in place of pseudonyms.



Julius La Rosa



and he's on **RCA VICTOR** records

his first RCA Victor recording!

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RUBBERSOLE SHOES**
c/w
WINTER IN NEW ENGLAND

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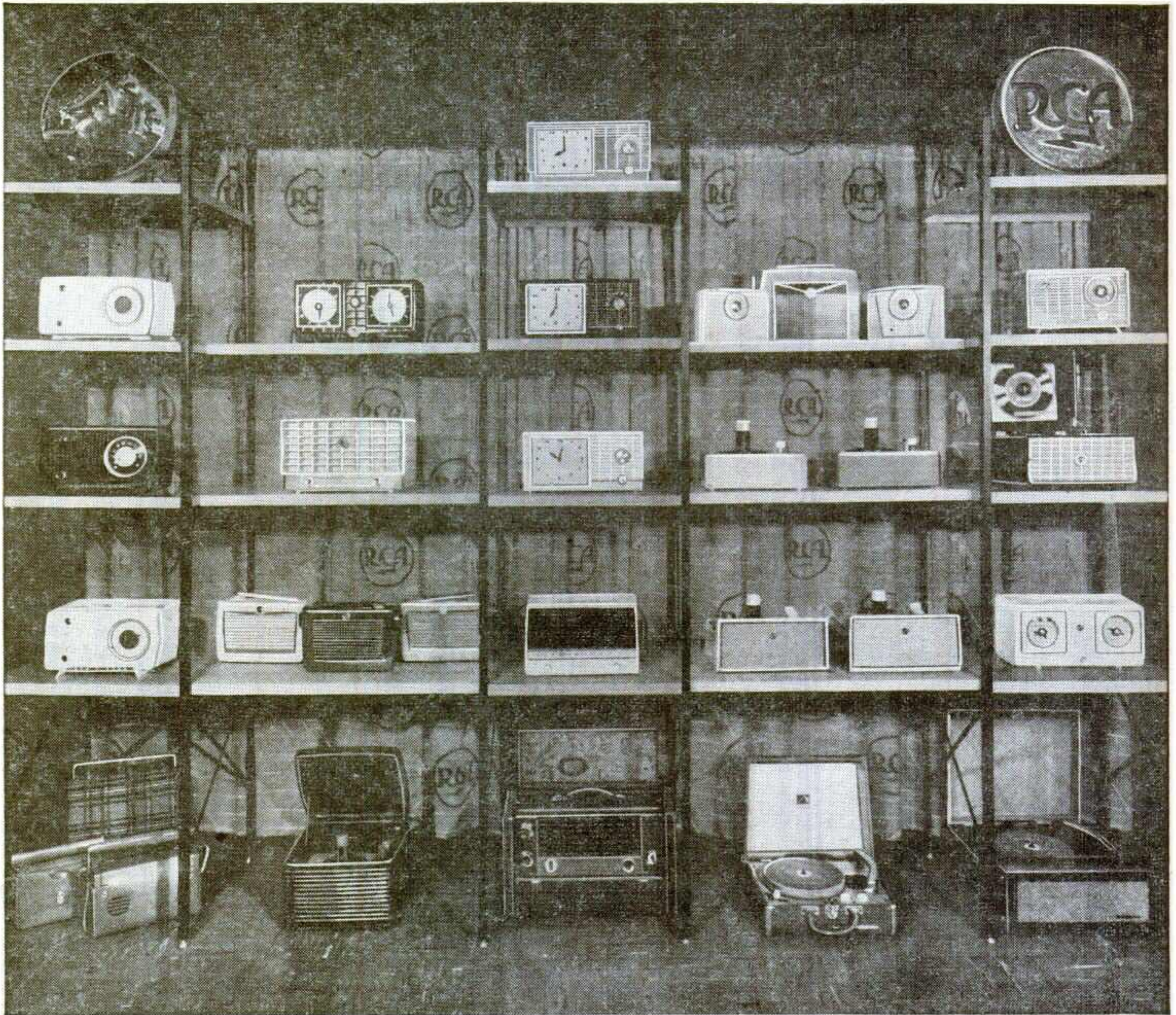
"New Orthophonic" High Fidelity

the dealer's choice

RCA VICTOR



New FLOOR MERCHANDISER helps customers sell themselves



New floor merchandiser (Form 6R3247) with selling drapes and plaques, optional, extra.

Step up sales with attractive displays that put RCA Victor radios and "Victrola" phonographs where customers can see and buy them.

Here are silent salesmen that really do a selling job! Set up anywhere in your store, they make attractive displays that stop customers—and pull them right to the RCA Victor radios and "Victrola" phonographs you want to sell. Customers can leisurely examine the sets—sell *themselves* on RCA Victor merchandise.

Handsome additions to any store. Floor merchandisers come in two sizes: 10 feet wide and 6 feet wide. Can be easily adapted to wall, corner or island use. Colors: black wrought-iron uprights; coral and gray shelves.

You'll be surprised how little it costs to add *this* silent salesman to your staff. Call your RCA Victor dis-

tributor now for full details on these merchandisers (10 feet wide, Form 6R3247; 6 feet wide, Form 6R3248). Remember, RCA Victor is the set that sells on sight!



RCA VICTOR

TRADE MARK RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY

See Milton Berle, Martha Raye alternately on NBC-TV, 2 out of every 3 Tuesdays. And don't miss NBC-TV's "Producers' Showcase" in RCA Compatible Color or Black-and-White, Monday, March 5th.



Hang up new sales! Smart 4' by 6' display panel. For use on wall; or with legs against wall; or as double-faced island unit on legs. Light oak finish frame, modern charcoal face with ivory shelves.

TRENDS AND FORECASTS

1956 Off to Running Start

Sales reports are coming in and, if January action can be maintained, proportionately, 1956 should far outstrip any previous year in disk sales. Pressing facilities were strained in January to meet manufacturer orders . . . higher than in any previous January. Distributors were grabbing up the merchandise and finding little difficulty in moving it to dealers. . . . Latter were replenishing holiday season sellouts and showing no reluctance in taking on new product.

Heavy Phono Sale Important Factor

Strongly contributing to the booming disk business was rush movement in phonographs of all types prior to and during the holiday season. Trade estimates place the number of phonos sold in the 1955 at 3,500,000.

Big Boost in Package Sales

While single records figured well in the sales picture, album material accounted for much of the booming volume. LP's, and to a lesser extent, EP's, are the great production stabilizers. They account for the steady business and the trade was seizing the opportunity and running with public demand.

Prices Level Off; LP's and Singles

Historical annotators will footnote January, 1956, as the month when LP prices finally leveled off, with all majors substantially at \$3.98 (suggested list) for their 12-inch product. This January Columbia fell in line, and was followed quickly by Mercury and Capitol. It was just a year ago that RCA Victor broke the LP price line from \$5.98 to the now standard \$3.98. Minor adjustments in the price of single records were also made by Victor and M-G-M during the month, bringing them to levels set by other diskeries.

LP Indies Plow A Tougher Furrow

Prices are one reason, but indie LP manufacturers are now finding it tougher competitive going. What may be the first significant casualty of the new year is Hayden Society, which has applied for permission under the Bankruptcy Act to settle its debts at one-third their amount. Urania, too, is moving to change its operation setup. Latter diskery has been in discussion with Allied Records, large West Coast pressing firm. Tradesters expect a new label to result from the talks. Presumably the label would eke out production economies by doing its own pressing.

Tape Progress Is Steady

On the recorded-tape front, the trade is still waiting for the majors to move in strongly. First tip-off may be RCA Victor's decision to manufacture a hi-fi tape machine in its own plant. Production has been started in new facilities at RCA's Cambridge, O., plant, with early deliveries set (see separate story this issue). RCA exec Jim Toney predicts a \$100,000,000 industry volume in tape recorders "in the very near future." Victor, of course, has been the only major to issue recorded tapes. But rumors persist that the other majors will move in soon. Angel or Capitol can quickly trigger such a step. Parent company Electric & Musical Industries, in England, has been issuing tapes for some time.

Indies Already Deep in Tape

Indie LP firms have already made the plunge, mostly tho, via special arrangements with tape specialists. This month Vox moved in via a duplication deal with Phototapes. Westminster has been in the field for some months.

No Peace for Licensing Societies

Neither of the three licensing organizations, ASCAP, BMI or Sesac, can expect a carefree period in the near future. Crux of the difficulty: Millions of dollars distributed, hundreds of publishers and songwriters want more for their share.

Newest Barb By Barney Young

Most recent barb aimed at all three societies was thrown by Barney Young, who recently filed a \$7½ million anti-trust suit. Young's aims—junking of the blanket license and adoption of a pay-as-you-go policy; 100 per cent logging of performances rather than a relatively small sampling.

ASCAP's Logging Revision

Early this month, ASCAP broadened its logging system at the local station level; diminished the value of network sustaining performances. Action touched off protests by Young; by band leaders who claimed it was harmful to the band business. The revision also dented the pocket-books of those band leaders who own publishing firms and whose performances of their own copyrights formerly meant sizable financial income.

DOLA's Threat

The Dance Orchestra Leaders of America, under the leadership of Les Brown, protested to ASCAP the diminution in the value of network plugs and indicated it might find it necessary to boycott ASCAP tunes. This, it was admitted, would be difficult, as such music is the basis of their repertoire.

The Cry Is 'On to Washington'

This became the cry of malcontent publishers and writers who sought the aid of the Justice Department in their efforts to cut themselves in for more of the economic pie. Justice Department admitted it had been receiving and looking into complaints.

Cleffers Vs. BMI

Meanwhile, the long, drawn-out hassle between a group of writer members of ASCAP, and BMI, the former seeking to pin the label of anti-trust and monopoly on the latter, continues. Trial stage not yet at hand.

General Outlook

With performance money increasingly important; no apparent prospect of peace is at hand. Survival is at stake for some, and whether or not their claims have merit, there will be no let-up in the attack.

THE BILLBOARD'S MONTHLY

PULSE OF THE INDUSTRY

In this special department The Billboard this week takes a long look at the 16 2/3-r.p.m. record speed. The development, both in its audio-book and automobile-phono phases, is examined historically and from the point of view of its possible impact on the music industry. Monthly "Pulse of the Industry" sections will continue to take stock of industry conditions of current and long-term import, as well as to showcase even more thoroly than in weekly issues information on packaged records and phonograph equipment.

EDITORIAL

New World A-Comin'

This has become a restless industry. But not out of desperation. The record-music business, deep in its greatest period of expansion, is busy exploring new avenues of development, and most are returning unexpected revenue to the trade.

If the charges of "static" and "business-as-usual" were once valid as descriptive of music industry conservatism, this is surely no longer the case. In fact, it hasn't been for some years now. And the future, if it holds anything certain, will surely present constantly new situations characteristic of a fast-growing industry.

In a very real sense, the development and recent step-up in promotion of the 16 2/3 r.p.m. record speed is a case in point. Taken by itself, it offers little evidence that a major industry revolution is at hand. Certainly no responsible elements in the industry predict a new battle of the speed and the pending obsolescence of LP.

But 16 2/3, in its established audio-book phase, and still newer application as the basis of a phonograph system for automobiles, has already worked to widen the music-record horizon. This splinter movement off the main body of the phono-record industry has already made some significant strides, but the surface of possible application has hardly been scratched.

What does seem sure at this point, however, is that new opportunities for profit are opening up for equipment and record manufacturers, dealers and possibly publishers and writers. That is all to the good.

The pace is quickening, and the trade will be exposed to an increasing amount of promotion and talk about the "new" speed. Phonograph manufacturers are expected to go all out in merchandising four-speed players this year. This, despite the fact that a relatively tiny pool of recorded repertoire is available on 16 2/3. Also, major diskeries have shown no indication that the repertoire will be greatly enlarged in the near future, at least insofar as the home record market is concerned.

Dealers, therefore, must take a sober look at this development. Phonograph manufacturer promotion with help them sell more machines. But no quick-demand deluge for new-speed records by consumers is at hand. And if it did come quickly, there would not be the product available to fill it.

At the retail level, therefore, the phono-record business must take 16 2/3 in stride—sell, but not oversell, it. It is up to the dealer to discover how he himself can benefit from the fourth speed in its present state of commercial development, and to be prepared to move ahead when, and if, 16 2/3 takes on greater importance.

"RCA Victor's Store increased



Read What These Successful Record Dealers Say About RCA Victor's Store Modernization Program



RECORD RENDEZVOUS, ST. LOUIS, MO.



Marie Dunlap, Owner
"Just a note to say... how well pleased we are with our new fixtures. They are not only beautiful, but are most practical. Business has improved greatly since the installation..."



HI-FI UNLIMITED, BROADVIEW, ILL.



Maynard Larkins
"We set up a series of racks for self-service. Much to our surprise, we have found this side line operation is producing nearly \$2,000 per month in record sales alone. We are very enthused."



RUDOLPH WURLITZER CO., CHICAGO, ILL.



Bette Andrews, Owner
"During the 14 years I have been in the record business, I have never witnessed such a phenomenal increase in business as that which took place when I went into self-service."



HAROLD MEYER DRUGS, TACOMA, WASH.



Bill Meyer, Owner
"I would highly recommend to anyone planning to remodel or build a new record store, to use your fixtures exclusively. We are making a good profit during the summer... a slow season."

Modernization Program *my sales by 40%”*

says Stanley Larson

Mgr. of Daveau Music Co.

Moorhead, Minnesota

Daveau Music Company is only one of hundreds and hundreds of record stores throughout the country who have made use of RCA Victor's Store Modernization Program to cut their selling costs and substantially increase their day-to-day traffic and turnover! They've learned that this wonderful program can help every kind of record retailing operation — whether large or small — capture a larger share of the big, growing record market. It's simple, sensible, adaptable *and* low in cost. You can begin right away for as little as \$55.00!

Remodel Your Store Now for Bigger Sales and Profits!

Take advantage of RCA Victor's wonderful Store Modernization Program. It includes a complete line of new, advanced low-cost fixtures... a free store layout service to show you how to utilize the space you have more efficiently... or a professional architectural service on a modest daily fee and travel expense basis. Don't wait another day to modernize your store for greater profits. Clip the coupon below and send for complete information right now!

*It's free! Send for RCA Victor's
 "Modernize for Profits" Brochure*

Store Modernization

**RCA VICTOR RECORD DIVISION
 346 N. JUSTINE STREET
 CHICAGO 7, ILLINOIS**

Please send me RCA Victor's "Modernize for Profits" Brochure.

Name _____

Store Name _____

Street _____

City _____ **Zone** _____ **State** _____

My RCA Victor Record Distributor is _____



4th Speed Takes on Major Phono Merchandising Status

Many Big M'frs Already in Field; Others Set for Entry During '56

An impressive group of major manufacturers is already marketing multi-speed phonographs incorporating the 16 $\frac{2}{3}$ r.p.m. speed. With a substantial number of others set to enter the fold before the end of 1956, the fourth speed has taken on definitely major status as a merchandising factor in the sale of phonos.

In fact, availability of the fourth speed, it is expected, will be a top selling point in printed ballyhoo on this year's phono lines.

This is true despite startling limitations on repertoire playable at the ultra-slow speed and an almost total lack of plans at the major diskery level to provide records to feed the new market.

Some traders feel, in view of this, that the 16 $\frac{2}{3}$ r.p.m. speed will remain for some time to come of merchandising value only, rather than a major marketing factor.

In fact, the impact of the 16 $\frac{2}{3}$ speed on phono merchandising has been likened to that of short wave bands on radio set sales 20 years ago. Altho short wave never constituted a major area of listening, it did become a major factor in the sale of radios. Without shortwave, a radio set was not considered a complete unit. So it may well be that phonos will be considered lacking if they do not contain four-speed facilities.

Projections

Whatever may be the thinking of individual firms, there is no doubt that the slow speed is figuring in the marketing thinking and planning of important representative firms.

Zenith, one of the few "old-timers" in the field, has had its variable speed players, capable of operating at any speed from 10 to 80 r.p.m. on the market since 1950. All current Zenith production incorporates either the variable speed or the four-speed equipment. The V-M Corporation, too, is now actively promoting four-speed units in its current line.

According to E. I. Eger, Admiral's vice-president in charge of advertising, his firm entered the four-speed derby about a year ago. All models now include four speeds.

Motorola broke its first four-speed unit, a hi-fi console model, last July. J. B. (Kip) Anger, sales chief, said that in all probability, Motorola will include the slow-speed in numerous other models, including lower-priced units, this year.

Labeling the four-speed phenomenon as strictly a competitive situation, Anger predicted that "everybody who's anybody in this business will be represented on the market with four-speed units very shortly."

H. R. Letzler, vice-president in

charge of sales at Webster Chicago, indicated that thought and research had been given the four-speed matter at Webster when he said that altho no models will be available early this year, the firm may add at least one four-speed model to its line later in 1956, "if the demand warrants." At the same time, a Magnavox spokesman admitted the existence of an experimental model which would be put in production later this year if a substantial enough market is indicated.

James White, general sales manager of Crescent Industries, indicated that his firm is also watching the four-speed situation very closely. White said that units will be released when management is convinced the market is there. In this case, Crescent units would likely be made available to other manufacturers as well.

Of course, both V-M and Webster Chicago make their players, including four-speed units, available to other manufacturers on a custom basis.

At the supplier level, General Industries Corporation, of Elyria, O., a leading producer of motors for numerous phono manufacturers, is doing a brisk business in motor assemblies containing the fourth speed. Altho declining to elaborate on actual orders, GI exec F. N. McGlynn indicated his firm is now producing four-speed motors in quantity for a number of accounts and is receiving a growing number of inquiries from phono manufacturers on the subject.

Alliance Manufacturing Company, another phono motor supplier, is not now producing four-speed motors. There was, however, an implication that this picture might soon change, when George Gemberling, assistant to the president, said there was nothing he could say at this time in regard to plans the company might have for entering the field. Gemberling also said he understood some of the four-speed motors now being used here are being imported from German firms.

IT'S POSSIBLE BUT—

Disk Speed Battle Leaves Trade Cold

By IS HOROWITZ

Dealers who have done any thinking on the possible impact of 16 $\frac{2}{3}$ r.p.m. on the industry have rightly centered their attention on whether the development portends the eventual obsolescence of LP.

Of top concern is the question: Is a new battle of the speeds in the works?

All responsible opinion at this time answers this query with a positive "No!" And a host of reasons are marshaled to support this response.

Yet there is a body of engineering opinion that states that a switch is technically possible if the commercial motivation is strong enough.

Columbia Records, it is known, showed quite a bit of trepidation when the CBS-Chrysler car phono was introduced. The diskery, above all, sought to present the new development in a way that would not presage a possible conversion to the new speed generally for records as we know them.

Cautious Approach

This caution made sense. Tho the company had no intention of utilizing the new technique for the production of records and playback equipment for home use, its theoretical usefulness in this way aroused much interest.

As for the now conventional talking book, tho also operated at 16 $\frac{2}{3}$ r.p.m., this was never viewed as a potential competitor to the home music disk. It was more an adaptation of existing equipment for a specific but limited use.

With the CBS system, however, it appeared on a quick look that new vistas were being opened. Up to 45 minutes of music could be etched on a single side of a seven-inch platter; 60 minutes of talk.

More music on a seven-inch disk than on a 12-inch LP? Then why not shift quickly to the new medium for home music?

The commercial factors working against a switchover are rather obvious. It would mean introducing and promoting a new player only eight years after the introduction of the LP system. Trade reaction to the planned obsolescence of LP could erupt into violent retaliation against the planner.

Aside from these speculations,

however, there are a number of technical problems that would have to be overcome before a quality 16 $\frac{2}{3}$ disk for true hi-fi music could be produced in quantity for the home.

The present system, boasting a 50 to 10,000 cycle range, according to its developer, Dr. Peter Goldmark, sounds well enough in the restricted acoustical framework of a moving automobile, where music is always accompanied by extraneous traffic noises. But its signal-to-noise ratio is poor as compared to home hi-fi. Amplified thru a good home-music system, the record, in its present state of development, would sound inadequate.

The tiny stylus used for the Columbia-Chrysler player is fragile, difficult to manufacture and much more easily subject to damage than conventional LP need-

(Continued on page 31)

WQXR TO PLUG HIGHWAY UNIT

The feature show, "Adventures in Sound," on WQXR, local indie radio outlet in New York, becomes the first on-the-air showcase for the Chrysler Corporation's "Highway Hi-Fi" from 7:05 to 8:00 p.m. Sunday night (29).

Recorded material from Columbia Records' current 16 $\frac{2}{3}$ r.p.m. repertoire will be played from one of the actual auto player units.

LONG TRIP

Col'bia Has 54 Hours, No Repeats

Columbia Records has produced enough repertoire on wax for the owners of Chrysler "Highway Hi-Fi" auto record players to allow more than 54 hours of listening without repeating a single disk side.

So far the diskery has turned out 36 records for the on-the-road market. Each side plays for a minimum of 45 minutes.

In the wide range of material now available, background music leads the field with 11 sides, including such assorted items as "Music for a Rainy Night" with Paul Weston, and "Music Until Midnight" with Percy Faith and Mitch Miller.

There are 13 sides of kiddie material and the same number in the symphony category. Original cast show and movie waxings are well represented with eight sides, while there are seven sides of music by composers identified with the show world.

Only three jazz sides are available, perhaps indicating a belief that such material could be a disquieting influence on a driver. Other categories in the assortment include drama, special narrations, opera and even dance music.

Here is a selection of highlights taken from the repertoire list:

"The Pajama Game" — John Raitt, Janis Paige, Eddie Foy Jr., Carol Haney; Walt Disney's "Davy Crockett" — Fess Parker and Buddy Ebsen, The First Drama; Quartet in Shaw's "Don Juan in Hell," Columbia's Hall of Fame, with selected material featuring Percy Faith, Doris Day, Mitch Miller, Tony Bennett, Rosemary Clooney, Les Elgart, Woody Herman, Harry James, Jo Stafford and Paul Weston.

Also, "Swing and Sway With" (Continued on page 34)

Two 16 R.P.M. Player Systems Not Compatible

Col., Talking Book Phonos Prompted By Specific Demands

Tho there are two playback systems using the 16 $\frac{2}{3}$ r.p.m. speed, they are not compatible, and records designed for one cannot properly be played on the other. As each develops—the "talking book" type, and the Columbia-Chrysler car phono version—greater acceptance of either does not necessarily indicate similar reception for the other.

All that the two systems have in common at this time is a turntable that rotates at the same speed. Should the two systems ever come closer together, operation-wise, one or both would have to undergo extensive modification.

The system with the longest history, of course, is the talking book type. Here the need was for a longer-playing disk with only moderate fidelity requirements and the development problem was basically one to reduce the slowest available speed—33 $\frac{1}{3}$ —to one still slower. Developers here shied away from the necessity of altering tone-arm and needle requirements.

Simply then, those concerned with talking book promotion sought a convenient way of cutting down the accepted (and available) LP speed. From an engineering point of view a two-to-one gear reduction is relatively simple. Thus, from 33 $\frac{1}{3}$ came 16 $\frac{2}{3}$.

CAR SYSTEM

The origin of the car system was pegged to an entirely different set of conditions.

CBS was asked to develop a recorded music system for autos and, at first, it was thought that tape would be the most adaptable. It would satisfy one of the main conditions—long playing time. But, if a compact unit could be fabricated, there still remained the problem of easy use in a car. Threading tape across the playback heads of existing equipment requires full attention—not possible in a moving car. And a practical tape cartridge, acceptable to the industry generally, is still unavailable.

CBS technicians under the direction of Dr. Peter Goldmark, developer of the LP record, thought that quality, ease-of-operation, playing duration and compact storage of recorded material could best be accomplished via a new record-playing system.

To accommodate up to an hour of playing time per seven-inch record side many more grooves, much closer together, had to be etched on a disk face. The groove width was reduced to one-third the measure of an LP groove, and a needle was shaped to match. The tone arm exerts a mere two-gram pressure on the groove, much less than the over six grams normal in quality LP reproduction.

The trade would be misled, and in turn could mislead consumers, if the belief was spread that the two systems, in their present state of development, are interchangeable.

president. Tho the line's initial appeal may have been limited to the blind and those with failing sight, it has since gained wide acceptance on its own merit. Numerous schools, libraries and universities now stock each Audio Book edition.

The firm anticipates greater acceptance as other phonograph manufacturers add the fourth speed to models. To expose their product, Audio Books some time ago entered into a promotion with Zenith, with the latter giving away one free copy of the Bible with each four-speed player sold.

Audio Books Moves Beyond 1st Concept

By JOEL FRIEDMAN

As the pioneer in the 16 $\frac{2}{3}$ speed field, Audio Books, Inc., came into being as a result of the belief that books could be marketed in audible form.

Officially organized in 1952 following three years of intensive engineering, the firm realized that introducing a fourth speed in the record industry would be fraught with uncertainty and would likely be met with consumer skepticism. In part, Audio Books overcame consumer reluctance with the release of their first "book," a 26-record volume of the King James version of the New Testament. The Bible had never before been recorded complete.

Sixty-thousand editions of the King James Bible have been sold at a retail cost of \$24.95, the company reports. A similar release in LP form would have cost the record buyer approximately \$150 to \$170.

Additions to the Audio Book line have since been made, including nine books of the Old Testament, and the recently re-

leased Confraternity of Christian Doctrine Text, narrated by Rev. Robert L. Gammon.

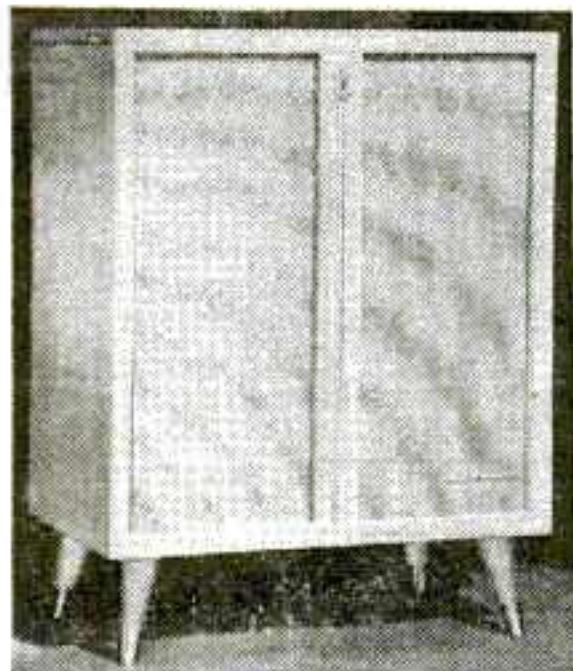
Recent Releases

Other releases include the complete text of "Alice in Wonderland," tales and poems of Edgar Allan Poe, the "Audio Book of Famous Poetry," "Storytime Favorites for Children," "The Best of Mark Twain," "The Adventures of Robin Hood," the complete "Autobiography of Benjamin Franklin" and its latest, featuring Thomas Mitchell in association with the Fund for the Republic in "The Trial of Socrates."

Recently, Audio Books records have been changed so that they resemble the 45 r.p.m. record in every respect. Previous records had a three-inch center hole and bore no label copy.

Production runs on any given "book" are large. The first Bible release contained 26 records and an estimated total run of 1,620,000 individual records.

The market for Audio Books continues to grow, according to Raymond Tierstein, vice-



Pioneer in the development of four-speed record playing equipment, Zenith Radio has just introduced this new hi-fi phono console unit. Known as the "Chopin," it features a four-speed Custom-Matic changer. Spindles for 45 and 16 $\frac{2}{3}$ records are standard equipment. The unit contains four speakers and comes in grained blond oak.

TALKS DUE

New Speed Means New Royalty Plan

The introduction of any new type of disk is bound to carry with it the question of change in the existing royalty pay-off system to publishers and artists.

Certainly, this was true when the companies introduced in turn 33 $\frac{1}{3}$ r.p.m., 45 and then Extended Play disks. The bargaining may be expected to start all over again when and if 16 $\frac{3}{4}$ shapes up as a serious entity.

Further complication of the pay-offs by an additional speed could very well add significant fuel to the increasingly intense controversies inspired by the 1909 Copyright Act, which sets the statutory rate of 2 cents payable to the publisher for every disk manufactured embodying a particular tune.

Today, many publishers point out, the multifarious methods of reproducing a song, via the different types of disks, tape, etc., pose a variety of situations that require a formula more flexible than that provided by the existing statute. And some publishing interests would like more control over their own copyrights, whereas the present law specifies that, once a tune has been recorded, anyone else can record it provided they pay the statutory royalty.

PUBS' DESIRE

The publishers themselves would like the power to grant or withhold permission to record, and to set rates commensurate with their own estimate of the song's value.

As each new speed has come into being, the record companies have asked certain concessions of the publishers, sometimes on the basis of early experimental and production costs, and usually on the claim that they are providing more listening material for less money. When LP came in most record companies asked and received a rate of 1 $\frac{3}{4}$ cents per tune, regardless of length of performance. For EP's, 1 $\frac{1}{2}$ cents per tune became the going figure, altho legally, of course, publishers could ask 2 cents, and some still do. If their tune is enough in demand, they can get it, of course.

MORE MUSIC

The 16 $\frac{3}{4}$ speed now promises much more music on one seven-inch disk than on 12-inch LP, and if the selling price of such disks is to be within reach of the mass market, royalty concessions will become a necessity. If a disk included let us say 30 songs, the publisher royalties alone could add up to a maximum of 60 cents per disk.

As for artists' royalties, these ordinarily constitute a percentage of the retail selling price of the

(Continued on page 34)

HIGHWAY HI-FI DRAWS NOTICE

"Highway Hi-Fi," albeit its novel status, already has come in for attention from that astute, sophisticated publication, the New Yorker magazine.

Several weeks ago, one of the New Yorker cartoons depicted a motorist taking his car to a service station. One station attendant was busy cleaning his windshield, while a second attendant was drawn brushing off the record on the car's phonograph.

POSSIBLE BUT—

Disk Speed Battle Leaves Trade Cold

• Continued from page 30

dles. It must operate with an extremely low-pressure (two grams) arm.

Quality Factor

Quality control on LP records, always a critical phase of the manufacturing process with a hi-fi product, would become an even more time-consuming procedure with the close-grooved 16 $\frac{3}{4}$ platter. Seemingly little problems, such as an inadvertent scratch on the disk surface, would be magnified greatly. Whereas a small nick would disturb the listener for a minute or less on LP, it could seriously disturb enjoyment of the 16 $\frac{3}{4}$ product (so many more grooves would be damaged per linear inch).

Economically, too, there isn't at this time or in the foreseeable future a compelling reason to switch from LP to 16 $\frac{3}{4}$. Certainly, not in the same measure as it applied to the conversion of album material from 78 to LP. In the latter case, real savings were made in material, labor, etc.

Savings Slim

It is now pointed out by diskery execs that a further switch to 16 $\frac{3}{4}$ would result in proportionately slim savings. There would only be small economies realized in material, as compared to LP; talent and song material costs would remain the same. The ratio between talent-music costs and raw material would be altered only slightly.

Engineering talent sees the problem of general conversion to 16 $\frac{3}{4}$ as a technical project that could be solved, and rather easily over a period of time. But, and this is a mighty big "but," only if the men who guide the destinies of the major record manufacturers are willing to take the commercial gamble and go all out.

This they have shown no sign at all of wanting to do.

SALES ACCEPTANCE

Zenith Gains With Phonos' 16 R.P.M.

By LEONARD C. TRUESDELL
Vice-President in Charge of Sales,
Zenith Radio Corporation

Every Zenith phonograph manufactured since 1950 has been equipped to play at the 16 $\frac{3}{4}$ r.p.m. "talking book" speed, a fact which we feel has added materially to the sales acceptance of our instruments.

The fact that Zenith was alone in pioneering this development and at a time when recorded material was practically non-existent has actually worked to our benefit rather than otherwise. The wisdom of Zenith's decision is evident in the fact that many manufacturers have since adopted the 16 $\frac{3}{4}$ r.p.m. speed. As we had done in the case of our TV bullseye tuners which protected the purchaser against obsolescence

CBS-Col. Sees Rosy Future For 16 R.P.M. Car Players

All Lines in '57 May Offer Phonos; Other Transportation Fields Eyed

By REN GRAVETT

CBS-Columbia, Inc., developer and producer of "Highway Hi-Fi," 16 $\frac{3}{4}$ r.p.m. record playing equipment now available in the entire 1956 line of Chrysler Corporation cars, paints a rosy future of the slow speed record playing unit.

Plans are already in the works to merchandise the unit in other fields of transportation, once the current year of pilot testing in automobile lines is completed.

With the idea of a player unit that could withstand almost any type of horizontal motion, long in the thinking stage, CBS-Columbia approached the Chrysler Corporation with preliminary plans 18 months ago. A one-year exclusive deal, expiring September 1, was signed with the auto firm, under which CBS-Columbia would make units available for the 1956 models in the Imperial, Chrysler, DeSoto, Dodge and Plymouth lines. With several months of merchandising know-how already under their belts, CBS executives are already blueprinting expanded merchandising efforts in other directions.

Home Units

According to Robert Hartman, vice-president of CBS' Govern-

ment and Industrial division, laboratory and research departments of the company are working on units designed for use under varying conditions of motion. He stressed that CBS has no plans in the works at this time for home 16 $\frac{3}{4}$ units.

One of the applications getting full-time attention is the use of the player unit in airliners. American Airlines will test a pilot unit very shortly in a DC-7 plane. If these tests prove successful, CBS execs feel that a substantial market, consisting of many types of planes flying under banners of numerous airlines, will soon open up.

The company also views the railroads as another logical market for their slow speed players. Already in the planning stage are tests runs for the equipment on two major daily trains, presumably the Pennsylvania Broadway Limited and the New York Central's 20th Century Limited. Applications in club cars of de luxe trains are of immediate concern, but if tests work out, it is felt that the units would bring a club car atmosphere to all classes of long distance rail transportation.

Bus Phonos

Bus lines, too, are reportedly

getting careful scrutiny as a potential market for the disk players. According to Hartman, altho some may point to tests runs of music in public transportation in Washington as a proven failure, CBS is not worried, since the passengers in the Capitol rebelled at the commercials, not the music. With a separate player in each vehicle, there would be music only.

On the automotive front, Hartman said that he believed that all major car producers would offer the 16 $\frac{3}{4}$ playing system in 1957 models. The firm is seeking patents on its equipment now, and Hartman expressed the belief that CBS would soon be in a position to license production by other manufacturers.

The used car field is also being viewed as another potential medium for exploitation. Engineers already are said to be giving thought to a new type unit for this market which would incorporate complete amplifying facilities and speaker in addition to the basic player. This would be necessary in view of the great number of older vehicles that do not contain radios.

Still another field, where definite potential exists, said Hartman, lies among the taxicabs operating in cities large and small. Cabbies, it is pointed out, could increase their chances of a good tip by offering the passenger his choice of music. Preliminary taxi tests are already in the discussion stage with a fleet operating in a Southern city.

Chrysler Enthused With 'Hi-Fi' Baby

By JUNE BUNDY

Altho the Chrysler Corporation is enthusiastic over its position as the pioneer of "Highway Hi-Fi," the "optional accessory" 16 $\frac{3}{4}$ phono unit is still comparatively low-gear on the corporation's total production-pole.

Chrysler's annual auto production is in the neighborhood of 1,250,000, while anticipated production on the new phono unit reportedly is set at between 20,000 and 30,000, or about 2 per cent of Chrysler's total vehicle output.

Since the auto phono unit has only been on the market since November, Chrysler maintains it is too early to make any conclusive comments on consumer reaction. However, a spokesman for the company did note that "Highway Hi-Fi" has proven a valuable spark plug as a novelty accessory attention-getter for Chrysler's new 1956 auto line at auto shows and in dealer showrooms across the country.

The novelty value of the unit, said the spokesman, attracts buyers who like to be "first" with any new accessory, as well as hi-fi music fans and gadget-fanciers. "Highway Hi-Fi," he added, is strictly an extra-accessory item right now, in view of its specialized appeal, but someday it conceivably may be considered standard equipment. In line with this, he pointed out that Chrysler's push-button transmission system, originally an optional item, is now included in more than 80 per cent of Chrysler cars.

However Chrysler won't say whether the 16 $\frac{3}{4}$ phono unit will be included in its production plans for 1957. This decision presumably is pending final results of consumer acceptance tests. Chrysler's one-year exclusive contract with CBS-Columbia ends September 1 of this year, and its spokesman said they will be able to make further comment on consumer reaction by spring.

Problems Unsolved

Meanwhile, tho, an unofficial report has it that one of the unsolved problems on the unit is that it wears needles too fast,

graphs. Many Zenith dealers arranged special combination offers that found wide acceptance among purchasers, particularly at the 1953 Christmas season.

Recorded Material

Since that time, much additional material has been recorded in the form of talking books; great prose and poetry, and other examples of holy writ. As such recordings have grown in volume, the popularity of our instruments has increased, and we look for continuing progress along the same line.

Our belief in the present and future of the 16 $\frac{3}{4}$ speed is evident in the fact that every single instrument in the company's current line carries this speed in addition to the other three standard record speeds. This includes our low-priced models in the \$19.95 bracket, hi-fi instruments and top price radio-TV phonograph combinations.

One of our motivations in first launching the new speed was in-

(Continued on page 34)

since in order to keep the needle from jumping—initially the biggest problem on the unit—the records require an unusually narrow, deep groove, which is hard on the small $\frac{1}{8}$ -mm. needle. There was also a report that the speed of the unit varies with temperature changes, but this is vehemently denied by Chrysler and CBS-Columbia.

The phono unit—retail factory price in Detroit \$80.70—is installed by Chrysler dealers, and dealers have also been advised on general servicing techniques, so they can diagnose what's wrong and, if necessary, refer it to a CBS-Columbia servicing outfit for more detailed treatment.

CBS-Columbia hi-fi service depots in attendance upon the Chrysler phono units across the country include branches in New York, Philadelphia, Denver, Boston, Buffalo, Cincinnati, Detroit, Dallas, Houston, Milwaukee, Chicago, Los Angeles, San Francisco and Atlanta.

Advertising Bally

Chrysler is ballyhoing its new "Highway Hi-Fi" feature with the advertising theme line "Now you can take it with you," and Columbia has provided dealers with extensive display and promotional material to work with locally, including a specially cut record which explains how the device works and plays a few samples from the 16 $\frac{3}{4}$ catalog. Dealers supply the initial package of six free records when a customer orders the optional accessory phono unit, but subsequent disks must be ordered by the buyer from Columbia thru the mail.

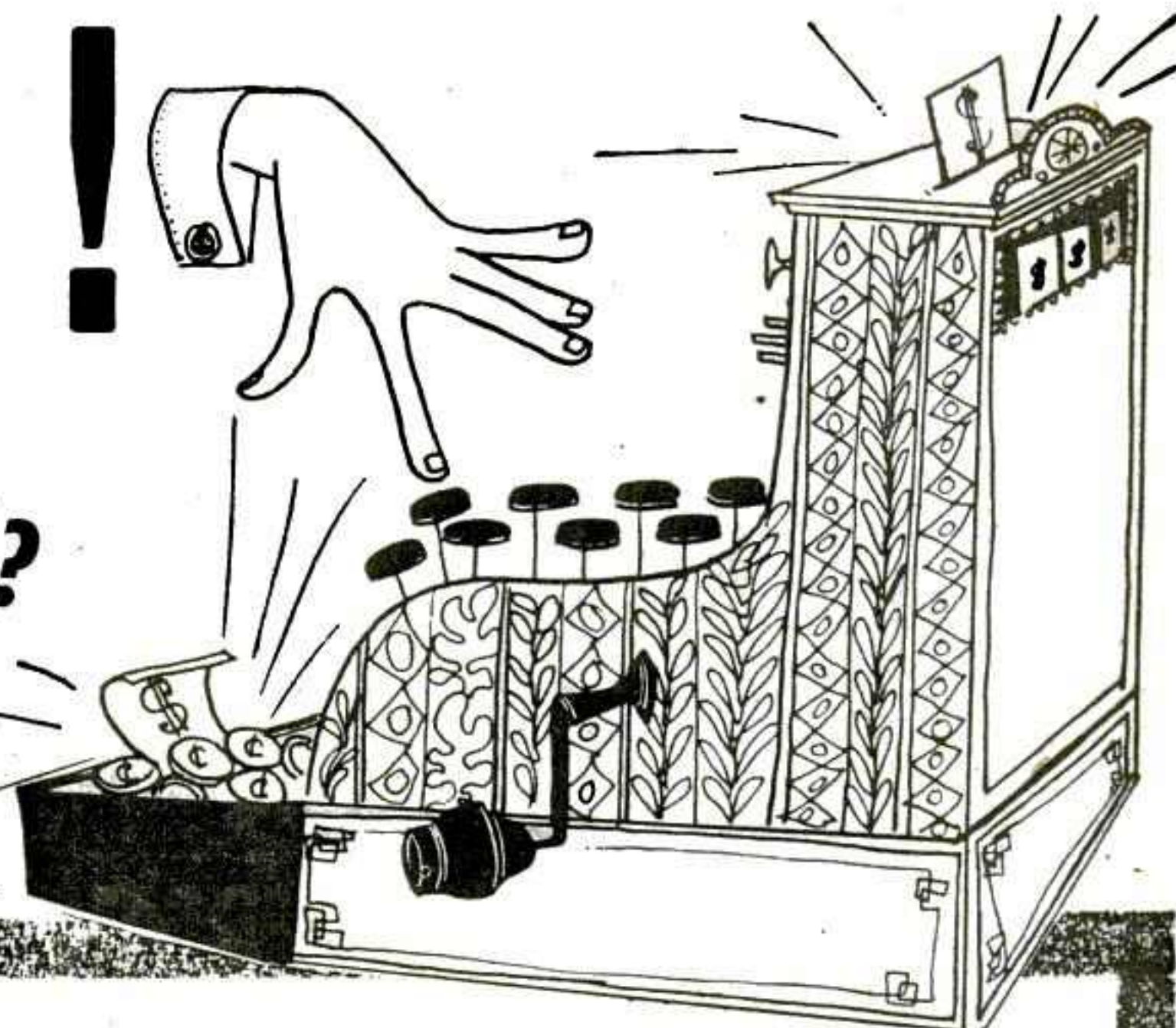
Chrysler is likewise advertising "Highway Hi-Fi" in its national campaigns this year, including its network CBS-TV shows "Shower of Stars" and "Climax." Some of the sales pitches devised by Chrysler on the car record player include advocacy of the unit as the ideal road companion for lonely traveling salesmen, who prefer pop and classical musical fare, but work in areas where country and western music, or rock and roll dominate the airwaves; or a "baby sitter" for the kiddies on long trips, and, of course, as a "keep awake" safety guard for tired motorists.



"Highway Hi-Fi" record playing unit, developed by CBS-Columbia Laboratories and featured as optional equipment with the entire line of 1956 models of Chrysler Corporation cars. Records, at 16 $\frac{3}{4}$ r.p.m. speed, play 45 minutes of music and up to one hour of speech.

DEALERS!

- do you want to increase your sales dollar volume?
- do you want more profit?



750 Record-Phono Dealers are already investing in these Billboard Merchandising Services **THEY PAY OFF!**

Sell him extra records when he gets there!

Get the customers into your store!

TODAY'S TOP TUNES

That extra service to customers which competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by.

Printed as a 4-page folder (7x8 1/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best selling records of each tune.

Also shows hit R. & B. and C. & W. records with the top classical and packaged albums as well.

With your store name, address and phone number imprinted free, Today's Top Tunes becomes your good-will ambassador or counter give-away item.

AVAILABLE WEEKLY . . .
EVERY OTHER WEEK . . .
OR ONCE A MONTH



DISK DERBY KIT

For extra single record sales . . . based on Billboard's authentic national weekly surveys . . . for your window and at the point of sale . . . much more effective than the "Pushpop" Posters.

2 BIG SPLASH COLOR POSTERS

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.



Plus 5 COPIES OF "THE NATION'S TOP TUNES"

AVAILABLE WEEKLY . . .
OR EVERY OTHER WEEK

THE BIG PLAY KIT

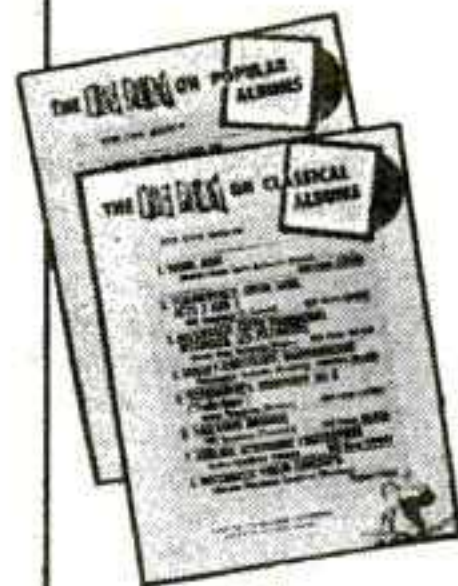
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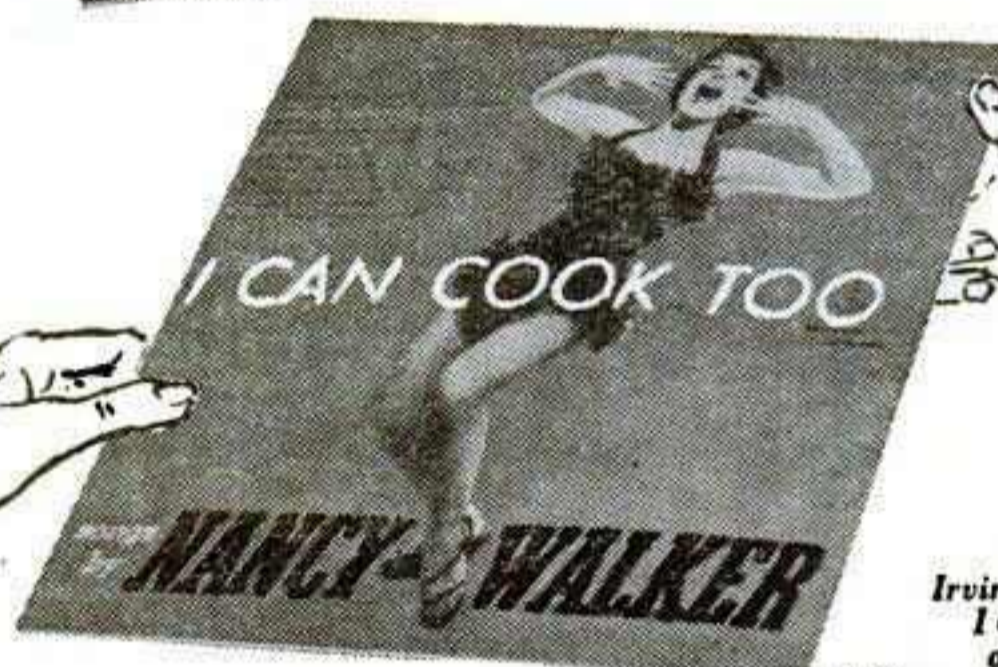
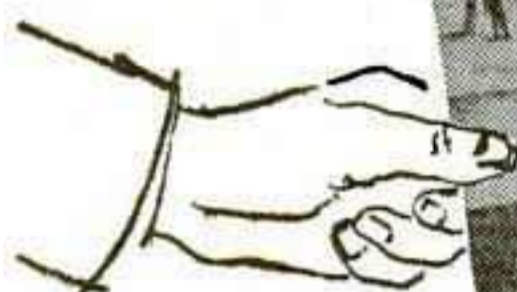
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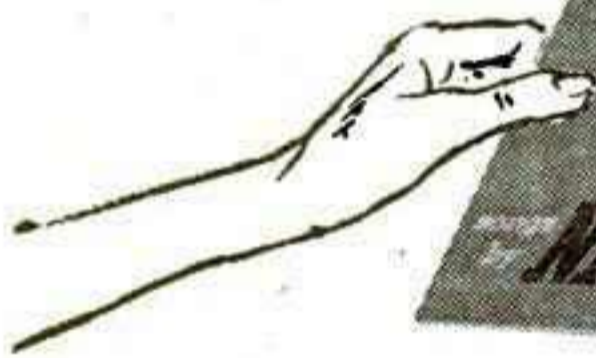
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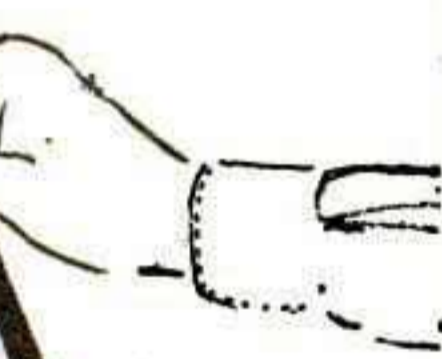
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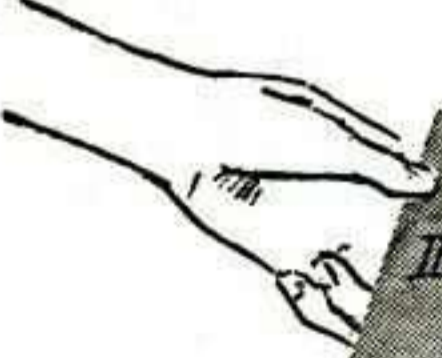
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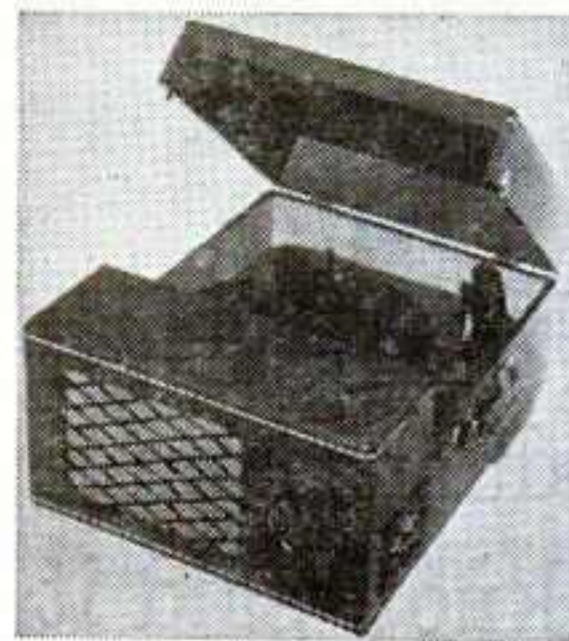
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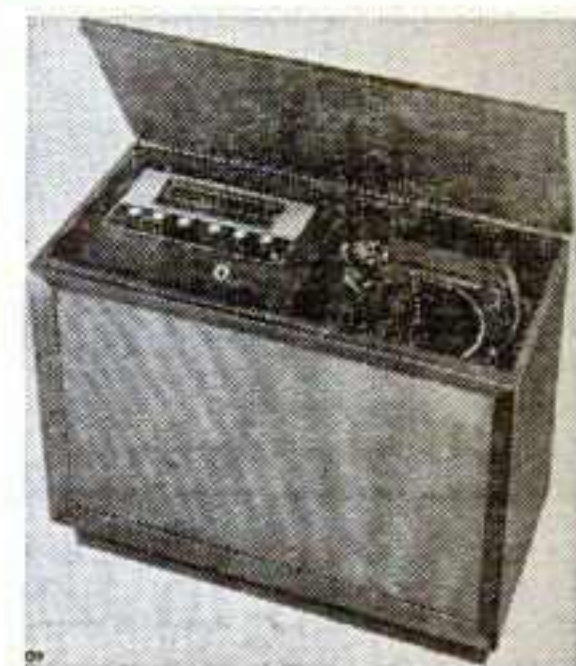
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New Products



B. & R. Electronics' new hi-fi four-speed portable phonograph, Model 980. The unit contains three speakers, hi-fi, two-needle cartridge and is covered in saddle cloth luggage leatherette. List price is \$89.95.



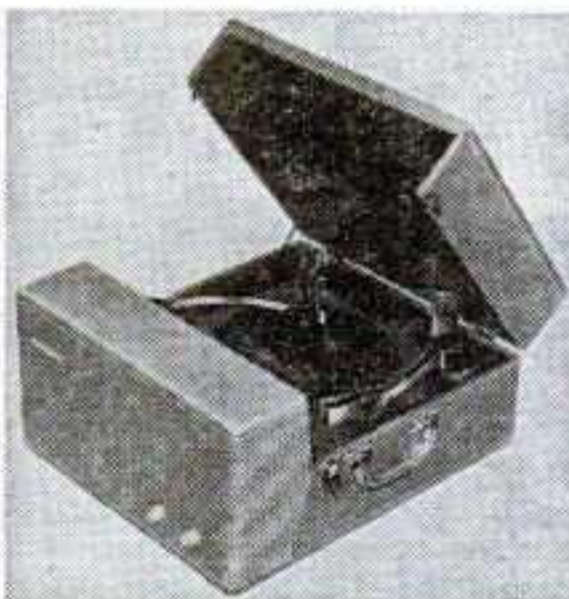
Pilot Radio's new FM-AM radio-phonograph, Model PT-1040. Special components include a Garrard RC-80 changer, Pilotuner Model AF-825, Williamson-type amplified Model AA-902A, and four speakers. Available in cordovan or blond mahogany. Suggested retail prices are \$475 and \$485 respectively.



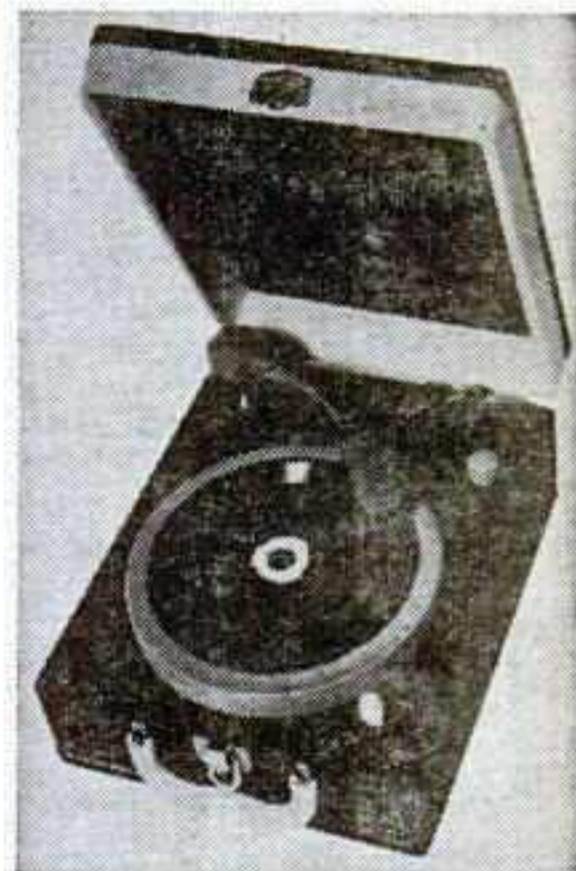
The new Magnavox "Playfellow" two-speaker, portable phonograph, Model TP 255 BA. Color combinations include cordovan with sand top, and blond with cordovan top. List price is \$99.50.



This bright multi-colored point of sale display is being used by Telectro Corporation to promote its Telectro 556 Tape Recorder. Device features a "try-it-yourself" attachment which the consumer can use to test-record his own voice. Recorder lists at \$79.95.



Crescent Industries' "Contessa," a new three-speed portable hi-fi phonograph, Model A640. Contains all-purpose jeweled stylus, super-gain high voltage cartridge and tone control. Retail price is \$64.95.



New Decca three-speed manual portable phonograph, Model DPS-7. Compact case is available in combinations of black with white and blue with light pink.

Col's 54 Hours

Continued from page 30

Sammy Kaye"; "Music of Irving Berlin," with Andre Kostelanetz and his orchestra; "How Hi the Fi"—a jam session with Buck Clayton and Woody Herman, "Kismet"—starring Alfred Drake and Doretta Morrow, Beethoven's Symphony No. 5 and Symphony No. 1 with Bruno Walter conducting the New York Philharmonic, Bizet's "Carmen"—Opera for Orchestra with Andre Kostelanetz and his orchestra.

Also, "I Can Hear It Now"—Edward R. Murrow, "The Greatest Moments in Sports," "You Are There"—The Battle of Gettysburg and the Signing of the Magna Charta, "The Story of Little Champ"—with Gene Autry and a selected cast, "Goldilocks and the Three Bears" and "The Gingerbread Boy" with David Allen, narrator, and fairy tales of Hans Christian Anderson.

Royalty Plan

Continued from page 31

disk—from 2½ to 5 per cent normally, but sometimes as high as 10 per cent. Some artists, in a 16½ era, would find themselves forced to record larger amounts of material and, unless the disks sold at a substantially increased price, for no great increase in royalties.

Zenith Gains

Continued from page 31

spired by the observation that from childhood on most people enjoy being read to. It is therefore interesting to note that in a mass of communications which we have received from our field sales organization, one of the most frequent consumer comments has been an expression of enjoyment in this creature comfort we have built in our sets.



WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

DEALER-JOCKEY REPORT

for February, 1956

A service from Columbia Records

FOR DEALERS

The most successful record retailer is the one who knows most about the product he sells. To enhance the knowledge of buyers and clerks, Columbia Records inaugurates this series of sales tips for record sales personnel. Some of the tips understandably may not be new to the more astute retailer but even he may familiarize himself again with a point now forgotten. We recommend that you circularize this sheet to all your sales personnel and perhaps clip them together as a product training file for future additions to your staff. Based on a projection of 1955 sales history, if yours is an average shop, you will sell 97 total albums (approximately \$400. retail) of just these 5 sets alone during this year.



DID YOU KNOW that Columbia's "THE GREAT BENNY GOODMAN" album (CL 820) is the authentic record history of the era covered in the soon to be released film that enshrines the great musician? The album also features the other great artists such as Harry James, Ziggy Elman, Lionel Hampton, Gene Krupa and Teddy Wilson, etc., and was recorded at the time the real Benny Goodman story was unfolding. *Engineers were there* and the never-to-be-equalled performances were captured as they happened! Customers will want this original document and it's only on Columbia, who this year commemorates Benny Goodman's 25th anniversary as a recording artist.



DID YOU KNOW that it was none other than Columbia's Paul Weston who was the gent that arranged many of those fabulous Dorsey performances of a decade or so ago such as "Who," "Stardust" and "Night and Day" and many more? Paul, who is now considered the leading exponent of the "Music from Hollywood," has formulated a unique idea in his best selling "MOOD FOR 12" package (CL 693). He combined the elements of great jazz artistry by using the top soloists in Hollywood against svelte Weston orchestral arrangements to develop an album that captures both audiences—jazz and mood! It is the *only* album of its kind.



DID YOU KNOW that Columbia's album of "DREAMY DANCING" (CL 2523) features Sammy Kaye with lush strings for the first time in album form? The vast number of Kaye fans who also want mood music needn't switch allegiance for their idol Sammy Kaye has one of the niftiest sets on record in this package. The maestro combines string wizardry with the traditional smooth Kaye sound in one of the most commercial blends imaginable and it is in Columbia's fast moving budget priced "House-Party" series at \$1.98. This newly recorded album also has attractive Hi-Fi aspects as it was recorded in Columbia's famous 30th Street Studio, considered by authorities to be the ultimate in sound.



DID YOU KNOW that Norman Luboff began his career in the serious music form as an instructor of harmony and theory in universities in the Chicago area? This background served as the basis for Norm's highly unusual arrangements in the fabulously successful "SONGS OF THE WEST" album (CL 657). Months of research unfolded to Luboff the lonesome style in which the songs were originally sung and he performs them *exactly* as they were first heard as the West was being developed. The cover print is from Arizona Highways magazine "SONGS OF THE WEST" was Columbia's *top sleeper* for 1955 and going stronger than ever in the new year.



DID YOU KNOW that Michel LeGrand is not a fictional creation as many have assumed (Mitch Miller being the most common guess) but a very real person whose photograph is being printed in a trade paper here for the first time. Michel is 23 years old and originally a student of piano. His fabulous violin sweeps are a result of his arranging ideas while a pupil at the Conservatory of Music in Paris. His "I LOVE PARIS" (CL 555) is the best seller in the CL-500 catalog and has probably been the most programmed Lp in radio during the 18 months since it was released. His next album (July) will again encompass the now famous and much copied musical-travelog idea.

FOR DISC JOCKEYS

Programming of pop albums is the fastest growing trend in broadcasting. Here, as a "Jockey Companion," is a daily program outline for a month beginning January 30th which features a selection a day from an outstanding Columbia best selling album in your library. Nothing is experimental—the *music has been proven* to be the kind that your audience will like to hear. Should you care to do extended continuous programming, add 5 seconds for the spiral track for each additional selection used in order to arrive at a total timing. If you program more than two hours daily, we suggest that you consider using a half-hour for a separate album show. This, too, is becoming an exciting *new* idea in radio.

Week of January 30 SELECTIONS FROM "THE GREAT BENNY GOODMAN"

- January 30...."Let's Dance".....(BMI 2:35)
- January 31...."Stompin' At the Savoy".....(ASCAP 6:00)
- February 1...."Memories of You".....(ASCAP 3:23)
- February 2...."King Porter Stomp".....(ASCAP 2:58)
- February 3...."Down South Camp Meeting".....(ASCAP 3:10)
- February 4...."Oon O'Clock Jump".....(ASCAP 6:45)

Week of February 6 SELECTIONS FROM PAUL WESTON'S "MOOD FOR 12"

- February 6...."Skyfark" (with Ted Nash).....(ASCAP 3:42)
- February 7...."Judy" (with Matty Mallock).....(ASCAP 3:30)
- February 8...."Louisiana".....(ASCAP 3:04)
(with George Van Eps)
- February 9...."Georgia On My Mind".....(BMI 3:55)
(with Joe Howard)
- February 10...."Between The Devil and The
Deep Blue Sea".....(ASCAP 2:30)
(with Stanley Wrightsman)
- February 11...."I'm Confessin'".....(ASCAP 3:10)
(with Ziggy Elman)

Week of February 13 SELECTIONS FROM SAMMY KAYE'S "DREAMY DANCING"

- February 13...."Yearning".....(ASCAP 2:34)
- February 14...."Do You Ever Think of Me".....(ASCAP 2:28)
- February 15...."Sweet and Lovely".....(ASCAP 3:00)
- February 16...."You've Got Me Crying Again".....(ASCAP 2:38)
- February 17...."You Call It Madness".....(ASCAP 2:42)
- February 18...."Remember".....(ASCAP 2:40)

Week of February 20 SELECTIONS FROM NORMAN LUBOFF'S "SONGS OF THE WEST"

- February 20...."Poor Lonesome Cowboy".....(P.D. 3:00)
- February 21...."Colorado Trail".....(P.D. 3:22)
- February 22...."I Ride An Old Paint".....(P.D. 2:45)
- February 23...."Night Herding Sound".....(P.D. 3:00)
- February 24...."Cool Water".....(BMI 3:12)
- February 25...."Streets of Lorado".....(P.D. 2:27)

Week of February 27 SELECTIONS FROM MICHEL LEGRAND'S "I LOVE PARIS"

- February 27...."April in Paris".....(ASCAP 3:50)
- February 28...."A Paris".....(ASCAP 2:05)
- February 29...."La Vie En Rose".....(ASCAP 2:30)
- March 1...."Under Paris Skies".....(ASCAP 2:30)
- March 2...."Paris Je T'Aime".....(ASCAP 1:30)
- March 3...."The Song From
Moulin Rouge".....(BMI 3:43)

The Billboard Buying and Programming Guide

BEST SELLING PACKAGED RECORDS

• Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by a survey of classical dealers in all key markets.

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Gilels, Chicago Symphony (Reiner) RCA Victor LM 1969
2. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowski) RCA Victor LM 1894
3. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch) RCA Victor LM 1893
4. VERDI: AIDA—Milanov, Rome Opera Orchestra (Perlea) RCA Victor LM 6122
5. MOZART: DON GIOVANNI—Siepi, Vienna Philharmonic (Krips) London XLLA 34
6. BERLIOZ: SYMPHONIE FANTASTIQUE—Boston Symphony (Munch) RCA Victor LM 1900
7. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
8. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIRE DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) Columbia ML 4983
9. BEETHOVEN: VIOLIN CONCERTO—Oistrakh, Stockholm Festival Orchestra (Ehrling) Angel 35162
10. CALLAS PORTRAYS PUCCINI HEROINES Angel 35195
11. PROKOFIEFF: VIOLIN SONATA NO. 1; LECLAIR: VIOLIN SONATA IN F MINOR—David Oistrakh RCA Victor LM 1987
12. BEETHOVEN: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8313
13. TCHAIKOVSKY: VIOLIN CONCERTO—Oistrakh, Saxon State Orchestra (Konwitschny) Decca DL 9755
14. GROFE: GRAND CANYON SUITE; COPLAND: EL SALON MEXICO—Boston Pops Orchestra (Fiedler) RCA Victor LM 1928
15. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) RCA Victor LM 6009

• Popular Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealings in all key markets.

1. OKLAHOMA!—Sound Track Capitol SAO 595
2. IN THE WEE SMALL HOURS—Frank Sinatra Capitol W 581
3. MARK TWAIN & OTHER FOLK FAVORITES—Harry Belafonte RCA Victor LPM 1022
4. JULIE IS HER NAME—Julie London Liberty 3006
5. SPARKLING STRINGS—Lawrence Welk Coral 57011
6. TAMBOO—Les Baxter Capitol T 655
7. MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY—Jackie Gleason Capitol W 475
8. LOVE ME OR LEAVE ME—Doris Day Columbia CL 710
9. JACKIE GLEASON PLAYS ROMANTIC JAZZ Capitol W 568
10. I LOVE PARIS—Michel LeGrand Columbia CL 555
11. GUYS AND DOLLS—Original Cast Decca DL 9023
12. ROCK AROUND THE CLOCK—Bill Haley Decca DL 8225
13. SO SMOOTH—Perry Como RCA Victor LPM 1085
14. NOEL COWARD AT LAS VEGAS Columbia ML 5063
15. THE STUDENT PRINCE—Mario Lanza RCA Victor LM 1837

• Pop Instrumental

1. SPARKLING STRINGS—Lawrence Welk Coral 57011
2. TAMBOO—Les Baxter Capitol T 655
3. MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY—Jackie Gleason Capitol W 475
4. JACKIE GLEASON PLAYS ROMANTIC JAZZ Capitol W 568
5. I LOVE PARIS—Michel LeGrand Columbia CL 555
6. TV FAVORITES—Lawrence Welk Coral 57025
7. SONG HITS FROM THEATERLAND—Mantovani London LL 1219
8. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol W 509
9. MUSIC FOR DINING—Melanchrino Strings RCA Victor LPM 1000
10. LONESOME ECHO—Jackie Gleason Capitol W 627

• Jazz

1. JAZZ: RED, HOT AND COOL—Dave Brubeck Columbia CL 699
2. KAI WINDING & JAY JAY JOHNSON Bethlehem BCP 13
3. JAZZ GOES TO COLLEGE—Dave Brubeck Columbia CL 566
4. THIS IS CHRIS—Chris Conner Bethlehem BCP 20
5. BENNY GOODMAN IN HI-FI Capitol W 565
6. CONCORDE—Modern Jazz Quartet Prestige 7005
7. LOUIS ARMSTRONG PLAYS W. C. HANDY Columbia CL 591
8. COUNT BASIE SWINGS, JOE WILLIAMS SINGS Clef MG C 678
9. BENNY GOODMAN CARNEGIE HALL CONCERT 1938 Columbia SL 160
10. CHICO HAMILTON QUINTET Pacific Jazz 1209
10. MAMBO WITH CAL TJADER Fantasy 3-202

• Opera

1. VERDI AIDA—Milanov RCA Victor LM 6122
2. MOZART: DON GIOVANNI—Siepi London XLLA 34
3. PUCCINI: MADAME BUTTERFLY—De Los Angeles RCA Victor LM 6121
4. PUCCINI: LA BOHEME—Albanese RCA Victor LM 6006
5. PUCCINI: TOSCA—Callas Angel 3508
6. PUCCINI: MADAME BUTTERFLY—Callas Angel 3523
7. MOZART: THE MAGIC FLUTE—Gueden London XLLA33
8. MOZART: MARRIAGE OF FIGARO—Gueden London XLLA 35
9. BIZET: CARMEN—Stevens RCA Victor LM 6102
10. VERDI: AIDA—Callas Angel 3525

• Ballet

1. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—Stokowski RCA Victor LM 1894
2. RAVEL: DAPHNIS ET CHLOE—Munch RCA Victor LM 1893
3. DELIBES: COPPELIA; SYLVIA—Monteux RCA Victor LM 1913
4. TCHAIKOVSKY: SLEEPING BEAUTY—Dorati Mercury OL 3-103
5. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Fiedler RCA Victor LM 1817
6. TCHAIKOVSKY: SWAN LAKE—Fistoulari London LL 565/566
7. TCHAIKOVSKY: SLEEPING BEAUTY—Sadlers Wells RCA Victor 6034
8. TCHAIKOVSKY: SWAN LAKE—Dorati Mercury OL 3-102
9. TCHAIKOVSKY: NUTCRACKER SUITE; SLEEPING BEAUTY—Ormandy Columbia ML 4729
10. TCHAIKOVSKY: NUTCRACKER BALLET (COMPLETE)—Dorati Mercury OL 2-101

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• **Review Spotlight on**

ALBUMS

Popular

THE HI-FI NIGHTINGALE (1-12")—Caterina Valente. Decca DL 8203

Decca's bi-lingual canary sings a variety of exotic standards—ranging in style from cool to sultry, and mostly sung in charmingly accented English. Several of the sides have been released as singles—notably her first big click, "Malaguena," and her most recent waxings, "Siboney" and "Temptation." Lush backing is provided by Werner Muller, Monaco Ball, and Paul Durand; while Kurt Edelhagen contributes some pleasantly cool jazz. Best of the lot are the aforementioned sides released as singles. Should be a strong seller.

Classical

RIMSKY-KORSAKOFF: SCHEHERAZADE (1-12")—Pittsburgh Symphony; William Steinberg, Cond. Capitol P 8305

This is one piece of repertoire that seems to have an unending appeal for disk buyers. Any number of versions have been best-sellers at one time or another. This one should also move rapidly. It is a superbly recorded platter, unusually faithful in sound, and Steinberg injects an attractive personal note in his shaping of the many melodies. With Capitol now at \$3.98, and the cover girl on this pack sporting an exposed navel, Cap's "Scheherazade" should step up rapidly.

75th ANNIVERSARY: A MUSICAL HISTORY OF THE BOSTON SYMPHONY AND BOSTON POPS (1-12")—Karl Muck, Serge Koussevitzky, Charles Munch and Arthur Fiedler, Conds. RCA Victor SRL 12-11

At 98 cents, this has to move in sizeable

quantities. It should, in fact, appeal to many different buyers for many different reasons. One side offers standard symphonic excerpts, while the other has some of the more popular samples of the Boston "Pops" repertoire, including "Jalousie," "Gaité Parisienne," etc. Milton Cross narrates aspects of the ork's history and compares early and late recording sounds and interpretations. The issue, of course, ties in with the big Boston anniversary push and its special profit inducements. National plugging will sell this automatically.

TCHAIKOVSKY: SYMPHONY NO. 4 (1-12")—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5074

A perennial favorite recorded in stunning sound. It's strictly in the meat and potatoes class and that can only mean heavy action for a large cross section of dealers. There's no problem here and stores should make sure stock requirements are adequate.

Chamber Music

MOZART: QUARTETS NOS. 20, 21, 22 AND 23 (2-12")—Budapest String Quartet. Columbia SL 228

In the chamber music category, especially this Mozart year, this package rates at the very top in sales expectancy. Budapest collectors are a dedicated crew and this set, for many, is likely to be the prized edition in their libraries. The performances are of the expected high caliber, the sound is live and transparent, the notes authoritative. This set also marks the return of violinist Alexander Schneider to the group. Must merchandise for classical disk departments.

• **Reviews and Ratings of New Classical Releases**

TCHAIKOVSKY: SYMPHONY NO. 5 (1-12")—Philharmonic-Symphony Orchestra of New York; Dimitri Mitropoulos, Cond. Columbia ML 5075 ... 82

Altho there are more than 14 LP versions of Tchaikovsky's wonderful old "war horse," this interpretation is bound to chalk up an impressive sales record, both on the strength of its fine performance and name value, and its handsome packaging. A striking photo of a brooding Mitropoulos (etched in shadowy Rembrandt-like lighting) on the cover provides dealers with a sure-fire display item.

MOZART: SYMPHONIES NOS. 36, 39, 40 AND 41 (2-12")—Chicago Symphony; Fritz Reiner, Cond. RCA Victor LM 6035 ... 78

A handsomely boxed collection of the four most popular Mozart symphonies: the last three that he wrote—and the delightful "Linz" (No. 36). Reiner's Mozart has long been considered one of the strong points in his repertoire; already in pre-LP days he had issued a reading of the Mozart 40th, which was a model of disciplined playing and nobly expressed feeling. Those qualities are evident in these new issues. An attractively illustrated booklet, with notes by Alfred Frankenstein, accompanies the package.

Spanish and Latin-American idiom—to which Coleman has given a sophisticated reading in order to make them suitable for American dancing. An interesting package.

HERE COMES THE BAND ... 73
Goldman Band; Edwin Franko Goldman, Cond. (1-12")
Decca DL 8185

Goldman, one of the pioneers in the popularization of band repertoire, has done an authoritative album here, similar in sound and performance to a previous Decca package, "On Parade." There are a dozen selections, five of them Goldman's own compositions. Among the latter are "Bugles and Drums," "On the Hudson," "Michigan," etc. Also included are "The Billboard March," "Manhattan Beach March" etc. Standard inventory for dealers catering to the increased demand for band music.

IN A MONASTERY GARDEN ... 73
Jesse Crawford, Organ (1-12")
Decca DL 8137

This is a collection of fine religious music performances by the veteran "poet of the organ" who for years made his operating base at the New York Paramount keyboard. Some of the most familiar and most easily understood works are presented, in which Crawford's mastery of the pipe organ seems as complete as ever. Included are the Schubert and Gounod versions of "Ave Maria," "The Lost Chord," "The Rosary," "The Lord's Prayer," "The Holy City," "Largo" and "The Palms." Rewarding music for quiet listening.

TAHITIAN RHYTHMS AND JUNGLE DRUMS ... 72
Augie Goupil and his Royal Tahitians; Thurston Knudson and Augie Goupil and their Jungle Rhythmists (1-12")
Decca DL 8216

This makes an interesting ethnic package. The rhythm, the instrumentation and the spoken tongue all bear a distinct resemblance to the Hawaiian idiom, which, in fact is a latter day offshoot of the South Seas styles. The melodic matter is voiced with ukelele, steel guitar, harmonica and accordion, while the purely drums bands on the disk feature native hollow-log percussion instruments. Not the sort of stuff that stimulates
(Continued on page 40)

FERGOLES: LA SERVA PADRONA (1-12")—Nicola Rossi-Lemeni; Rosanna Carteri; La Scala Orchestra; Carlo Maria Giulini, Cond. Angel 35279 ... 74

A veritable recorded gem. Here's music of historical importance that's also quickly enjoyable by the most unsophisticated. The comic "between acts" opera is performed with relish by the two soloists, who get enthusiastic support from the orchestra. Recording was made in La Piccola Scala, the new and intimate addition to the famed opera house. On the evidence, its recording acoustics are superb.

CHOPIN: MAZURKAS AND POLONAISES (1-12")—Witold Malcuzyński, Piano. Angel ANG 35284 ... 74

Much of Malcuzyński's international reputation rests on his Chopin interpretations. Technically and temperamentally, he is superbly qualified to convey the musical values of this keyboard music. The charm and understanding with which Malcuzyński invests the Mazurkas is of an order to invite comparison with the admired recordings by Horowitz, Rubinstein and Novaes. The Mazurkas selected for this LP are Nos. 7, 15, 17, 20, 27, 32, 41 and 47. The Polonaises are Nos. 4, 5 and 6 (the A-Flat Major, popularized by Jose Iturbi). If the latter do not have quite the bravura success of the Horowitz and Rubinstein readings, they are nonetheless heroic in scope and expressively played.

BACH: GOLDBERG VARIATIONS (1-12")—Glenn Gould, Piano. Columbia ML 5060 ... 73

Columbia has an important new talent here and, throwing caution to the winds, has given him a most difficult showcase. But Gould rises to the challenge impressively and has produced a vinyl performance that is sure to excite much favorable comment. The element of discovery is here to exploit for knowing dealers, and where recommendation is effective sales should be good. There need be no reluctance in offering this LP to the most demanding.

MOZART: QUARTET IN D MAJOR (K. 155); QUARTET IN G MAJOR (K. 156); QUARTET IN C MAJOR (K. 157); QUARTET IN F MAJOR (K. 158) (1-12")—New Musical Quartet. Columbia ML 5003 ... 73

Four substantial, ingratiating products of Mozart's 17th year. Each of the works has been cut just once previously, and satisfactorily; however, the grouping here, and Columbia's \$3.98 price give this edition a decisive edge. The New Music Quartet's interpretations are intelligent and immaculate. Good sound.

GIOVANNI MARTINELLI IN OPERA AND SONG; GIOVANNI MARTINELLI SINGS BY REQUEST (2-12")—Camden CAL 283, 274. ... 70

An interesting set (the disks are available separately) for vocal collectors, who can now get rid of old and worn 78's. In rummaging thru their vaults RCA has come up with a rounded program by the tenor and he is heard here in a wide variety of arias and songs. Dates of original recording, ranging from 1915 to 1928, are given on each selection for exacting discophiles.

RACHMANINOFF: PIANO CONCERTO NO. 2 IN C MINOR; RHAPSODY ON A THEME OF PAGANINI (1-12")—Orazio Frugoni, Piano; Pro Musica Orchestra, Vienna; Harold Bryns, Cond. Vox PL 9650 ... 70

Two long-length, popular works fitted onto a single LP may be the attraction for a moderate sale on this issue. An excellent reading of the Rhapsody, and good sound on both faces are also pluses, but the Concerto is inferior to several available versions.

• **Reviews and Ratings of New Popular Albums**

SHILLELAGHS AND SHAMROCKS ... 80
Bing Crosby (1-12")
Decca DL 8207

An exceptionally fine Crosby package. The material is full of Irish wit and

charm, and Crosby has captured the full flavor of each song. The tunes include traditional Irish pieces, as "Rose of Tralee," "Dear Old Donegal," "Who Threw the Overalls in

THE GOLDEN MOMENT! ... 78
Camarata and his Ork (1-12")
Decca DL 8206

Camarata leads a big, rich-sounding orchestra thru 10 lushly arranged popular operatic love themes. None can ever be quite the same without the passion and meaning that comes only with vocal expression, yet this wholly instrumental treatment has some very pleasant moments. Half of the items are arias from Puccini operas and others in the fold are from the works of Bizet, Verdi and Charpentier. Album cover, the colorful, unfortunately does not clearly indicate the operatic content. Those who take the trouble to look, however, will be well rewarded.

DANNY KAYE SINGS SELECTIONS FROM "THE COURT JESTER" ... 77
(1-12")
Decca DL 8212

Danny Kaye's forthcoming Paramount movie, "The Court of Jester," takes a satirical peek at England's old "When knighthood was in flower" days, and the tunes (by Sylvia "Mrs. Kaye" Fine and Sammy Cahn) are generally penned in that vein. Kaye does his usual brilliant warbling job, scoring particularly well on "The Maladjusted Jester." The package doesn't have much appeal for pop song enthusiasts, but loyal Kaye fans and movie patrons should keep it moving along briskly sales-wise.

HOLDING HANDS AT MIDNIGHT ... 77
Dinah Shore (1-12")
Victor LPM 1154

The Miss Shore has had troubles getting single record hits, this album should have its own healthy share of attention. First, the cover pictures the gal at her best. Then the disk follows thru with a fine selection of well-paced material. "Nice Work if You Can Get It," "Easy to Love," "Come Rain or Come Shine," "It Had to Be You" and "I Concentrate on You" are a good cross section.

SINGIN' AND SWINGIN' ... 76
Mills Brothers (1-12")
Decca DL 8209

The versatility of this solid group is indicated by the range of material in this album—from sweet to hot. "Opus One," "Smack Dab in the Middle," "The Jones Boy," "Paper Valentine" and others of the group's hits are included. The package makes fine listening—a relaxed, swingy bunch of performances that will appeal to a very wide audience. Good catalog value here.

YOU BETTER GO NOW! ... 75
Jeri Southern (1-12")
Decca DL 8214

Most of the items cut here by the seductive-voiced thrush have been out as singles, and as such they lack some of the intimate, sensitive quality of her strictly-for-album endeavors. Fans, however, will like the idea of getting "Dancing on the Ceiling," the title song, etc. in LP form. Her following among jazz buyers should also be reckoned with.

LET YOURSELF GO ... 74
Emile Coleman and his Ork (1-12")
Decca DL 8183

This is not the usual society-type performance of south of the border tunes. The material comprises a group of authentic paso dobles, bambucos, pasillos, etc.—dances in the

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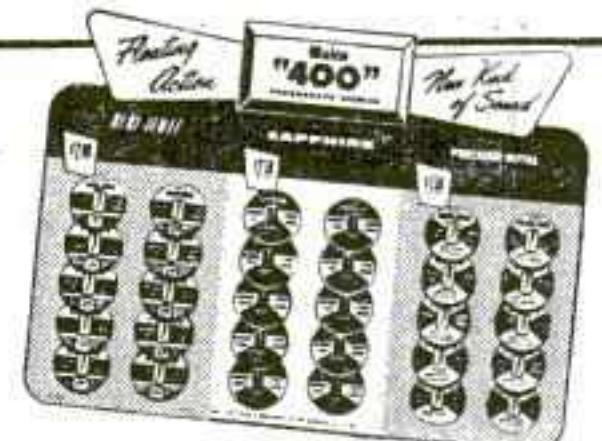
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• **Reviews and Ratings of Pre-Recorded Tape**

Popular

MAMBORAMA (5"-Dual)—Tito Puente Orchestra. Tico TI 5-5. ... 74

Happy association of Tico with Livingston Electronics has resulted in a fine tape for the hip swingers. Mambo fanatics with tape playbacks will have a ball with this one. Its typical Puente readings are reproduced with outstanding presence.

PIANO PANORAMA (5"-Dual)—Billy Taylor. Atlantic AT 5-6. ... 73

This pickup from an Atlantic disk of several years back will appeal to at least two groups of collectors. On the jazz level, the talent of Taylor has won him many adherents, and these will be pleased to own this expertly produced tape. The set, tho, can also be sold as pleasant background music for relaxed listening to just about anyone, a function it admirably performs.

THE MAGIC PIANO (5"-Dual)—Alec Templeton. Atlantic AT 5-10. ... 72

Released by Livingston, this tape is a partial duplication of a current Atlantic LP. Thru the use of multiple recording techniques and several tricks known only by Templeton, the pianist has produced a set that will be constantly intriguing to many listeners. Program mixes some Templeton originals (including the "Big Ben Arrangement") with some of his inimitable arrangements of pop and semi-pop fare. He sings, too.

Classical

RAVEL: QUARTET IN F; DEBUSSY: QUARTET IN G MINOR (7"-Dual)—Stuyvesant String Quartet. Phonotapes-Sonore PM 103. ... 75

Some years back the Philharmonic LP coupling these works was received as a distinguished chamber music entry, one of the finest from an indie LP house. Now, put out on tape, the readings take on new freshness in their live and vibrant sound. In the fledgling tape market this is probably the best chamber reel yet available.

MOZART: PIANO CONCERTO NO. 20 (5"-Dual)—Sondra Bianca, Piano; Pro Musica Chamber Orchestra, Hamburg; Hans Jurgen-Walther, Cond. Phonotapes-Sonore PM 5003. ... 73

A solid, musicianly performance by a pianist coming in for greater and deserved recognition. Holding perhaps the most popular of the many Mozart concertos, this reel should do moderately well in sales. Sound is excellent.

Folk

TAKE THIS HAMMER; ROCK ISLAND LINE (7"-Dual)—Leadbelly Legacy, Vols. 1 AND 2. Phonotapes P 4-14. ... 70

This reel is a tape transfer from two venerable Folkways disks, but its lack of fidelity poses no sales problem where true folk collectors are concerned. Leadbelly was one of the all-time greats and there are more than 25 of his performances here. A good set for the specialized outlet.

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Reviews and Ratings of New Popular Albums

Continued from page 38

conversation in the room, but one that has its educational aspects.

ITALY AFTER DARK 72
Cyril Stapleton and his Ork (1-12")
M-G-M E 3302

An outstanding collection of string-laden instrumentals. Side by side here are popular tunes, old and new, from the Italian equivalent of our "Tin Pan Alley"; songs adapted from the classics; and melodies from Italian films that have been shown here. Most of the material is familiar enough. Examples: "Arrivederci Roma," "Come Back to Sorrento," "Anema e Core," "Mattinata," etc. Pagan or no, this evocative album is easily salable to customers in the market for an LP of the background or listening type.

HAWAIIAN MEMORIES 71
Lani McIntire and his Ork; Hal Aloma and his Ork (1-12")
M-G-M E 3273

For the most part, these two groups express what might be called mainland-styled music of the islands. The solo and chorus vocals and the guitars are the essence of island music, but the full dance ork sound is strictly Stateside in tone. Nevertheless, the songs are pleasant and easy to listen to. Both bands no doubt have their own followings, due to considerable exposure in an earlier day, via network shows, and this, combined with attractive Hawaiian maids on the album cover, should account for some retail action.

THE MOMENT OF TRUTH—IMPRESSIONS OF THE BULL RING 71
Spanish Air Force Military Band, Madrid; Commander M. G. de Arriba, Cond. (1-12")
Decca DL 9806

This is the latest of Decca's trilogy of albums devoted to the music of the bullfight. The "Moment" is the second or two just before the bull-fighter dispatches the bull. The previous albums were "Corrida" and "Matador"—by the same talent. People interested in the philosophy of bullfights may want this package, too.

BLACK AND WHITE MAGIC 71
Winifred Atwell, Piano (1-12")
London LL 1246

Miss Atwell (British via Trinidad) is a show-styled performer rather than a provider of background music. In fact, aside from considerable attention to ragtime, her style is not unlike that of Liberace. It's a fine recording job and the cover with resplendent colors should catch plenty of attention.

MIMI WARREN "POPS" THE CLASSICS 70
Mimi Warren Trio (1-12")
Jubilee LP 1018

Mimi Warren, who has worked extensively in clubs and nighteries offering her pop versions of the classics, has put a selection of them on wax. Altho this type of rep doesn't seem to offer the greatest chance to show off piano-wise, the musical parodies will no doubt have an appeal. Grieg, Chopin, Liszt, Schubert, Schumann and Rachmaninoff are some of the greats whose works get a modernizing treatment here.

SOFT LIGHTS AND SWEET MUSIC 68
Lew White, Organ (1-12")
M-G-M E 3261

Whether many customers recognize Lew White's name or not, there is not likely to be one who has not heard him play many times as one of the most active providers of background music on radio and TV. The veteran organist has come up with a shrewdly programmed, handsomely arranged set of romantic standards ("Deep Purple," "Sleepy Lagoon," etc.) that makes for an enjoyable hour of listening. Interest is kept high by spotlighting solo piano, trumpet, sax, guitar and so on, one after the other, against White's songful organ obbligato.

Jazz

JACK MONTROSE SEXTET 62
(1-12")
Pacific Jazz PJ 1208

This is an LP in a class with the recent Jack Montrose-Bob Gordon release on the Atlantic label (Billboard Jazz Album Spotlight 11-26-'55), using similar personnel, with the

significant addition of trumpeter Conte Candoli. Montrose's writing again clearly shines forth as one of the major lights of modern jazz. Five of the eight selections are originals; all were arranged by Montrose, who has achieved a real "chamber music" feel in these tightly written, neatly balanced creations. "Bewitched" is one of the best items to demonstrate blowing by Candoli and the late Bob Gordon—and the outstanding drumming of Shelly Manne.

BUDDY AND SWEETS 61
Buddy Rich, Drums; Harry "Sweets" Edison, Trumpet (1-12")
Norgran MG N 1038

Rich and Edison have played together often in the last few years and made other recordings together, which may explain the unusually close-knit rapport of their work here. Rich's extended solo in "Yellow Rose of Brooklyn" is a brilliant exhibition of drum technique. His drive is a stimulant to Edison, who has two outstanding solos in "All Sweets" and "You're Getting to Be a Habit With Me." The facile guitar work of Barney Kessel in the background adds immeasurably to the attractions of the set.

TO SWING OR NOT TO SWING 60
Barney Kessel, Guitar (1-12")
Contemporary C 3513

The third in a series that has been well accepted by critics and customers. As before, Kessel has gathered a group of top West Coast modernists for an extremely stimulating session. On trumpet there is Harry "Sweets" Edison, of basic renown; two tenor saxes, Bill Perkins and Georgie Auld; Jimmy Rowles at the piano; Red Mitchell on bass, and Shelly Manne, drums. Fine as the ensemble playing is, most interest attaches to Kessel's masterful solos. "Embraceable You" makes an irresistible demonstration band.

BEST COAST JAZZ 75
(1-12")
EmArcy MG 36039

The Clifford Brown-Max Roach team is combined here with some leading West Coast jazz figures for an unusually stimulating session. On horns are: Herb Geller, alto; Walter Benton, tenor; Joe Maini Jr., on both alto and tenor. Kenny Drew is at the piano and Curtis Counce on bass. Each side is devoted to a single number, providing ample space for each soloist to develop ideas to his heart's content. Most brilliant of all is the extended solo of Max Roach in "Coronado," a classic drum tour de force. An imaginative, swinging LP for "modern" enthusiasts.

THE AUSTRALIAN JAZZ QUARTET 76
(1-12")
Bethlehem BCP 39

This group, which has been released before by Bethlehem, has a distinctly American jazz quality and a limpid, imaginative and swinging style. Much thought obviously goes into the arrangements of the standards done here, including "Thou Swell," "April in Paris," "These Foolish Things," etc. Personnel includes Dick Healey, flute; Errol Buddle, bassoon; Bryce Rohde, piano and John Brokensha, piano, with assists by bassist Jimmy Gannon and drummer Nick Stabulas (in personal appearances, the regular members double on bass and drums). Owing to doubling on instruments, the effect is often one of augmented instrumentation.

HAVE YOU MET MISS CARROLL? 76
Barbara Carroll Trio (1-12")
RCA Victor LPM 1137

Miss Carroll, an easy-to-take jazz pianist, swings with the best of 'em. Both jazz and plain piano buyers can be sold this happy collection of tunes, including such as "It's All Right With Me," "Love Is a Simple Thing," "Happiness Is a Thing Called Joe" and her theme, "Barbara's Carol." Ralph Pollack on drums and hubby Joe Shulman on bass help a lot.

LIGHTLY AND POLITELY 75
Eddie Heywood and his Ork (1-12")
Decca DL 8202—"Lightly and Politely" is indeed an apt description for pianist Eddie Heywood's deft touch at the keyboard. His relaxed, imaginative style and sure taste are showcased on 12 nostalgic standards—including "Lover Man," "Laura" and "Begin the Beguine," which was a big hit for him a few years ago as a single. The cover should be a big plus for the package, which should do well as a pop entry.

TERRY GIBBS 74
(1-12")
EmArcy MG 36047

In his first LP for the label Gibbs comes up with a nicely integrated quartet not to mention his own spontaneous and relaxed vibes work, "Imagination" and "The Continental" are the only standards among the selection of nine tunes, nevertheless, the others show the group off in a fine swinging job.

ACCENT ON DIXIELAND 73
Pee Wee Erwin, trumpet (1-12")
Urania UJLP 1202

This is the kind of Dixieland that brings the college trade year in, year out to Greenwich Village looking for Nick's and Eddie Condon's. Erwin and his cohorts evince little effort to hold to a rigidly "authentic" style. Theirs is showmanly, exciting music-making primarily designed to give the kids a stomping good time. Billy Maxted (who also did the arrangements) is on piano, Tony Spargo on drums and kazoo, Sal Pace on clarinet or Andy Russo on trombone. For latter day Dixielanders, an enjoyable session.

JELLY ROLL'S JAZZ 73
Lawson-Haggart Jazz Band (1-12")
Decca DL 8182

Twelve of the legendary Jelly Roll Morton's compositions, such as "King Porter's Stomp," "Wolverine Blues," "Milenberg Joys," etc., are performed

with spirit and understanding by a neo-New Orleans crew that includes Haggart on bass; Lawson, trumpet; Lou McGarrity, trombone; Bill Stegmeyer, clarinet; Cliff Leeman, drums, and Lou Stein, piano. Good jazz inventory, formerly available as a 10-inch program.

OSCAR MOORE QUARTET 72
(1-12")
Tampa LP 10

From his first years with the King Cole Trio, Moore has always had a large following for his urbane, elegantly phrased work on guitar. This cornucopia of standards and Moore originals will gladden the hearts of the faithful. The deeply felt and thought-out improvisation on "Moonlight in Vermont" is a gem. Moore has a highly sympathetic rhythm section: Carl Perkins, piano; Joe Comfort, bass; and Mike Pacheco, bongos. A lovable, listenable session that should have wide appeal.

THE NATIONAL JAZZ FEDERATION PRESENTS TRADITIONAL JAZZ AT THE ROYAL FESTIVAL HALL, LONDON 68
(1-12")
London LL 1184

Traditional jazz revivalists will get a boot out of these enthusiastic efforts by our British cousins, evidently recorded on location at an annual bake. Instrumentally, two of the groups—Ken Colyer's and Chris Barber's—reconstruct some pretty fair New Orleans, and Alex Welch's new group some fair college-type Dixieland. The singing of deep South material by several daring youths sounds like good fun for the locals. Okay for those who can't get enough of the stuff.

Goodman LP's

Continued from page 18

on Decca! Recorded in superb high fidelity."

Neither Capitol nor Decca would discuss the hassle officially, but the latter reportedly objects to the Capitol ad on the ground that it is misleading since Decca now has exclusive sound-track rights on the film. Legal eagles for both labels are currently huddling on the problem, which could be an expensive one for Capitol since much of its promotional and display material on the Goodman package carries the "exclusive-only high-fidelity album" copy-claim.

RCA's Albums

To date nothing has been said by Decca about RCA Victor's two Goodman packages (a \$3.98 LP tagged "the original Benny Goodman recordings that inspired the score of 'The Benny Goodman Story'" and a de luxe \$24.95 limited edition, "Benny Goodman, the Golden Age of Swing."

Also in the Goodman LP race is Columbia, with five separate packages, spotlighting platters recorded by B. G. over a 25-year span. Even Decca's subsidiary label, Coral, has an entry featuring Steve Allen (who portrays Goodman in the film) and tagged "Let's Dance." (See separate story elsewhere in this issue.)

1956 Scramble

Continued from page 18

under way. This is the Benny Goodman sweepstakes, with Decca, Capitol, Victor and Columbia all pitching. This week Coral entered the picture. (See separate story.)

As these new battles on tunes and disks get under way, it is interesting to take a gander at the national best selling charts. There's quite a spread, label-wise, on the chart, with 11 manufacturers represented in the top 25 disks. Despite the big spread, however, the majors do not show up badly. Capitol, Columbia, Decca and Mercury each is represented with four disks. Capitol seems exceptionally strong, with Dean Martin's "Memories Are Made of This" in the top spot, Tennessee Ernie's "Sixteen Tons" in No. 3 and Nelson Riddle's "Lisbon Antiqua," fourth. Sinatra's "Love and Marriage" is 12th. Victor has two disks on the best selling chart, as has Dot, Kapp, ABC-Paramount, M-G-M and Sound and Specialty each have one.

Ernie & Martin

Continued from page 18

Crown circle makes the diskery the only one ever to account for two consecutive Crown awards.

The awards are made to any artist whose record achieves the No. 1 spot on the best selling retail, most played in juke boxes and most played by disk jockeys charts in the same category in any one week.

William Morris

Continued from page 19

of the ork's centenary. It will be its first U. S. tour and the first time Barbirolli will be conducting here since his affiliation with the New York Philharmonic ended about 12 years ago. The Halle ork's recordings have been released here most recently on RCA Bluebird label.

This fall Morris will bring over the Carabinieri Band of Rome with its 102 men, which will appear under the auspices of the Italian government. The agency already is working on a recording deal for the unit. Stephen Rose is personal representative for the band.

Fred Waring and His Pennsylvanians, perennial pop and middle-brow concert faves, also have been snared by Morris for next season.

Other Attractions

Other acts to be offered by the Special Attractions wing include the Baird Marionette Theater, Jose Greco, National Ballet of Canada and the John Steinbeck Theater. Eventually, according to a Morris spokesman, the agency expects to handle all varieties of longhair musical artists in the concert medium.

The Music Corporation of America, it is known, has been flirting with the idea of longhair music for some time. It is believed that if MCA does go longhair, it will be on a grand scale, possibly via a deal with S. Hurok, who currently books his stable thru NCAC (now known as National Artists Corporation).

The General Artists Corporation, which admittedly would like to get into the field but doesn't feel itself geared for it at present, probably will operate first as a buyer rather than seller of concert attractions.

This would be a result of its recently affected consolidation with George Hamid's outdoor empire. The Hamid organization reportedly gets a number of requests from fairs, etc., for longhair concert acts.

There has also been other switching of top NCAC agents to different agencies. In addition to Kolmar and Leslie, there is Siegfried Hearst, builder of NCAC's conductor department, who switched in the fall to Herbert Barrett, taking with him about 20 name maestri, plus a number of key solo artists. Via his new eminence in the guest conductor category, Barrett now appears in an excellent position to break into the major orchestral area.

Atlantic Inks 8

Continued from page 18

whom a number of companies are known to have entered bids.

Also signed were tenor sax-composer-arranger Jack Montrose, saxophonist-clarinetist Jim Giuffre, pianists Lennie Tristano and George Wallington, vibist Milt Jackson and the Charlie Mingus Jazz Workshop.

Miss Connor had been with Bethlehem Records, and had been the label's consistent top seller. The MJQ formerly was with Prestige.

Montrose, who recently was the subject of some controversy when both Atlantic and RCA Victor thought they had him signed, actually had been under contract to Pacific Jazz. And Giuffre, like Montrose, a leading member of the West Coast school, was formerly a Capitol pactee. Jackson, a member of the MJQ, also will record for Atlantic as a featured soloist.

According to Ertegun, the company, which heretofore has issued LP's sporadically, will now switch to a regular monthly schedule.

Zenith Models

Continued from page 19

speed and an automatic shut-off. Other models will include an improved version of the "Cobra-Matic" changer, featuring a four-pole motor and a new belt drive.

Another feature, just introduced, is "presence control," now incorporated in two console units. This is said to allow the listener to throw a sound "spotlight" on solo performances, in effect, separating soloists from orchestral backgrounds.

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**JOHNNY
DESMOND**

sings

**I'LL CRY
TOMORROW** **IN
MY
DIARY**

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**LAWRENCE
WELK**

AND HIS SPARKLING
SEXTET

play

MORITAT

A Theme from
"The Threepenny
Opera"

**STOMPIN'
AT THE
SAVOY**

CORAL 61574 (78 RPM) and 9-61574 (45 RPM)



**DON
CORNELL**

sings

**TEENAGE
MEETING**

**I STILL
HAVE A
PRAYER**

CORAL 61584 (78 RPM) and 9-61584 (45 RPM)



**BILLY
WILLIAMS
QUARTET**

sing

**CRY
BABY**

**A CRAZY
LITTLE
PALACE**

CORAL 61576 (78 RPM) and 9-61576 (45 RPM)



**EILEEN
BARTON**

sings

**TEENAGE
HEART**

**MY
SOCIAL
HOT DOG**

CORAL 61585 (78 RPM) and 9-61585 (45 RPM)



**BILL
CAREY**

sings

**LAUGHING
BOY**

**WHERE
WALKS
MY TRUE
LOVE**

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AND HIS CHORUS
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Sing, Sing, Sing • Why Don't You Do Right • Goodbye

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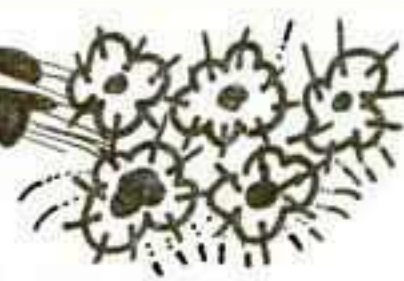
**DOROTHY
COLLINS**

sings

SEVEN DAYS

and MANUELLO

CORAL 61562 (78 RPM) and
9-61562 (45 RPM)



THE
**McGUIRE
SISTERS** sing



(Baby, Baby)
**BE GOOD
TO ME**

**MY BABY'S
GOT SUCH
LOVIN' WAYS**

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The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending January 18

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Memories Are Made of This	1	3	6. Band of Gold	5	9
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597 RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
2. Sixteen Tons	2	12	7. It's Almost Tomorrow	4	12
By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmond, Coral 61529; Marvin & The Chirps, Tip Top 202; R. Sovine, Dec 29739.			By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORD: Dream Weavers, Dec 29683; J. Stafford, Col 40595. RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; L. Welk, Coral 61524. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
3. Great Pretender	3	7	8. He	5	19
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: Riggs, Media 1020			By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 12078; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth; Sunshine Boys, Lang-Worth.		
4. Rock and Roll Waltz	11	4	9. Moments to Remember	7	21
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359.			By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballard, Bell 1107. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.		
5. Lisbon Antigua	13	5	10. I Hear You Knockin'	9	17
By Galhardo-Vale-Porteia—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORD AVAILABLE: A. Dale, Coral 61553. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356. RECORD AVAILABLE: M. Wiseman, Dot 1273.		
Second Ten					
11. Dungaree Doll	15	4	16. See You Later, Alligator	26	2
By Ben Rallich & Sherman Edwards—Publisher by E. B. Marks (BMI) BEST SELLING RECORDS: E. Fisher, Vic 20-6337; Rock Brothers, King 4851. RECORD AVAILABLE: Rock Brothers, King 4851.			By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec. 29791. RECORD AVAILABLE: R. Hall, Dec 29786.		
11. Love and Marriage	10	15	17. Angels in the Sky	19	7
By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3260. RECORDS AVAILABLE: H. Grayco, X-0168; Homer & Jethro, Vic 20-6374; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy May Ork, Standard; Henry Jerome Ork, Lang-Worth.			By Dick Glasser—Published by Ridgeway (BMI) BEST SELLING RECORD: Crew Cuts, Mercury 70741. RECORD AVAILABLE: Monarchs, Wing 90040. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
11. Teen-Age Prayer	14	6	18. Are You Satisfied?	18	4
By Riechner & Lowe—Published by La Salle (ASCAP) BEST SELLING RECORDS: G. Storm, Dot 15436; G. Mann, Sound 126. RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; E. White, Mercury 70750			By Wooley & Escamella—Published by Cordial Music (BMI) BEST SELLING RECORD: R. Draper, Mercury 70757. RECORDS AVAILABLE: T. Arden, Vic 20-6346; C. Francis, M-G-M 12122; C. Johnson, Col 40612; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114.		
14. Autumn Leaves	8	23	19. Tender Trap	17	6
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth Ork, The-saurus; Henry Jerome Ork, Lang-Worth.			By Sammy Cahn and J. Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3290. RECORDS AVAILABLE: E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
15. Only You	12	18	20. Cry Me a River	21	10
By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dec, Wing 90015; B. Frank, Bell 1109. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.			By Arthur Hamilton—Published by Saunders (ASCAP) BEST SELLING RECORD: J. London, Liberty 55006. RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; D. Gordan, Dootone 384; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTIONS: Airline Trio, Lang-Worth; George Cook, Standard.		
Third Ten					
21. Woman in Love	20	9	26. Daddy-O	23	12
By Frank Loesser—Published by Frank Music (ASCAP) RECORDS AVAILABLE: M. Brando-J. Simmons, Dec 29783; Four Aces, Dec 29725; F. Laine, Col 40583; G. MacRae, Cap 3284. ELECTRICAL TRANSCRIPTION: George Cook, Standard.			By Gore Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428; E. Russell-R. Eberle, Bell 1111. ELECTRICAL TRANSCRIPTION: Airline Trio, Lang-Worth.		
22. All at Once You Love Her	23	9	26. Gee Whittakers	-	1
By Rodgers & Hammerstein—Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork., Standard; George Cook, Standard; Henry Jerome, Lang-Worth			By Winfield Scott—Published by Lowell Music (BMI) RECORDS AVAILABLE: P. Boone, Dot 15435; Five Keys, Cap. 3267.		
22. No, Not Much	-	1	26. Tutti Frutti	-	1
By Stillman & R. Allen—Published by Beaver Music (ASCAP) RECORD AVAILABLE: Four Lads, Col 40629.			By La Bastrie Tenniman—Published by Venice (BMI) RECORD AVAILABLE: Little Richard, Specialty 561.		
24. Chain Gang	30	2	29. Shifting, Whispering Sands	25	20
By Quasha, Yakus—Published by Pincus (ASCAP) RECORDS AVAILABLE: B. Scott, ABC Paramount 9658; J. Oliver, M-G-M 12164.			By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) RECORDS AVAILABLE: L. Ballard, Bell 1107; R. Draper, Mercury 70696; Homer & Jethro, Vic 20-6342; Johnson Family, Vic 20-6243; B. Vaughn, Dot 15409. ELECTRICAL TRANSCRIPTION: Henry Jerome Ork, Lang-Worth.		
24. Go On With the Wedding	27	2	29. Memories of You	-	1
By Arthur Korb, Charley Purvis, Milt Yakus—Published by Pincus (ASCAP) RECORDS AVAILABLE: K. Kallen-G. Shaw, Dec 29776; P. Page, Mercury 70766; Modernaires, Coral 61555.			By Eubie Blake-Andy Razof—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Four Coins, Epic 9129; S. Allen, Coral 61542; H. Winterhalter, Vic 20-6339; Ink Spots, Col 40605; J. Carr, Cap 3304; B. Goodman-R. Clooney, Col 40616; A. Mooney, M-G-M 12133; P. Weston, Col 40605.		

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Here's his Latest*



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MY LOVE FOR YOU**

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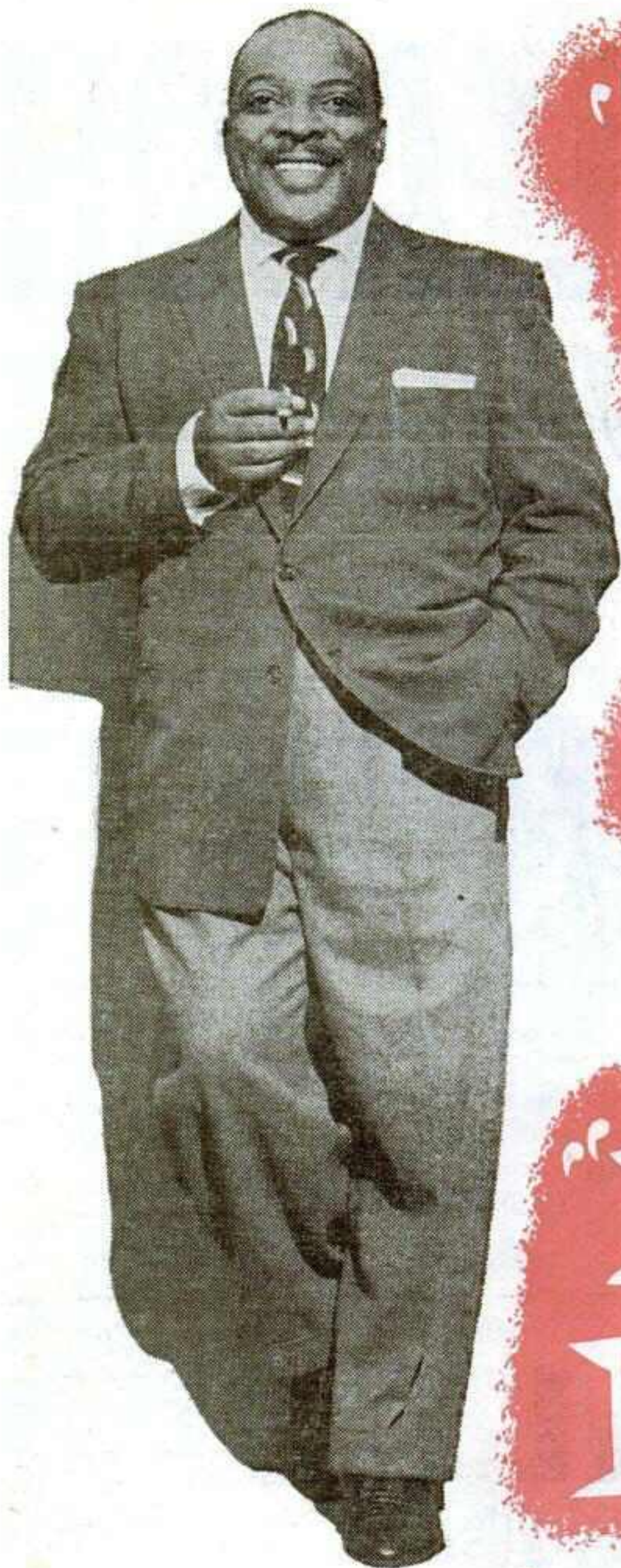
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YOU'RE MY GREATEST LOVE**

record no. 3337



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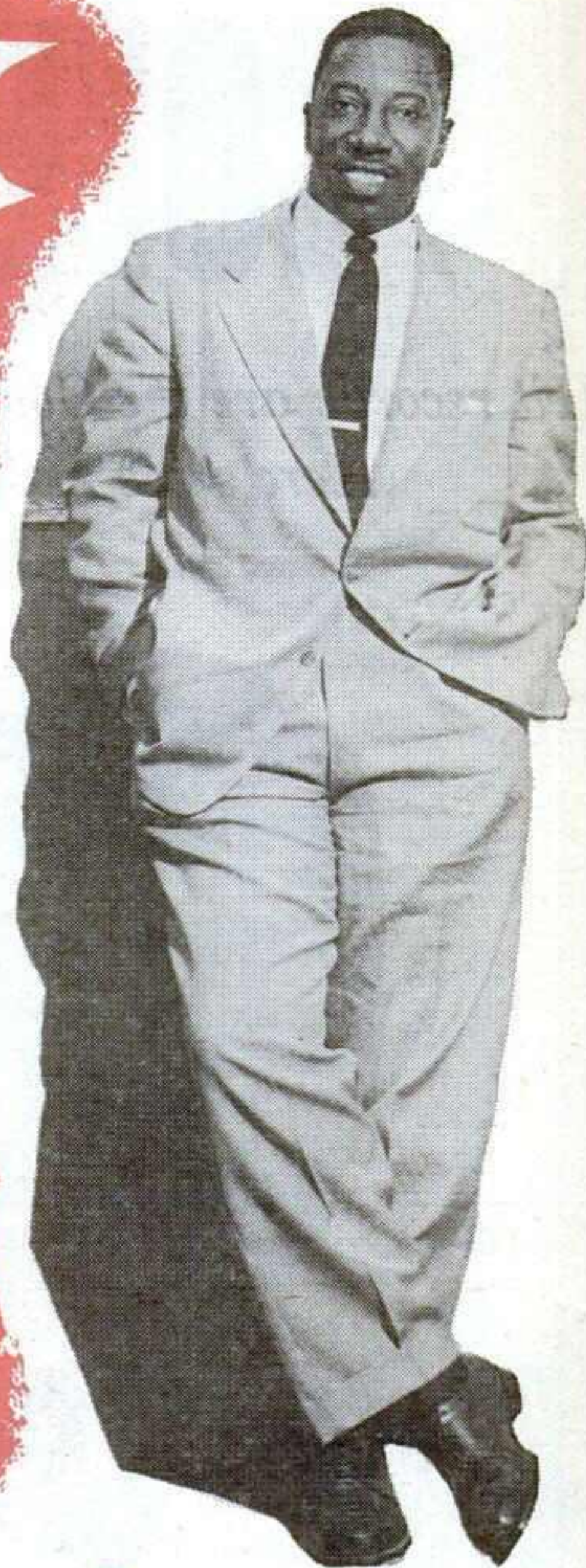


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DAB
in the
MIDDLE'

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CLEF RECORDS

451 NO. CANON DR. • BEVERLY HILLS, CALIF.

JAN

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JULY

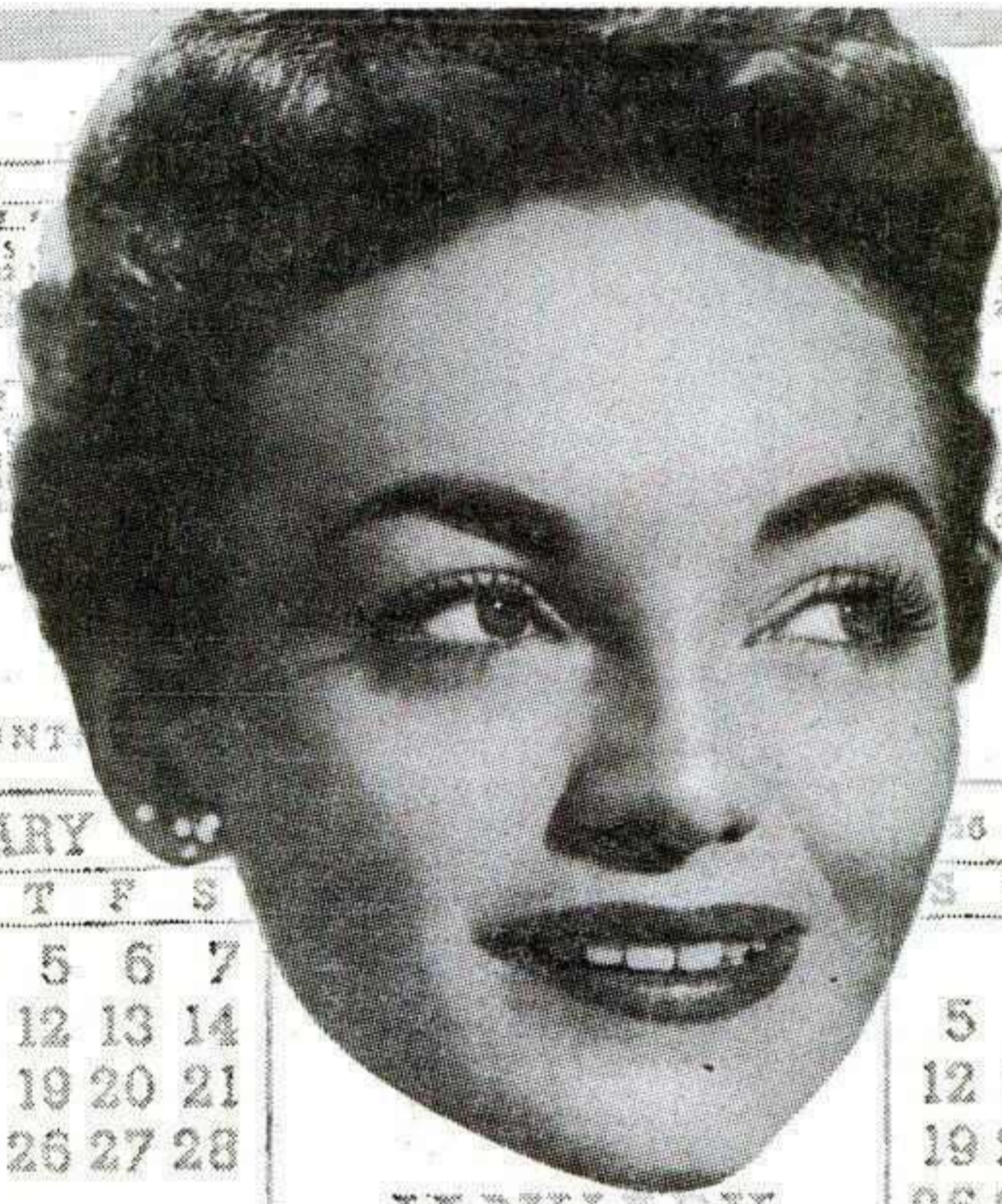
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

DEC

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



THIS MONTH

NEXT MONTH

1956 JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1956 FEBRUARY 1956

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

JANUARY

*It's June
in January!*

AND FEBRUARY... AND MARCH!

JUNE VALLI

sings two brilliant ballads

WHILE THERE'S TIME

c/w

MADONNA IN BLUE

20/47-6402

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the dealer's choice

RCA VICTOR



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending January 18

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in very important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. MEMORIES ARE MADE OF THIS (BMI)—D. Martin	1	9	
Change of Heart (BMI)—Cap 3295			
2. GREAT PRETENDER (ASCAP)—Platters	3	6	
I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
3. SIXTEEN TONS (BMI)—Tennessee Ernie	2	12	
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
4. LISBON ANTIGUA (ASCAP)—N. Riddle	4	5	
Robin Hood (ASCAP)—Cap 3287			
5. ROCK AND ROLL WALTZ (BMI)—K. Starr	6	4	
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
6. BAND OF GOLD (BMI)—D. Cherry	5	8	
Rumble Boogie (BMI)—Col 40597			
7. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley	17	3	
Paper Boy (ASCAP)—Dec 29791			
8. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers	9	12	
You Got Me Wondering (ASCAP)—Dec 29683			
9. DUNGAREE DOLL (BMI)—E. Fisher	8	5	
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337			
10. I HEAR YOU KNOCKIN' (BMI)—G. Storm	7	15	
Never Leave Me (ASCAP)—Dot 15412			
11. ANGELS IN THE SKY (BMI)—Crew Cuts	14	7	
MOSTLY MARTHA (BMI)—Mercury 70741			
12. LOVE AND MARRIAGE (ASCAP)—F. Sinatra	10	12	
Impatient Years (ASCAP)—Cap 3260			
13. MOMENTS TO REMEMBER—Four Lads	11	22	
Dream On, My Love, Dream On (ASCAP)—Col 40539			
14. HE (BMI)—A. Hibbler	13	18	
Breeze (ASCAP)—Dec 29660			
15. AUTUMN LEAVES (ASCAP)—R. Williams	12	24	
Take Care (BMI)—Kapp 116			
16. ARE YOU SATISFIED? (BMI)—Wabash Cannonball	16	4	
(BMI)—Mercury 70757			
17. TEEN-AGE PRAYER (ASCAP)—G. Storm	17	5	
MEMORIES ARE MADE OF THIS (BMI)—Dot 15436			
18. CHAIN GANG (ASCAP)—B. Scott	21	2	
Shadrach (ASCAP)—ABC-Paramount 9658			
19. NO, NOT MUCH (ASCAP)—Four Lads	—	1	
I'll Never Know (BMI)—Col 40629			
20. ONLY YOU (BMI)—Platters	15	18	
Bark, Battle and Ball (BMI)—Mercury 70633			
21. THEME FROM "THE THREE PENNY OPERA" ("MORITAT") (ASCAP)—D. Hyman	—	1	
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149			
22. TEEN-AGE PRAYER (ASCAP)—G. Mann	19	4	
Gypsy Lady (BMI)—Sound 126			
23. WOMAN IN LOVE (ASCAP)—F. Laine	23	4	
Walking the Night Away (ASCAP)—Col 40583			
24. BURN THAT CANDLE (BMI)—B. Haley	—	10	
Rock-a-Beatin' Boogie (ASCAP)—Dec 29713			
24. TUTTI FRUTTI (BMI)—Little Richard	—	1	
I'm Just a Lonely Guy (BMI)—Specialty 561			

• THIS WEEK'S BEST BUYS

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

TUTTI FRUTTI (Venice, BMI)
ILL BE HOME (Arc, BMI) — Pat Boone — Dot 15443

Boone's new issue is catching on quickly. The original r.&b. version of "Tutti Frutti" is now on the national pop retail chart; if anything, this seems to have made the path of the Boone record all the easier. Already this week it was reported a strong seller in Baltimore, Richmond, St. Louis, Cleveland, Milwaukee, Cincinnati, Buffalo, Providence and Chicago. Several territories indicated excellent action on "I'll Be Home" as well. A previous Billboard "Spotlight" pick.

11TH HOUR MELODY (Paxton, ASCAP) — Al Hibbler—Decca 29789

The wide national spread of favorable sales reports on this record prove it is hitting quickly and spontaneously. New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Chicago, St. Louis, Baltimore, Nashville and Durham were among the localities that turned over sizable quantities of the disk at the retail and one-stop level. Flip is "Let's Try Again" (Paco, ASCAP). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending January 18

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.

This Week	Weeks on Chart	Last Week	Chart
1. MEMORIES ARE MADE OF THIS (BMI)—D. Martin	2	6	
Change of Heart (BMI)—Cap 3295			
2. SIXTEEN TONS (BMI)—Tennessee Ernie	1	11	
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
3. GREAT PRETENDER (ASCAP)—Platters	8	4	
I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
4. I HEAR YOU KNOCKIN' (BMI)—G. Storm	3	14	
Never Leave Me (ASCAP)—Dot 15412			
5. ROCK AND ROLL WALTZ (BMI)—K. Starr	12	3	
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
6. MOMENTS TO REMEMBER (ASCAP)—Four Lads	4	16	
Dream On, My Love, Dream On (ASCAP)—Col 40539			
7. TEEN-AGE PRAYER (ASCAP)—G. Storm	6	5	
Memories Are Made of This (BMI)—Dot 15436			
7. BAND OF GOLD (BMI)—D. Cherry	16	2	
Rumble Boogie (BMI)—Col 40597			
9. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers	7	8	
You Got Me Wondering (ASCAP)—Dec 29683			
10. ONLY YOU (BMI)—Platters	5	15	
Bark, Battle and Ball (BMI)—Mercury 70623			
11. DUNGAREE DOLL (BMI)—E. Fisher	11	3	
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337			
12. LOVE AND MARRIAGE (ASCAP)—F. Sinatra	9	8	
Impatient Years (ASCAP)—Cap 3260			
12. ONLY YOU (BMI)—Hilltoppers	14	11	
Until the Real Thing Comes Along (ASCAP)—Dot 15423			
14. HE (BMI)—A. Hibbler	10	14	
Breeze (ASCAP)—Dec 29660			
15. AUTUMN LEAVES (ASCAP)—R. Williams	13	20	
Take Care (BMI)—Kapp 116			
16. DADDY-O (BMI)—Fontane Sisters	16	8	
Adorable (BMI)—Dot 15428			
17. CRY ME A RIVER (ASCAP)—J. London	16	7	
S'Wonderful (ASCAP)—Liberty 55006			
17. ANGELS IN THE SKY (BMI)—Crew Cuts	19	2	
MOSTLY MARTHA (BMI)—Mercury 70741			
19. He (BMI)—McGuire Sisters	—	11	
If You Believe (ASCAP)—Coral 51501			
19. GEE WHITTAKERS (BMI)—P. Boone	—	1	
Take the Time (ASCAP)—Dot 15435			

• Most Played by Jockeys

For survey week ending January 18

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.

This Week	Weeks on Chart	Last Week	Chart
1. MEMORIES ARE MADE OF THIS (BMI)—D. Martin	1	8	
Change of Heart (BMI)—Cap 3295			
2. SIXTEEN TONS (BMI)—Tennessee Ernie	2	12	
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
3. GREAT PRETENDER (ASCAP)—Platters	3	5	
I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
4. LISBON ANTIGUA (ASCAP)—N. Riddle	5	4	
Robin Hood (ASCAP)—Cap 3287			
5. ROCK AND ROLL WALTZ (BMI)—K. Starr	4	4	
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
6. BAND OF GOLD (BMI)—D. Cherry	8	5	
Rumble Boogie (BMI)—Col 40597			
7. TENDER TRAP (ASCAP)—F. Sinatra	11	7	
Weep They Will (ASCAP)—Cap 3290			
8. TEEN-AGE PRAYER (ASCAP)—G. Storm	6	4	
Memories Are Made of This (BMI)—Dot 15436			
9. DUNGAREE DOLL (BMI)—E. Fisher	15	2	
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337			
10. MOMENTS TO REMEMBER (ASCAP)—Four Lads	9	20	
Dream On, My Love, Dream On (ASCAP)—Col 40539			
11. ALL AT ONCE YOU LOVE HER (ASCAP)—P. Como	18	8	
Rose Tattoo (ASCAP)—Vic 20-6294			
12. LOVE AND MARRIAGE (ASCAP)—F. Sinatra	7	13	
Impatient Years (ASCAP)—Cap 3260			
13. I HEAR YOU KNOCKIN' (BMI)—G. Storm	10	14	
Never Leave Me (ASCAP)—Dot 15412			
14. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers	20	7	
You Got Me Wondering (ASCAP)—Dec 29683			
15. CRY ME A RIVER (ASCAP)—J. London	17	9	
S'Wonderful (ASCAP)—Liberty 55006			
16. ANGELS IN THE SKY (BMI)—Crew Cuts	19	3	
Mostly Martha (BMI)—Mercury 70741			
17. BAND OF GOLD (BMI)—K. Carson	16	7	
Cast Your Bread Upon the Waters (ASCAP)—Cap 3283			
17. AUTUMN LEAVES (ASCAP)—R. Williams	—	19	
Take Care (BMI)—Kapp 116			
19. MEMORIES ARE MADE OF THIS (BMI)—G. Storm	12	5	
Teen-Age Prayer (ASCAP)—Dot 15436			
19. C'EST LA VIE (ASCAP)—S. Vaughan	—	7	
Never (ASCAP)—Mercury 70727			
19. ONLY YOU (BMI)—Hilltoppers	—	10	
Until the Real Thing Comes Along (ASCAP)—Dot 15423			



"MOLLY-O" *IT'S GREAT*

AND

"VINO VINO"

TWO TOP SIDES BY

THE GAYLORDS

MERCURY 70778

BEST BETS

The Great Pretender / I'm Just A Dancing Partner
MERCURY 70753 • THE PLATTERS

Angels In The Sky / Mostly Martha
MERCURY 70741 • THE CREWCUTS

Are You Satisfied? / Wabash Cannonball
MERCURY 70757 • RUSTY DRAPER

Go On With The Wedding / The Voice Inside
MERCURY 70766 • PATTI PAGE

Only You / Bark, Battle And Ball
MERCURY 70633 • THE PLATTERS

Lullaby Of Birdland / That's My Girl
MERCURY 70742 • BLUE STARS

*Moritat (theme from "The Three Penny Opera")
/ I'll Be With You In Apple Blossom Time*
MERCURY 70781 • RICHARD HAYMAN and JAN AUGUST

Seven Days / That's Your Mistake
MERCURY 70782 • THE CREWCUTS

Lookout Mountain / Boogie Blues
MERCURY 70767 • CHUCK MILLER

These Hands / Chain Gang
MERCURY 70774 • LEN DRESLAR

The Grass Is Green / Where The Wind Blows
MERCURY 70771 • RALPH MARGERIE

I Don't Want Nobody / Doot Doot Dow
MERCURY 70775 • BUDDY JOHNSON

The Show Must Go On / Couldn't Stand It No More
MERCURY 70776 • DINAH WASHINGTON

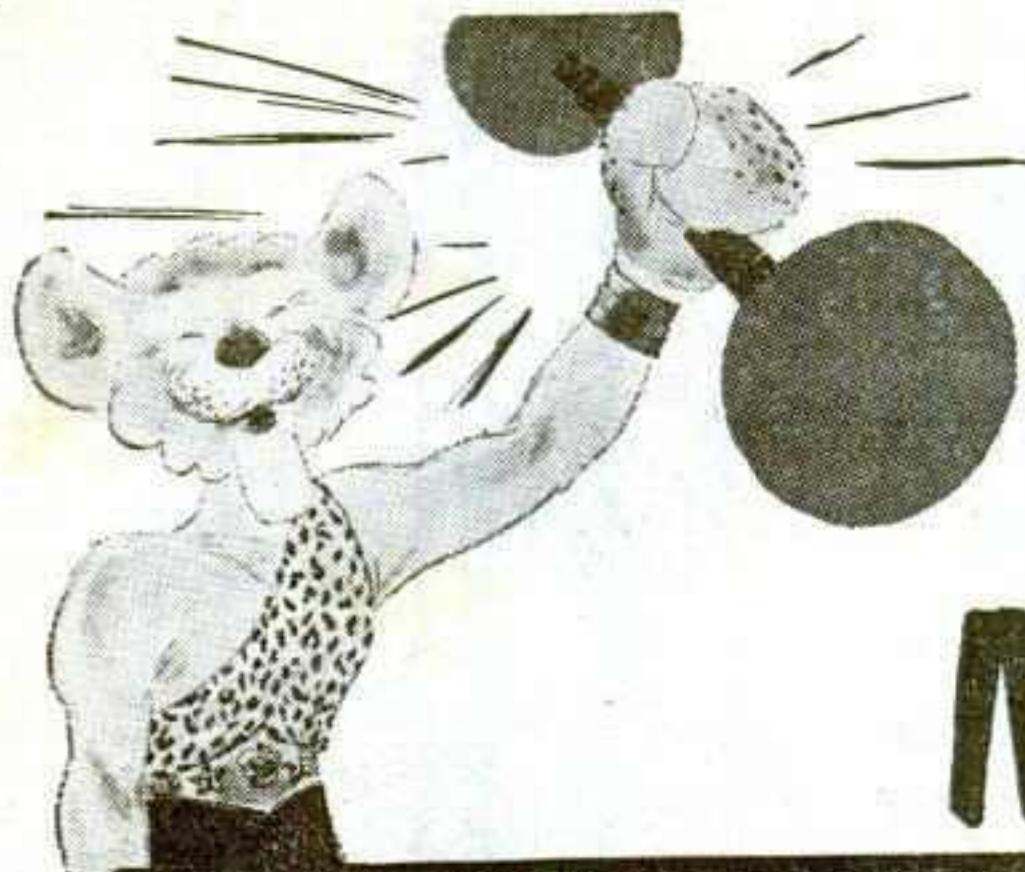
The Greatest Magic / Walkin' In The Rain
MERCURY 70758 • JERRY WALLACE

Who's Sorry Now / You Tell Me Your Dream
MERCURY 70772 • THE HARMONICATS

Zip / Red Speaks
MERCURY 70787 • RED PRYSOCK



CHICAGO 1, ILLINOIS



STRONG SELLERS from M-G-M

Joni James

MY BELIEVING HEART

- VARIETY PICK
- CASHBOX PICK
- BILLBOARD BEST BUY
- BILLBOARD REVIEW SPOTLIGHT

WINNER OF BALTIMORE & PHILADELPHIA D. J. POLLS

YOU NEVER FALL IN LOVE AGAIN
MGM 12126
K 12126
Orchestra Conducted by
DAVID TERRY

Art Mooney
and his Orchestra
TUTTI-FRUTTI
and
YOU CAN TAKE MY HEART

MGM 12165 78 rpm
K 12165 45 rpm

BARRY (Nuffin' for Christmas)

GORDON

ROCK AROUND MOTHER GOOSE

SEVEN

PLUGGED ON COMO TV SHOW

MGM 12166 • K 12166

BILLBOARD BEST BUY

THE "UNFORGETTABLE" SOUND OF
THE DICK HYMAN TRIO

BILLBOARD PICK

MORITAT A THEME FROM

"The Threepenny Opera"

and
BAUBLES, BANGLES AND BEADS
MGM 12149 78 rpm
K 12149 45 rpm

VARIETY PICK

NEW HIT

BETTY MADIGAN

TO YOU, MY LOVE
and
FAITHFUL AND TRUE

MGM 12156 78 rpm • K 12156 45 rpm

JOHNNY OLIVER

BILLBOARD & CASH BOX PICK

THESE HANDS

and
CHAIN GANG

MGM 12164 78 rpm • K 12164 45 rpm

SAM (THE MAN) TAYLOR
HIT THE ROAD

TAYLOR MADE

MGM 12131 • K 12131

CONNIE FRANCIS

MY TREASURE

and
ARE YOU SATISFIED!

MGM 12122 78 rpm
K 12122 45 rpm

Sheb Wooley

ARE YOU SATISFIED

BIG POP HIT

MGM 12114
K 12114

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending January 18

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

Atlanta

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Moments to Remember, Four Lads, Col.
4. Lisbon Antigua, N. Riddle, Cap.
5. Band of Gold, D. Cherry, Col.
6. Great Pretender, Platters, Mer.

Baltimore

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. See You Later, Alligator, B. Haley, Dec.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Sixteen Tons, T. Ernie, Cap.
6. No, Not Much, Four Lads, Col.
7. Dungaree Doll, E. Fisher, Vic.
8. Tutti Frutti, P. Boone, Dot
9. Theme From "The Three Penny Opera" ("Moritat"), D. Hyman, M-G-M
10. It's Almost Tomorrow Dream Weavers, Dec.

Boston

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Sixteen Tons, T. Ernie, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Dungaree Doll, E. Fisher, Vic.
6. Woman In Love, F. Laine, Col.
7. Band of Gold, D. Cherry, Col.
8. April In Paris, C. Basie, Clf.
9. Chain Gang, B. Scott, Par.
10. Love and Marriage, F. Sinatra, Cap.

Buffalo

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Lisbon Antigua, N. Riddle, Cap.
4. Great Pretender, Platters, Mer.
5. Moments to Remember, Four Lads, Col.
6. Memories of You, Four Coins, Epi.
7. Go on With The Wedding, P. Page, Mer.
8. He, A. Hibbler, Dec.
9. Seven Days, D. Collins, Cor.
10. See You Later, Alligator, B. Haley, Dec.

Chicago

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Band of Gold, D. Cherry, Col.
4. Sixteen Tons, T. Ernie, Cap.
5. See You Later, Alligator, B. Haley, Dec.
6. Great Pretender, Platters, Mer.
7. Dungaree Doll, E. Fisher, Vic.
8. Chain Gang, B. Scott, Par.
9. Cry Me a River, J. London, Lbt.
10. Rock and Roll Waltz, K. Starr, Cap.

Cincinnati

1. Great Pretender, Platters, Mer.
2. Memories Are Made of This D. Martin, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Lisbon Antigua, N. Riddle, Cap.
5. Dungaree Doll, E. Fisher, Vic.
6. Angels In the Sky, Crew Cuts, Mer.
7. Are You Satisfied? R. Draper, Mer.
8. See You Later, Alligator, B. Haley, Dec.
9. Sixteen Tons, T. Ernie, Cap.
10. It's Almost Tomorrow Dream Weavers, Dec.

Cleveland

1. Lisbon Antigua, N. Riddle, Cap.
2. Great Pretender, Platters, Mer.
3. No, Not Much, Four Lads, Col.
4. Memories Are Made of This D. Martin, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Sixteen Tons, T. Ernie, Cap.
7. Chain Gang, B. Scott, Par.
8. Band of Gold, D. Cherry, Col.

Dallas-Fort Worth

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Great Pretender, Platters, Mer.
5. He, A. Hibler, Dec.
6. I Hear You Knockin', G. Storm, Dot
7. It's Almost Tomorrow Dream Weavers, Dec.
8. Chain Gang, B. Scott, Par.
9. Moments to Remember, Four Lads, Col.
10. Tutti Frutti, Little Richard, Spe.

Denver

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. I Hear You Knockin' G. Storm, Dot
5. Woman In Love, F. Laine, Col.
6. Only You, Platters, Mer.
7. Angels In the Sky, Crew Cuts, Mer.

Detroit

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Rock and Roll Waltz, K. Starr, Vic.
5. See You Later, Alligator, B. Haley, Dec.
6. That's Your Mistake, O. Williams, Del.
7. Tutti Frutti, Little Richard, Spe.
8. Lullaby of Birdland, Blue Stars, Mer.
9. Theme From "The Three Penny Opera" ("Moritat"), D. Hyman, M-G-M
10. Sixteen Tons, T. Ernie, Cap.

Kansas City

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Rock and Roll Waltz, K. Starr, Vic.
5. See You Later, Alligator, B. Haley, Dec.
6. Angels In the Sky, Crew Cuts, Mer.
7. Gee Whittakers, P. Boone, Dot

Los Angeles

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Lisbon Antigua, N. Riddle, Cap.
5. Love and Marriage, F. Sinatra, Cap.
6. Rock and Roll Waltz, K. Starr, Vic.
7. Band of Gold, D. Cherry, Col.
8. Moments to Remember, Four Lads, Col.
9. Shifting, Whispering Sands R. Draper, Mer.
10. Autumn Leaves, R. Williams, Kap.

Milwaukee

1. Lisbon Antigua, N. Riddle, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Memories Are Made of This D. Martin, Cap.
5. See You Later, Alligator, B. Haley, Dec.
6. Are You Satisfied? R. Draper, Mer.
8. Angels In the Sky, Crew Cuts, Mer.
9. When You Dance, Turbans, Her.

Mpls.-St. Paul

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Sixteen Tons, T. Ernie, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Angels In the Sky, Crew Cuts, Mer.
6. Band of Gold, D. Cherry, Col.
7. Are You Satisfied? R. Draper, Mer.
8. Burn That Candle, B. Haley, Dec.
9. Chain Gang, B. Scott, Par.

New Orleans

1. Great Pretender, Platters, Mer.
2. Memories Are Made of This D. Martin, Cap.
3. Sixteen Tons, T. Ernie, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. See You Later, Alligator, B. Haley, Dec.
6. Dungaree Doll, E. Fisher, Vic.
7. Teen-Age Prayer, G. Storm, Dot.
8. Band of Gold, D. Cherry, Col.
9. Lisbon Antigua, N. Riddle, Cap.
10. Are You Satisfied? R. Draper, Mer.

New York

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Only You, Platters, Mer.
5. Moments to Remember, Four Lads, Col.
6. He, A. Hibbler, Dec.
7. Lisbon Antigua, N. Riddle, Cap.
8. Band of Gold, D. Cherry, Col.
9. Rock and Roll Waltz, K. Starr, Vic.
10. Autumn Leaves, R. Williams, Kap.

Philadelphia

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Dungaree Doll, E. Fisher, Vic.
4. Sixteen Tons, T. Ernie, Cap.
5. Lisbon Antigua, N. Riddle, Cap.
6. Rock and Roll Waltz, K. Starr, Vic.
7. Autumn Leaves, R. Williams, Kap.
8. Love and Marriage, F. Sinatra, Cap.

Pittsburgh

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Dungaree Doll, E. Fisher, Vic.
5. Sixteen Tons, T. Ernie, Cap.
6. Devil or Angel, Clovers, All.
7. See You Later, Alligator, B. Haley, Dec.
8. Band of Gold, D. Cherry, Col.
9. Speedoo, Cadillacs, Jse.
10. It's Almost Tomorrow Dream Weavers, Dec.

St. Louis

1. Memories Are Made of This D. Martin, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Band of Gold, D. Cherry, Col.
4. Sixteen Tons, T. Ernie, Cap.
5. See You Later, Alligator B. Haley, Dec.
6. Teen-Age Prayer, G. Mann, Son
7. It's Almost Tomorrow Dream Weavers, Dec.
8. Great Pretender, Platters, Mer.
9. Angels In the Sky, Crew Cuts, Mer.
10. Dungaree Doll, E. Fisher, Vic.

San Francisco

1. Sixteen Tons, T. Ernie, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Love and Marriage, F. Sinatra, Cap.
5. It's Almost Tomorrow Dream Weavers, Dec.
6. Lisbon Antigua, N. Riddle, Cap.
7. Autumn Leaves, R. Williams, Kap.
8. He, A. Hibbler, Dec.
9. Band of Gold, D. Cherry, Col.
10. Moments to Remember, Four Lads, Col.

Seattle

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Sixteen Tons, T. Ernie, Cap.
5. Angels In the Sky, Crew Cuts, Mer.
6. Great Pretender, Platters, Mer.
7. Dungaree Doll, E. Fisher, Vic.
8. Teen-Age Prayer, G. Storm, Dot

Toronto

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Woman In Love, Four Aces, Dec.
4. Only You, Platters, Mer.
5. It's Almost Tomorrow Dream Weavers, Dec.
6. Great Pretender, Platters, Mer.
7. He, A. Hibbler, Dec.
8. Band of Gold, D. Cherry, Col.

His First London Record...**TREMENDOUS !!**

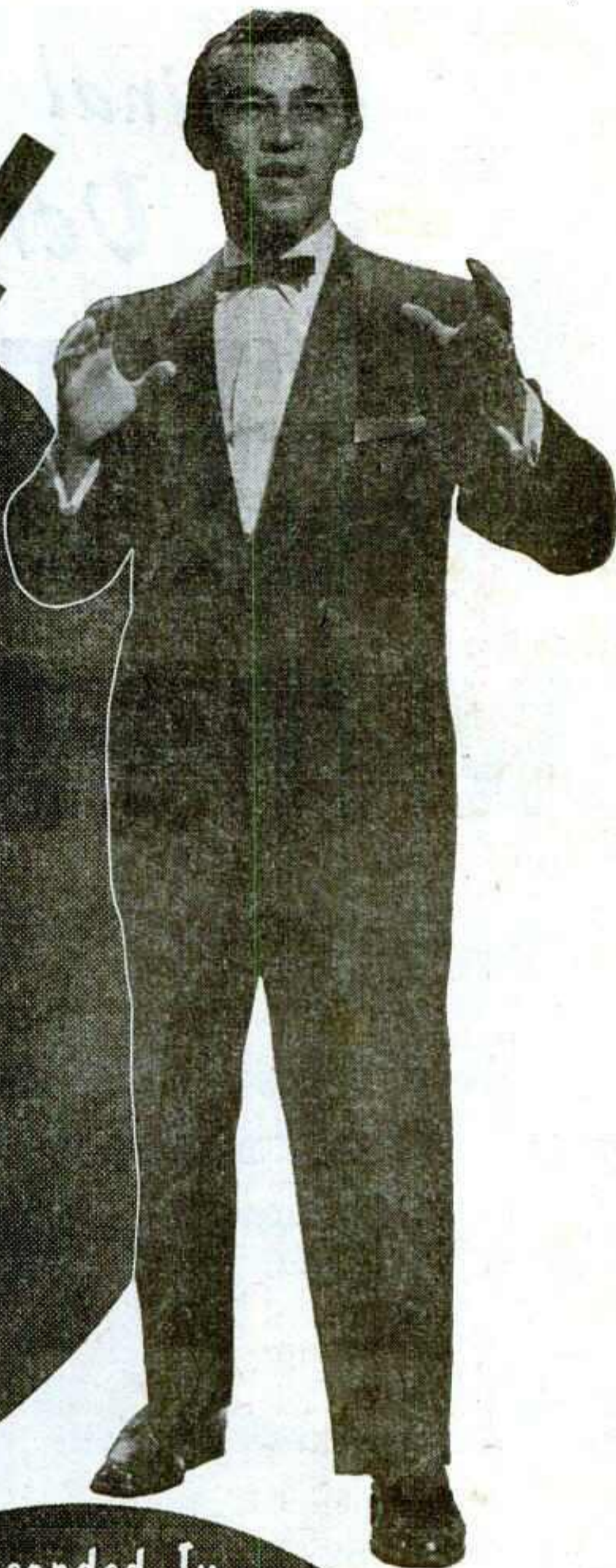
BILL DARNEL

**MY LITTLE
MOTHER**

backed by

**TELL ME
MORE**

#1632



*Recorded In
England With*

**FRANK
WEIR**

*his soprano saxophone
and his
orchestra*

LONDON
RECORDS



The Big Original Hit Version!

"THE TROUBLE WITH HARRY"



ALFI & HARRY

Cash Box, Dec. 17, 1955

THE CASH BOX SLEEPER OF THE WEEK

"THE TROUBLE WITH HARRY" (2:14)
[Frank ASCAP—Huddleston, Elsemann
McIntyre]
"A LITTLE BEAUTY" (1:30)
[Frank ASCAP—Bagdasarian]
ALFI AND HARRY
(Liberty 55008; 45-55008)

A terrific novelty inspired by the latest Alfred Hitchcock film, "The Trouble With Harry," has been recorded by a number of companies with pleasant results. However, the only thing missing on each was some gimmick to break up the repetitious melody. The Liberty label offers a version with the gimmick—a sensational one—on the Alfi and Harry record. Harry portrays the pianist who can't stop playing the same tune over and over again, while Alfi acts the part of the weary listener begging Harry to play another tune. A hilarious side that should catch like wildfire. Bottom splitting novelty with ridiculous lyrics. Intro-duction and ending are take-offs on the Peter Potter "hit or miss" record judging system. Very funny two-sider.

The Billboard, Dec. 17, 1955

Review Spotlight on . . .

Novelty
ALFI AND HARRY . . . Liberty 55008 . . .
THE TROUBLE WITH HARRY
(Frank, ASCAP)
A LITTLE BEAUTY . . . (Frank, ASCAP)

Here's a hilarious novelty platter that jocks are sure to give quite a ride and which could be a sleeper on the boxes. It's tongue-in-cheek, smooth satire on both sides. The catchy "Trouble With Harry" theme from the Alfred Hitchcock movie is accorded a sock comedy treatment; while "A Little Beauty" slices up the more exuberant r.&b. song stylists in fine cutting fashion.

#55008



449 So. Beverly Dr., Beverly Hills, Calif.

CRESTVIEW 5-4595

VOX JOX

By JUNE BUNDY

GIMMIX: Norman Wain, WDOK, Cleveland, launched the station's weekly "Arthur Murray Party" at a local hotel this week. The show spotlights local bands, guest artists and dance exhibitions. Wain also threw a WDOK studio party this week for local high school paper editors (about 200) in the Cleveland area. . . . In recognition of National "Take Tea and See" Week (January 15-28), the Tea Council, Inc., provided deejays across the country with special filler-chatter items about the history of tea and suggested that the jocks might find their own programming "cup of tea" in more than 24 pop standards, which eulogize the subject of tea somewhere in their lyrics.

Dean Hunter, W M G M, New York, has started a "Monday Win Your Wash" contest, whereby housewives are asked easy musical questions, and the first dozen winners are gifted with free washing certificates issued by a local laundry. The contest resulted from a gag offer Hunter made to do his listener's wash one blue Monday if they'd settle down and listen to his show. The dialers took him seriously, tho, so he had to follow thru.

VITAL STATISTICS: New fathers in the deejay ranks this month include Jerry Williamson, KREM, Spokane, whose first child was christened Kirk Dean. . . . Mike Sands, WGBB, Freeport, L. I., and his frau also welcomed their first-born recently, a boy; Michael Ries, born on his parents' first wedding anniversary. . . . A

"Having been in the radio business and as a female deejay now for 12 years," writes Miss Klein, "it's gratifying to learn that suddenly the idea is catching on. Perhaps I'll no longer be classified as an 'odddity'—for that reason anyway. Most of the gals in radio that I know have had to be content with fill-in jobs around the station—never seeing the mike side except to put copy in a book or sweep out a studio. Now perhaps it won't be so difficult to convince station managers and commercial men that women CAN sell on the mike! . . . Another gal spinner, Darlene Adams, is now broadcasting from WRMN, Elgin, Ill., on Saturday afternoons from 2:30 to 3 p.m. Her show is tagged, "The Friendly Hi Neighbor Girl."

CHANGE OF THEME: Allan Halpern, KWIK, Pocatello, Idaho, who says he hasn't been mentioned in The Billboard during his 10-year career in radio, was made program director of KWIK last August. He formerly jockeyed at WJAR-TV, Providence, and prior to that spent the remainder of his deejay-decade at WHKK, Akron; WCAE, Pittsburgh; WWPB, Miami; WBMO, Baltimore, and WTXL, Springfield, Mass. . . . Ellis Feinstein, KWIN, Ashland, Ore., guests on Mutual's network deejay show "Wheel of Chance" this month. . . . Jim Winters, formerly with WGAN and WGAN-TV, Portland, Me., has taken over two shows on WABI, Bangor, Me. The programs—each three hours long—are "Rise and Shine," a morning show, and "Til Six," an afternoon program.

YESTERYEAR'S TOPS—

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

JANUARY 26, 1946:

1. Symphony
2. I Can't Begin to Tell You
3. Let It Snow! Let It Snow! Let It Snow!
4. It Might as Well Be Spring
5. Waitin' for the Train to Come In
6. Aren't You Glad You're You
7. Some Sunday Morning
8. It's Been a Long Long Time
9. Doctor, Lawyer, Indian Chief
10. I'm Always Chasing Rainbows
11. Chickery Chick
12. Just a Little Fond Affection
13. Dig You Later (A Huba-Huba-Huba)
14. That's for Me
15. Come to Baby, Do

JANUARY 27, 1951:

1. Tennessee Waltz
2. My Heart Cries for You
3. The Thing
4. Harbor Lights
5. Be My Love
6. Nevertheless
7. If
8. You're Just in Love
9. Bushel and a Peck, A
10. The Roving Kind

girl was born to Eddie Bonner, KXOK, St. Louis, and his wife, Jean, January 3. . . . John Farley, WHAS, Louisville, became engaged to M-G-M Records canary Mary Ann Johnson on New Year's Eve. Farley is a pop jock, but his bride-to-be is a country singer with the Red River Ramblers on WHAS.

DISK-STAFFERS: Our recent article on the inroads women deejays are making in the deejay field these days was seconded this week by another fem spinner, Betty Klein, who is program director as well as the only woman jockey at KOGT, Orange, Tex.

Dot Record star Jim Lowe has returned to the deejay field via his own morning spot over WCBS, New York, from 9 to 9:30. Lowe warbles a bit himself (live) in addition to spinning disks. Some co-operative promotional plans are in the works between Dot and the station in the personal appearance field. Meanwhile, Lowe has been guesting on other WCBS shows and several CBS network airers. The local programming picture at WCBS has expanded greatly over the last four years. At that time the station spotlighted only six local personalities and five and a half hours a day of local airtime. Today WCBS broadcasts 15½ hours a day, and Lowe is the 11th personality to join the artist roster.

Paul Martin, formerly sales promotion-publicity director at WIP, Philadelphia, has been appointed promotion director for the Philadelphia Daily News. . . . Frank Evans, KHJ, Hollywood, has started a new daily show, "Tune Test," which will be carried over a regional network of 60 stations. . . . Bob Day, formerly with WTWN, St. Johnsbury, Vt., has joined sister station WNIX, Springfield, Vt. Day, incidentally, is making plans for a February 4 wedding to Gloria DellVeneri. . . . Jean Shepherd, who rides herd on the daily WOR-Mutual, New York, series "Drive East," has also taken over WOR's nightly midnight-to-dawn record show.

Johnny Fairchild has resigned his spinning chores at WORZ, Orlando, Fla., to move westward to Los Angeles. . . . Vince Lindner, WMID, Atlantic City, changes the title of his show at the stroke of midnight on New Year's Eve is now tagged thus "Jazz '55" is now tagged "Jazz '56." . . . Bob Hamm is spinning 'em at KEVL, Plaquemine, La., a new station down in the Bayou country. His morning show is titled "Hamm for Breakfast." . . . In addition to his deejay duties, Bill Gregor, WWBZ, Vine-land, N. J., is also on the station's sales staff.

LAEL & CAB CALLOWAY

SING

Little Child

C/W

"THE VOICE"

Orchestra and chorus conducted by
DON COSTA

9671

Produced by Sid Feller



*Cab and his
8 year old daughter
head straight for
your heart!*



*She's really
wonderful!*

BETTE ANNE STEELE

SINGS

Mr. Wonderful

From the Broadway musical "Mr. Wonderful"

C/W

"NEVER DO A TANGO
WITH AN ESKIMO"

Orchestra and chorus conducted by
DON COSTA

9669

Produced by Sid Feller



Distributed by
**AM-PAR
RECORD CORP.**

New York, N. Y. (Distributed in Canada by Sparson of Canada, Ltd.)

it's a smash!

11th hour melody

*the BIG majestic
version by*

LOU BUSCH

*his piano, orchestra
& vocal chorus*



RECORD NO. 3349

The Billboard Music Popularity Charts POPULAR RECORDS

• COMING UP STRONG

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

1. Go on With the Wedding.....Patti Page
(ASCAP) Mercury 70766
2. Band of Gold.....Kit Carson
(BMI) Capitol 3283
3. All at Once You Love Her.....Perry Como
(ASCAP) RCA Victor 6294
4. Ninety-Nine Years.....Guy Mitchell
(ASCAP) Columbia 40631
5. Lullaby of Birdland.....The Blue Stars
(BMI) Mercury 70742
6. Tutti Frutti.....Pat Boone
(BMI) Dot 15443
7. 11th Hour Melody.....Al Hibbler
(ASCAP) Decca 29789
8. My Baby's Got Such
Lovin' Ways
Be Good to Me.....The McGuire Sisters
(ASCAP), (ASCAP) Coral 61532
9. Go on With the Wedding
.....Kitty Kallen & Georgie Shaw
(ASCAP) Decca 29776

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

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
A Teen-Age Prayer (R)—LaSalle—ASCAP	Woman in Love (R)—Frank—ASCAP
Woman in Love (R)—Frank—ASCAP	All at Once You Love Her (R)—Williamson—ASCAP
All at Once You Love Her (R)—Williamson—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP	Band of Gold (R)—Ludlow—BMI
Band of Gold (R)—Ludlow—BMI	Cry Me a River (R)—Frank—ASCAP
Chain in May (R)—Bourne—ASCAP	Forever Darling (R)—Miller—ASCAP
Capri in Gay (R)—Pincus—ASCAP	Growin' Up (R)—American—BMI
Cry Me a River (R)—Frank—ASCAP	He (R)—Avas—BMI
Dungaree Doll (R)—E. B. Marks—BMI	Honey, My Little Honey (R)—Hollis—BMI
Everybody's Got a Home But Me (R)—Chappell—ASCAP	I Hear You Knockin' (R)—Commodore—BMI
First Snowfall (R)—Witmark—ASCAP	I Want You to Be My Baby (R)—Victory—BMI
Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP	I'll Be Home (R)—Arc—BMI
Great Pretender (R)—Southern—ASCAP	It's All Right With Me (R)—Chappell—ASCAP
Innamorata (R)—Paramount—ASCAP	It's Almost Tomorrow (R)—Northern—ASCAP
It's Almost Tomorrow (R)—Northern—ASCAP	Japanese Farewell Song (R)—Ranger—ASCAP
Lisbon Antigua (R)—Southern—ASCAP	Lisbon Antigua (R)—Southern—ASCAP
Love and Marriage (R)—Barton—ASCAP	Love and Marriage (R)—Barton—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Lullaby of Birdland (R)—Patricia—BMI	March of the Maniacs (R)—Mills—ASCAP
Memories Are Made of This (R)—Montclare—BMI	Memories Are Made of This (R)—Montclare—BMI
Memories of You (R)—Shapiro-Bernstein—ASCAP	Moments to Remember (R)—Beaver—ASCAP
Moments to Remember (R)—Beaver—ASCAP	No Arms Can Ever Hold You (R)—Gil—BMI
Next Time It Happens (R)—Chappell—ASCAP	Only You (R)—Wildwood—BMI
No Arms Can Ever Hold You (R)—Gil—BMI	Reserved (R)—Miller—ASCAP
Rock and Roll Waltz (R)—Sheldon—BMI	Rock Around Mother Goose (R)—Hampshire House—ASCAP
Sing You Sinners (R)—Famous—ASCAP	Sixteen Tons (R)—American—BMI
Sixteen Tons (R)—American—BMI	Tender Trap (R) (F)—Barton—ASCAP
Tender Trap (R) (F)—Barton—ASCAP	Theme From "The Three Penny Opera" (Moritat)—Harms—ASCAP
Theme From "The Three Penny Opera" (Moritat)—Harms—ASCAP	Tutti Frutti (R)—Venice—BMI
Valley Valparaiso (R)—Broadcast—BMI	

• Best Selling Sheet Music

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

1. Memories Are Made of This 1 6
Mont Clare
2. He 4 18
Avas
3. Sixteen Tons..... 2 11
Ardmore
4. It's Almost Tomorrow. 5 7
Northern
5. Rock and Roll Waltz.. 11 2
Sheldon
6. Autumn Leaves..... 3 20
American
7. Band of Gold..... 8 5
Ludlow
8. Moments to Remember 6 18
Beaver
9. Love and Marriage... 7 13
Barton
10. Great Pretender..... 14 2
Southern
11. Dungaree Doll..... 10 2
E. B. Marks
12. Lisbon Antigua..... 15 2
Southern
13. Teen-Age Prayer..... — 2
La Salle
14. Only You..... — 9
Wildwood
15. Tender Trap..... 13 4
Barton

BIG HITS ON WING



THE EMPIRES

"BY THE RIVERSIDE"

STEPPING OUT FOR
A BIG HIT!

AND
"TELL ME PRETTY BABY"
WING 90050



NICK NOBLE

"To You,
My Love"

AND

"YOU ARE MY ONLY LOVE"
WING 90045



LOLA DEE

"I'll Be Forever
Loving You"

AND

"MA PETITE"
WING 90052



FRANKIE CASTRO

"Steamboat"

AND

"WHY BABY WHY"
WING 90051



BUDDY MORROW

AND HIS ORCHESTRA

"Tippity Top"

AND

"A BAND OF ANGELS"
WING 90047

 **WING RECORDS** A SUBSIDIARY OF MERCURY RECORD CORP.

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 Baltimore · Washington · Los Angeles ~ A Smash!!

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THE JEWELS #5377

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The Billboard Music Popularity Charts POPULAR RECORDS

THE TOP 100

For survey week ending January 18

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.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	1
2.	SIXTEEN TONS	T. Ernie	Capitol	2
3.	GREAT PRETENDER	Platters	Mercury	3
4.	ROCK AND ROLL WALTZ	K. Starr	Victor	5
5.	BAND OF GOLD	D. Cherry	Columbia	8
6.	I HEAR YOU KNOCKIN'	G. Storm	Dot	4
7.	MOMENTS TO REMEMBER	Four Lads	Columbia	6
8.	DUNGAREE DOLL	E. Fisher	Victor	11
9.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	12
10.	LISBON ANTIGUA	N. Riddle	Capitol	15
10.	TEEN-AGE PRAYER	G. Storm	Dot	9
12.	LOVE AND MARRIAGE	F. Sinatra	Capitol	7
13.	AUTUMN LEAVES	R. Williams	Kapp	14
14.	HE	A. Hibbler	Decca	13
15.	ANGELS IN THE SKY	Crew Cuts	Mercury	16
16.	ONLY YOU	Platters	Mercury	10
17.	CRY ME A RIVER	J. London	Liberty	18
18.	ARE YOU SATISFIED?	R. Draper	Mercury	19
19.	ONLY YOU	Hilltoppers	Dot	17
20.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	41
21.	BAND OF GOLD	K. Carson	Capitol	28
22.	TEEN-AGE PRAYER	G. Mann	Sound	21
23.	TENDER TRAP	F. Sinatra	Capitol	25
24.	GO ON WITH THE WEDDING	P. Page	Mercury	31
24.	WOMAN IN LOVE	F. Laine	Columbia	35
26.	HE	McGuire Sisters	Coral	22
27.	GEE WHITAKERS	P. Boone	Dot	35
27.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	27
29.	BURN THAT CANDLE	B. Haley	Decca	30
29.	WOMAN IN LOVE	Four Aces	Decca	26
31.	ALL AT ONCE YOU LOVE HER	P. Como	Victor	29
32.	C'EST LA VIE	S. Vaughn	Mercury	38
33.	DADDY-O	Fontane Sisters	Dot	24
34.	MEMORIES OF YOU	Four Coins	Epic	34
35.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	19
35.	MOSTLY MARTHA	Crew Cuts	Mercury	33
37.	THEME FROM THE THREE-PENNY OPERA (MORITAT)	D. Hyman	M-G-M	70
38.	NO, NOT MUCH	Four Lads	Columbia	54
39.	CHAIN GANG	B. Scott	ABC-Paramount	40
40.	LOVE IS A MANY-SPLENDORED THING	Four Aces	Decca	22
40.	SHIFTING, WHISPERING SANDS	R. Draper	Mercury	39
42.	WHEN YOU DANCE	Turbans	Herald	49
43.	SPEEDOO	Cadillacs	Josie	50
44.	LOVE AND MARRIAGE	D. Shore	Victor	46
45.	AT MY FRONT DOOR	P. Boone	Dot	43
46.	TUTTI FRUTTI	Little Richard	Specialty	—
47.	TAKE ME BACK TO TOYLAND	Nat (King) Cole	Capitol	64
48.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	67
49.	LULLABY OF BIRDLAND	Blue Stars	Mercury	48
50.	TROUBLE WITH HARRY	Alti & Harry	Liberty	—
51.	LET IT RING	Doris Day	Columbia	83
52.	DON'T GO TO STRANGERS	V. Monroe	Victor	73
53.	APRIL IN PARIS	C. Basie	Clef	59
54.	IT'S ALMOST TOMORROW	S. Lanson	Dot	56
55.	EVERYBODY'S GOT A HOME BUT ME	E. Fisher	Victor	47
56.	TUTTI FRUTTI	P. Boone	Dot	—
57.	I'M GONNA LAUGH YOU RIGHT OUT OF MY LIFE	Nat (King) Cole	Capitol	67
58.	WANTING YOU	R. Williams	Kapp	44
59.	MEMORIES ARE MADE OF THIS	M. Carson	Columbia	75
60.	MY TREASURE	Hilltoppers	Dot	31
60.	NINETY-NINE YEARS	G. Mitchell	Columbia	66
62.	YOU ARE MY LOVE	J. James	M-G-M	35
63.	ALL THE WAY AROUND THE WORLD	Mills Brothers	Decca	—
63.	MY BOY FLAT TOP	D. Collins	Coral	58
63.	MEMORIES OF YOU	R. Clooney	Columbia	—
66.	NOT ONE GOODBYE	J. P. Morgan	Victor	60
67.	EVERYBODY'S GOT A HOME BUT ME	R. Hamilton	Epic	42
68.	MEMORIES OF YOU	H. Winterhalter	Victor	—
69.	CHARMAINE	Four Freshmen	Capitol	76
70.	WHAT IS A WIFE?	S. Allen	Coral	56
71.	GO ON WITH THE WEDDING	K. Kallen	Decca	71
71.	SOMEONE YOU LOVE	Nat (King) Cole	Capitol	71
71.	THERE SHOULD BE RULES	B. Madigan	M-G-M	88
74.	AUTUMN LEAVES	M. Miller	Columbia	62
74.	FORGIVE MY HEART	Nat (King) Cole	Capitol	50
74.	PEPPER HOT BABY	J. P. Morgan	Victor	52
74.	MY BELIEVING HEART	J. James	M-G-M	81
78.	THAT'S YOUR MISTAKE	O. Williams	DeLuxe	—
79.	ADORABLE	Fontane Sisters	Dot	91
79.	SEVEN DAYS	D. Collins	Coral	—
79.	TEEN-AGE PRAYER	K. White	Mercury	—
82.	PET ME, PAPA	R. Clooney	Columbia	—
82.	DADDY-O	B. Lou	King	88
84.	AT MY FRONT DOOR	El Dorados	Vee Jay	—
84.	SHIFTING, WHISPERING SANDS	B. Vaughn	Dot	60
86.	AUTUMN LEAVES	R. Charles	M-G-M	—
86.	GOODBYE TO ROME	G. Gibbs	Mercury	—
88.	SIXTEEN TONS	J. Desmond	Coral	65
88.	OO BANG	Doris Day	Columbia	—
88.	ROCK AROUND THE CLOCK	B. Haley	Decca	—
91.	WEDDING	Chordettes	Cadence	—
91.	TEXAS LADY	L. Paul & M. Ford	Capitol	—
93.	ROCK A BEATIN' BOOGIE	B. Haley	Decca	67
93.	SUDDENLY THERE'S A VALLEY	J. Stafford	Columbia	77
93.	IF YOU DON'T WANT MY LOVE	J. P. Morgan	Victor	94
93.	CROCE DI ORO (CROSS OF GOLD)	P. Page	Mercury	44
93.	KEY TO MY HEART	R. Clooney	Columbia	82
93.	AIN'T THAT A SHAME?	P. Boone	Dot	—
93.	TEEN-AGERS WALTZ	E. Howard	Mercury	91
93.	C'EST LA VIE	S. Gale	Victor	99
93.	ZAMBESI	L. Busch	Capitol	—

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.



BONNIE LOU
MISS THE LOVE

(THAT I'VE BEEN DREAMING OF)
 King 1506

DADDY-O
 King 4835

BOYD BENNETT

MY BOY—FLAT TOP
 King 1494

SEVENTEEN
 King 1470

OTIS WILLIAMS and his
NEW GROUP

THAT'S YOUR MISTAKE

b/w
Too Late I Learned
 DeLuxe 6091

BUBBER JOHNSON
COME HOME
 King 4822

LITTLE WILLIE JOHN
NEED YOUR LOVE SO BAD

b/w
HOME AT LAST
 King 4841

ALL AROUND THE WORLD
 King 4818

ROCK BROTHERS
DUNGAREE DOLL
 King 4851

NEW RELEASES!!

BOYD BENNETT
RIGHT AROUND THE CORNER
PARTNERS FOR LIFE
 King 4874

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

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

KING RECORDS



meet
magnetic
MEG MYLES

Capitol's gorgeous new singing sensation!
You'll be seeing a lot of her



...and here's her terrific debut record

**WILL YOU SHED
A TEAR FOR ME
SING ON BABY**

Record No. 3330



PERSONAL MANAGEMENT: RED DOFF



The Billboard Music Popularity Charts **POPULAR RECORDS**

Review Spotlight on . . .

RECORDS

TENNESSEE ERNIE FORD . . . Capitol 3343 **THAT'S ALL**
(American, BMI)

Some great preachments on "Changin' Your Way of Livin'," a top performance by the showmanly pipes and a very classy backing add up to a winning successor to "16 Tons." This one could easily go all the way. Flip is "Bright Lights," a pleasant ballad with that old-fashioned flavor.

LES BAXTER ORK . . . Capitol 3336 **THE POOR PEOPLE OF PARIS**
(Connelly, ASCAP)

THEME FROM "HELEN OF TROY"

Two most impressive sides by the Baxter crew figure to set the coins a-jingling. The "Paris" side is happy, bright and infectious orking while the theme music is lush, elegant mood music of a very high order. Both sides have what it takes.

JULIUS LA ROSA . . . RCA Victor 6416 . . . **LIPSTICK AND CANDY AND RUBBER-SOLE SHOES** (Jimskip, BMI)

La Rosa's initial outing under the Victor seal is an auspicious one. It's strictly tailored for the teen-agers in an idiom similar to "Dungaree Doll." The swiny beat and smart arrangement teamed up with this top performance spell lots of action. Flip is "Winter in New England," a tasteful, romantic ballad (Bourne, ASCAP).

DON CORNELL . . . Coral 61584 **TEENAGE MEETING**
(Wemar, BMI)

I STILL HAVE A PRAYER (Vim, ASCAP)

Cornell flashes the ingredients for hitdom in two fine change-of-pace sides. On top is a wild and wooly rock and roll item that is bound to have its effect on the 'teen set. The "Prayer" side is a slow but inspiring ballad with religious overtones.

Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

LOU BUSCH ORK
11th Hour Melody **80**

CAPITOL 3349—Here's a lush and powerful interpretation of a fine romantic melody. Busch's classy 88'ing gives an almost concerto-like quality. Chorus adds to the hand-holding atmosphere. Could give the Hibbler version a battle.

Mademoiselle From Paris **72**
This is a bouncy, saucy little tune about a gay Mam'selle. Male vocal group sells the ditty nicely.

CARMEN McRAE
Come Down to Earth, Mr. Smith **78**

DECCA 29793—Smart, swiny tune is a fine vehicle for the gal. Jocks should wear it thin, and sales could result. (Evans, ASCAP)

I Guess I'll
Dress Up for the Blues **74**
Bluesy tune is from the flick "The Square Jungle." It's related to "One for My Baby," and the great jazz thrush sells all there is of it. (Northern, ASCAP)

EDDIE CONSTANTINE
L'Homme Et L'Enfant **78**

KAPP—Constantine is an American who went to France and attained stardom with this French adaptation of an American song—"Little Boy and the Old Man." It is beautiful and touching, and the language barrier isn't a serious handicap.

Les Trottoirs **66**
A tender, happy tune, also sung in French, rendered in an ingratiating manner by the pleasant-voiced balladeer.

DANNY KAYE AND DENA KAYE

Little Child **76**
DECCA 29806—One of the more attractive of the rash of new covers of this tune. Dena and her daddy do a warm and moving reading and will get their just share of air play. (Mayfair, ASCAP)

Laugh It Off Upsy Daisy **68**
A happy upbeat novelty with the two Kayes again collaborating. For the kiddies especially, this is a bright, enjoyable piece of wax. (Dena, ASCAP)

THE MODERNAIRES
Let's Dance Medley (Parts 1 and 2) **75**
CORAL 61568—The Modernaires

swing smoothly thru six Benny Goodman oldies one after the other, here: "Let's Dance," "Stompin' at the Savoy," "And the Angels Sing," "Sing, Sing, Sing," "Why Don't You Do Right" and "Goodbye." Their presentation has a warm, old-fashioned appeal, all the more so because of Sonny Burke's bouncy, Dixieland flavor backing. A fine juke box offering in view of the new BG flick. (Robbins, Mayfair, La Salle, Bregman, Vocco & Conn, ASCAP; E. B. Marks, BMI)

ROBERT CLARY
There Is No Cure for L'Amour **75**
EPIC 9142—A clever novelty in

BOYD BENNETT
Right Around the Corner **78**

KING 4874—A fine, swiny cover by the Rockets on the r.&b. tune. Singer Big Moe shouts an enthusiastic vocal. (Wemar, BMI)

Partners for Life **73**
Bennett himself sings a tender vocal on this honey-styled slow-paced r.&b. ballad. (Jay & Cee, BMI)

GISELE MacKENZIE
The Little Child **76**

VIK 0189—This mother and child dialog is based on the French tune "The Little Boy and the Old Man." There's a natural and sincere quality about it all which could win plenty of attention. (Mayfair, ASCAP)

Reserved **75**
Miss MacKenzie sings sweetly on this "Hard to Get" type love song. TV network kick-off could help swell demand. (Miller, ASCAP)

PEREZ PRADO ORK
Red River Valley—Mambo **76**

VICTOR 6375—Western oldie is taken as a cha cha cha actually. Band vocal is in English, while the orking is Prado at his most provocative. Fine novelty for pop spinners. (Southern, ASCAP)

Black Horse—Mambo **73**
Danceable mambo is loaded with attractive bongo sounds. Serviceable stuff. (Southern, ASCAP)

tango tempo. Robert Clary belts this out in fine fashion and it makes a likely candidate for deejay programming. (Shapiro-Bernstein, ASCAP)

Hotter 'n' a Pistol **75**
Another novelty with a fine satiric touch. Ditty is fashioned after the rock and roll category. Makes a good coupling. (Paxton, ASCAP)

JUNE VALLI
Madonna in Blue **75**

VICTOR 6402—An unusually pretty melody is sung in the thrush's typically intense style. Her strongest side of recent vintage. (Montauk, BMI)

While There's Time **73**

An excellent hunk of tune, with a lighter approach, but it isn't Miss Valli's cup of tea. (Paxton, ASCAP)

SUSAN HUNTER

Papa Papa **75**
DECCA 29792—One to watch. It's an effective reading of the folkish-flavored item. (Raphael, ASCAP)

Icicle **75**
Thrush has a cute piece of novelty material here. She does a bouncy version of the pretty ditty, with expert backing by Jack Pleis. (Sanjud, ASCAP)

LOU MONTE

Posy Tall **75**
VICTOR 6403—Steve Allen borrowed a few bars from "Under the Double Eagle" for this rock and roll fabrication. Appealing little item done nicely by Monte. (Rosemeadow, ASCAP)

Nina, the Queen of the Teeners **73**
Still another eulogy to a teen-age queen, this one being classier than most of those previously cited (the girl, that is). Fair enough rock and roll fare. (Jungnickel, ASCAP)

ELLA MAE MORSE

Give Me Love **75**
CAPITOL 3320—The Cindy Walker opus is awarded a bouncy reading by thrush and ork. Has lots of spirit. (Hill & Range, BMI)

Won't You Listen to Me, Baby **73**
Cute rhythm side is projected forcefully by Ella Mae Morse. Kids in juke joints will like. (Danby, BMI)

JACKIE GLEASON ORK

You're My Greatest Love **75**
CAPITOL 3337—An atmosphere waxing, in the best mood-music tradition, with imaginative use of chorus and ork. It's an off-beat arrangement of the theme from the Gleason TV show. Capri in May **72**

Another fine waxing, beautifully rendered by ork and chorus.

DON CHERRY

Wanted Someone to Love Me **74**
DECCA 29807—Don Cherry does a very smooth vocal on this beguine-type tune. This side has class and is sure to get good exposure. (Myers, ASCAP)

The Thrill Is Gone **74**
A fine reading of the great standard. Like the flip, a strong side that bears strong exposure. (Harms, ASCAP)

RAY ANTHONY ORK

Madeira **74**
CAPITOL 3335—A bright South-of-the-border opus, happily played by the Anthony ork, with strong vocal assist (without lyrics) by the chorus. Deejays will find this great change-of-pace program material, and it should sell more than a few copies.

Show Me the Way to Go Home **72**
The familiar evergreen is rubbed nice and shiny in this refreshing slice of wax. Should be profitable in many, many jukes for this staple.

AMBROSE ORK

Bluebell **74**
M-G-M 12171—The veteran English ork contributes a lilting listenable instrumental treatment of an infectious theme. Percy Faith also has the tune on wax, tho, and his version is still the one to beat. (Hollis, BMI)

Marching Through Georgia **71**
A swiny, thoro pleasant instrumental interpretation of the Civil War march. (Hollis, BMI)

BARRY GORDON

Rock Around Mother Goose **74**
M-G-M 12166—The seven-year-old star swings his way thru the successor to "Nuttin' for Christmas." Emulation of the rock and roll style is slightly disturbing, but the kick-off on the Como show should bring spins.

Seven **71**
More of the rock and roll motif here. Style and lyric seem in questionable taste for the pink-cheeked lad.

TOMMY CHARLES

If You Were Me **74**
DECCA 29717—This country weeper gets a strong pop delivery by Tommy Charles, with pop-styled backing. Hybrid, but some of these have done well lately. (Cedarwood, BMI)

Our Love Affair **70**
Charles does this well, but the material has not the strength of the flip. (Cornell, ASCAP)

EDDIE BALLANTINE

(My Home Is) Ohio **73**
WING 90048—Amiable group warbling a leisurely paced, bouncy tune with a sentimental, old-fashioned beat and excellent, infectious solo work by the veteran banjo artist Ballantine. Good juke wax. (Random, ASCAP)

Raggin' the Banjo **73**
Same comment. (Frederick, BMI)

DANNY KAYE

My Heart Knows a Lovely Song **73**
DECCA 29719—From his picture, "The Court Jester," Kaye sings one of the gayest tunes with his characteristic whimsy. The whistled refrain is an ear-catching gimmick that is a commercial asset. (Dena, ASCAP)

Where Walks My True Love? **71**
From the same picture, a quiet ballad rendered thoughtfully and with much feeling. His fans will get a boot out of this pretty material. (Dena, ASCAP)

RAY ANTHONY ORK

Rockin' Through Dixie **73**
CAPITOL 3319—Big, brassy instrumental builds to exciting climaxes and should prove attractive to band fans. As good for listening as for dancing. (Alamo, ASCAP)

Bullfighter's Lament **71**
A good display effort for the band, with the brass wailing the theme around a "Bolero"-like beat in the rhythm section. This one's best for listening. (Moonlight, BMI)

(Continued on page 64)

Take a good look at this one...

Deed IOIO

"SUCH A DAY" with RITA RAINES

DEED RECORDS

54 W. Randolph St. Chicago, Ill.

The Most!

SARAH

VAUGHAN

S I N G S

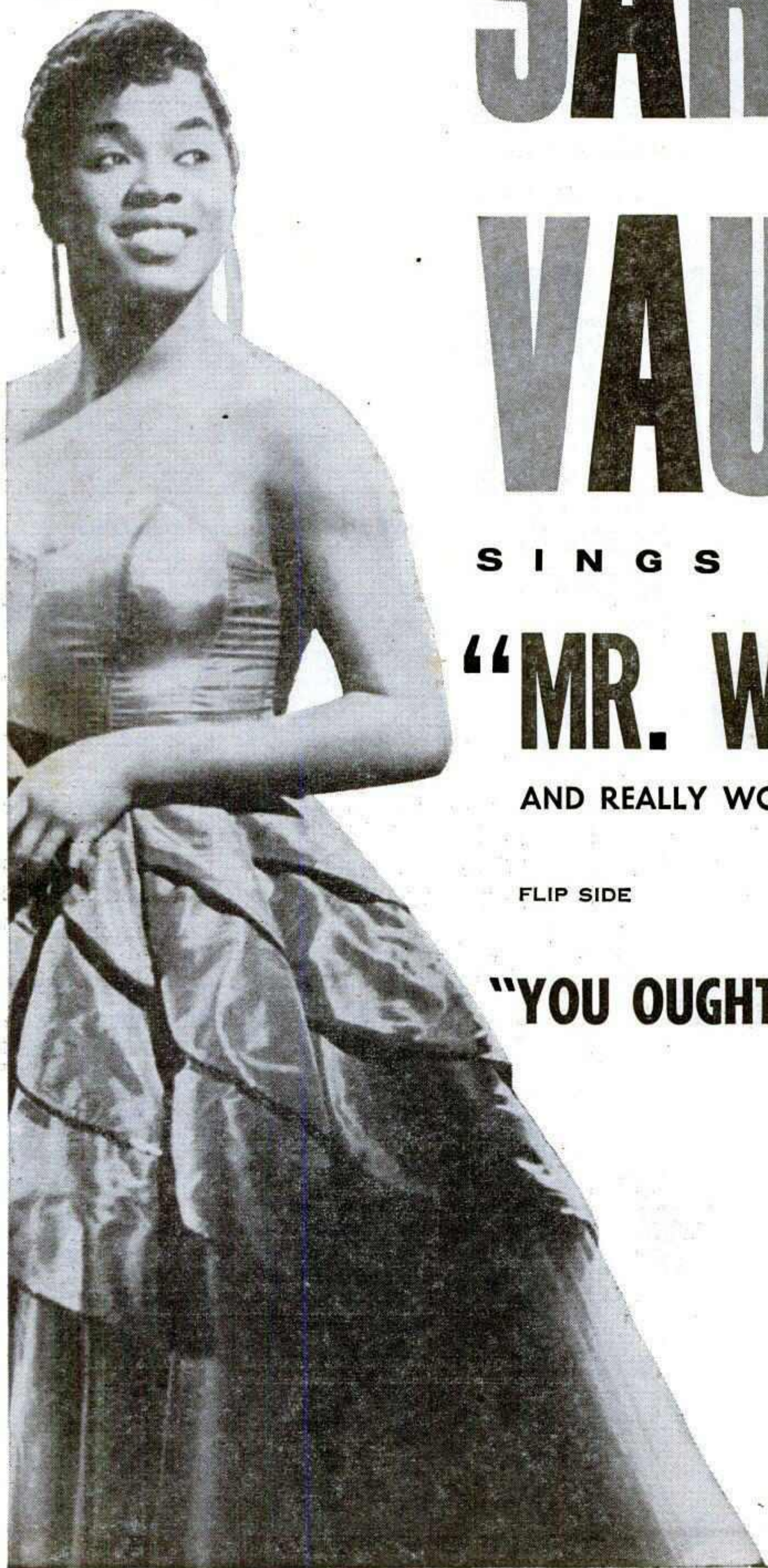
"MR. WONDERFUL"

AND REALLY WONDERFUL IT IS!

FLIP SIDE

"YOU OUGHT TO HAVE A WIFE"

MERCURY 70777



2 BIG COUNTRY NUMBERS

The Carlisles'



"RUN BOY"

c/w

"Dangerous Crossing"

70754

ROY MOSS
singing

"YOU'RE MY BIG BABY NOW"

c/w

"YOU NEARLY LOSE YOUR MIND"

70770



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending January 18

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. SIXTEEN TONS (BMI)—Tennessee Ernie.....	1	12
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	2	19
If You Were Me (BMI)—Dec 29662		
3. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	4	6
Missing You (BMI)—Dec 29755		
4. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner..	5	9
Let's Squiggle (BMI)—Vic 20-6289		
5. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley.....	3	20
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
6. WHY, BABY, WHY? (BMI)—G. Jones.....	7	7
Seasons of My Heart (BMI)—Starday 202		
7. JUST CALL ME LONESOME (BMI)—E. Arnold....	6	24
That Do Make It Nice (BMI)—Vic 20-6198		
7. TROUBLE IN MIND (ASCAP)—E. Arnold.....	—	1
When You Said Goodbye (BMI)—Vic 20-6365		
9. BEAUTIFUL LIES (BMI)—J. Shepard.....	8	12
I Thought of You (BMI)—Cap 3222		
10. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers.....	—	1
In The Middle of Nowhere (BMI)—Cap 3300		
11. I FEEL LIKE CRYIN' (BMI)—C. Smith.....	11	7
You're Free to Go (ASCAP)—Col 21462		
12. ALL RIGHT (BMI)—F. Young.....	9	26
Go Back You Fool (BMI)—Cap 3169		
12. IT'S A GREAT LIFE (BMI)—F. Young.....	—	7
For the Love of a Woman Like You (BMI)—Cap 3258		
12. YOU AND ME (BMI)—R. Foley & K. Wells.....	—	1
No One But You (BMI)—Dec 29740		
15. RICHEST MAN (BMI)—E. Arnold.....	14	12
I WALKED ALONE LAST NIGHT (ASCAP)—Vic 20-6200		
15. I'VE KISSED YOU MY LAST TIME (BMI)—K. Wells.....	11	7
LONELY SIDE OF TOWN (BMI)—Dec 29728		

• Most Played in Juke Boxes

For survey week ending January 18

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.

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1. SIXTEEN TONS (BMI)—Tennessee Ernie.....	1	10
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2. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	2	17
IF YOU WERE ME (BMI)—Dec 29662		
3. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	5	3
Missing You (BMI)—Dec 29755		
4. JUST CALL ME LONESOME (BMI)—E. Arnold....	4	22
That Do Make It Nice (BMI)—Vic 20-2198		
5. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley.....	3	11
Mystery Train (BMI)—Vic 20-6357-Sun 223		
6. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner..	5	7
Let's Squiggle (BMI)—Vic 20-6289		
7. WHY, BABY, WHY? (BMI)—G. Jones.....	8	11
Seasons of My Heart (BMI)—Starday (202)		
8. YOU'RE FREE TO GO (BMI)—C. Smith.....	7	3
I FEEL LIKE CRYIN' (BMI)—Col 21462		
9. BEAUTIFUL LIES (BMI)—J. Shepard.....	10	8
I Thought of You (BMI)—Cap 3222		
9. ONLY YOU—C. Walker.....	—	1
You Can't Get There From Here—Dec. 29715		
9. WHAT AM I WORTH? (BMI)—G. Jones.....	—	1
Still Hurtin' (BMI)—Starday 216		

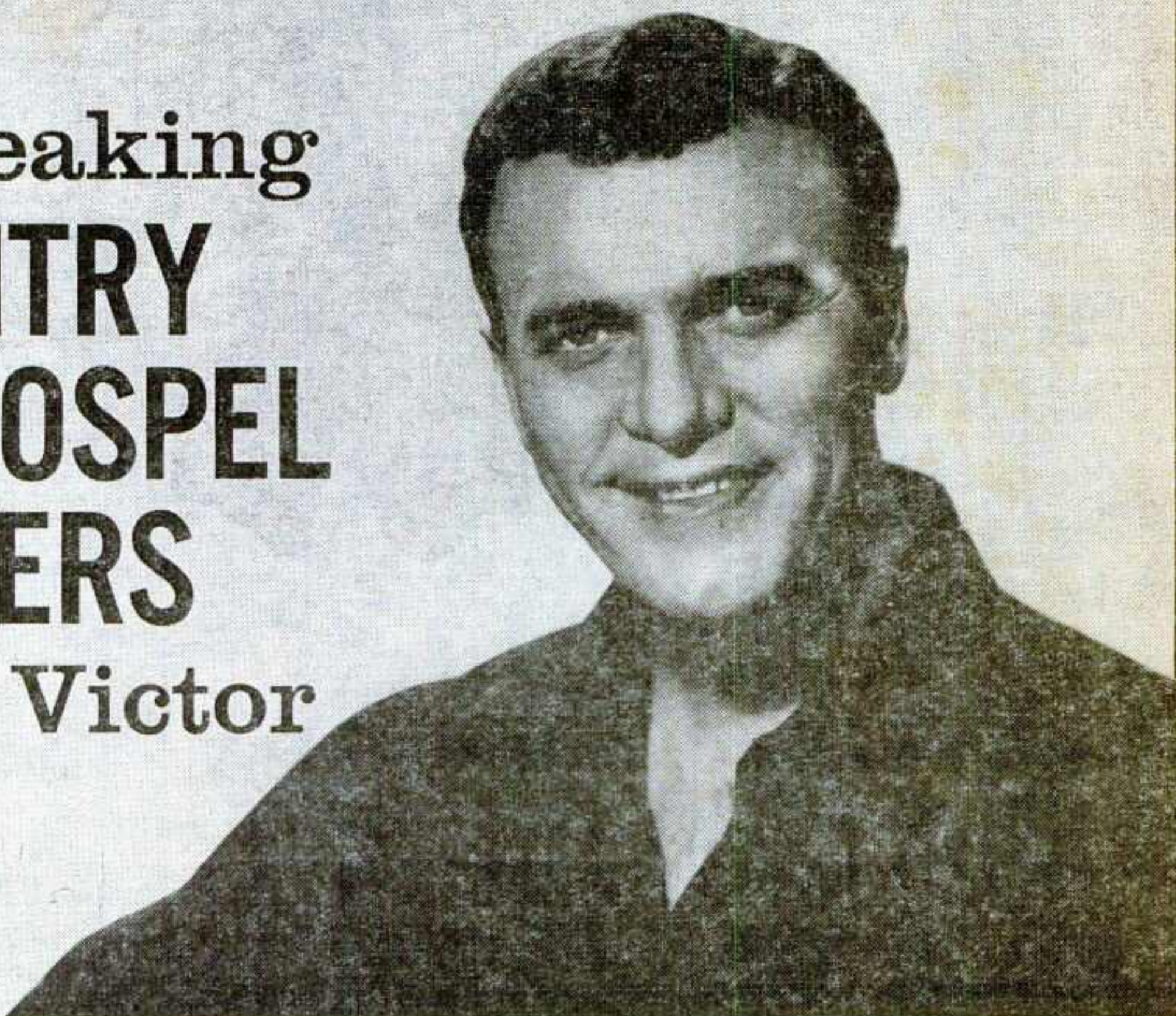
• Most Played by Jockeys

For survey week ending January 18

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

This Week	Last Week	Weeks on Chart
1. SIXTEEN TONS—Tennessee Ernie.....	1	11
Cap 3262—BMI		
2. LOVE, LOVE, LOVE—W. Pierce.....	2	18
Dec 29662—BMI		
3. WHY, BABY, WHY?—R. Sovine & W. Pierce.....	3	7
Dec 29739—BMI		
4. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers.....	9	3
Cap 3300—BMI		
5. EAT, DRINK AND BE MERRY—P. Wagoner.....	5	9
Vic 20-6289—BMI		
5. IT'S A GREAT LIFE—F. Young.....	6	9
Cap 3258—BMI		
7. I FORGOT TO REMEMBER TO FORGET—E. Presley.....	4	16
Vic 20-6357, Sun 223—BMI		
8. JUST CALL ME LONESOME—E. Arnold.....	11	22
Vic 20-6198—BMI		
9. YOU'RE FREE TO GO—C. Smith.....	7	8
Col 21462—ASCAP		
10. RUN BOY—R. Price.....	10	3
Col 21474—ASCAP		
11. WHY, BABY, WHY?—G. Jones.....	7	8
Starday 202—BMI		
12. I FEEL LIKE CRYIN'—C. Smith.....	12	5
Col 21462—BMI		
13. YOU'RE NOT PLAY LOVE—Wilburn Brothers.....	13	2
Dec 29747		
14. THIRTY DAYS—E. Tubb.....	—	9
Dec 29731—BMI		
15. ALL RIGHT—F. Young.....	14	24
Cap 3169—BMI		

Fast Breaking
**COUNTRY
 POP & GOSPEL
 SELLERS**
 on RCA Victor



EDDY ARNOLD

Do You Know Where God Lives?
 Bayou Baby
 20/47-6407



**MARTHA
 CARSON**

I Want to Rest a
 Little While
 David and Goliath
 20/47-6413



**POPPA
 JOHN
 GORDY**

Moritat
 Annabelle
 20/47-6419



**GEORGE
 BEVERLY
 SHEA**

He Was There
 Known Only to Him
 20/47-6414



**THE
 SPEER
 FAMILY**

Someday There'll
 Be No Tomorrow
 Just Take It to Jesus
 20/47-6415



The nation's greatest
new Country & Western team!



THE LOUVIN BROTHERS

I DON'T BELIEVE
YOU'VE MET MY BABY

RECORD NO. 3300



The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Wesley Rose, of Acuff-Rose Publications, Nashville, has just signed Johnnie and Jack and Kitty Wells to an exclusive writer's contract under a three-year pact. . . . Jim Reeves (RCA Victor) is out with a new release that should pay out a socko follow-up to his current high-riding "Yonder Comes a Sucker." New one is tagged "If You Were Mine," with the flipside "That's a Sad Affair." . . . Eddy Noack, writer of "These Hands," is back in the States for a few weeks, on leave from the Army in Germany. He put in most of last week cutting some new ones for the Starday label.

Wanda Jackson, following her current trek thru New Mexico, checks in with "Ozark Jubilee," Springfield, Mo., for a two-week stay. From Springfield, she heads for South Carolina. Wanda has a new release coming up around February 1. . . . Tex Williams and His Great Western Dance Band are now appearing each Friday and Saturday night at Riverside Rancho on Los Angeles' Riverside Drive. Appearing with Tex and the crew are Hank Penny, Sue Thompson, Walkin' Charlie Aldrich, Dorene Dare, Oklahoma Jimmy Widner, Bob Morgan and the West Virginia mountain boy, Frank Simon. Splitting the musical honors with the Williams band last Saturday (21) were Bob Wills and His Texas Playboys.

Martha Carson guestars on the "Perry Como Show" over the NBC-TV network next Saturday (28), along with Eddie Fisher, Jaye P. Morgan, Kay Starr and Julius LaRosa. She will sing selections from her new RCA Victor album, "Journey to the Sky." . . . R. H. (Bob) Burrell, Capitol Records' c.&w. impresario, with headquarters in Atlanta, was a Cincinnati visitor last week, where he cut up jackies with Hugh Cherry, WLW's "Midwestern Hayride" emcee; visited with WCKY's Nelson King, and dickered with Bert Somson, headman of WLW Promotions, Inc., with the hopes of landing some Capitol country & western talent on future "Hayride" TVings.

Eddie Hill (RCA Victor), WSM deejay and "Grand Ole Opry" performer, has been named by WSM-TV production heads to take over the starring spot on the station's "Adventure Theater." Billed as Cowboy Eddie, he will have the task of telling the young listeners to the highly rated TV feature about the two films offered daily on the show. . . . Curtis Gordon, now in the Army, was special guest of Ray Price and T. Tommy Cutrer at "Breakfast at the Grand Ole Opry" from WSM's Auditorium, Nashville, January 14. Eddie Hill is still starred on the breakfast seg. . . . Judy Lynn, now residing in Nashville, was guest on "Grand Ole Opry" January 14, and the week before guested with Webb Pierce on the latter's ABC-TV "Ozark Jubilee" session from Springfield, Mo. Lynn is managed by John Kelly, who also holds the managerial reins on Lonzo and Oscar.

Ferlin Huskey appears for Don Larkin at the Terrace Ballroom, Newark, N. J., February 5. . . . Bill Carlisle is skedded for a week's swing thru Louisiana with Red Smith, of WBOK, New Orleans. . . . Failing to arrive at a satisfactory contractual arrangement for the new year, Tom Edwards has resigned as emcee of "Circle Theater Jamboree," Cleveland. He has plans for launching his own jamboree elsewhere in that city and do his own booking.

• This Week's Best Buys

SO DOGGONE LONESOME (Hi Lo, BMI)

FOLSOM PRISON BLUES (Hi Lo, BMI)—Johnny Cash—Sun 232

After a very successful run with "Cry, Cry, Cry," Cash is pushing ahead with a new release. Already one of the top records in Memphis, this disk has also been moved in substantial quantities in Nashville, New Orleans, Durham, Richmond and Dallas. Preference as to side is almost evenly split. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

EDDY ARNOLD

Bayou Baby (American, BMI)

Do You Know Where God Lives? (Towne, ASCAP)—RCA Victor 6407—Eddy Arnold seemingly can't miss, and this disk should chalk up as noteworthy: a sales record as his past efforts, which is to say, great: "Bayou Baby" is a pretty-Creole-flavored lullaby (with strong pop potential) which Arnold sings with sincerity and tenderness; while the flip spotlights an inspiring performance on an excellent sacred theme with a sure, happy beat.

TALENT

JIMMY MURPHY

I'm Looking for a Mustard Patch (Acuff-Rose, BMI) Here, Kitty, Kitty (Acuff-Rose, BMI)—Columbia 21486—Murphy bounces thru here with two of his own clever cleffings. The novelty on top has some salty moments and some wonderfully styled harmonica and old-fashioned guitar sounds. On the flip it's some fast moving blues material. A fine talent is on display here.

SACRED

RED FOLEY

Someone to Care (Jimmy Davis, BMI)

I See God (Bloom, ASCAP)—Decca 29775—Here are two excellent sacred sides. "Someone to Care" is a moving sacred theme with effective lyrics penned by ex-Governor Jimmy Davis and a smooth, sincere warbling job by Foley. The flip spotlights another warmly reverent performance by Foley on a very appealing song.

• C & W Territorial Best Sellers

For survey week ending January 18

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. Sixteen Tons, T. Ernie, Cap.
2. Eat, Drink and Be Merry P. Wagoner, Vic.
3. It's a Great Life, F. Young, Cap.
4. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
5. Just Call Me Lonesome, E. Arnold, Vic.
6. Richest Man, E. Arnold, Vic.

Charlotte

1. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
2. Love, Love, Love, W. Pierce, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. I Forgot to Remember to Forget E. Presley, Sun
5. Eat, Drink and Be Merry P. Wagoner, Vic.
6. I Feel Like Cryin', C. Smith, Col.
7. You're Free to Go, C. Smith, Col.
8. All Right, F. Young, Cap.

Dallas-Fort Worth

1. Love, Love, Love, W. Pierce, Dec.
2. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
3. I Forgot to Remember to Forget E. Presley, Sun
4. Sixteen Tons, T. Ernie, Cap.
5. Why, Baby, Why?, G. Jones, Sdy.
6. Croce Di Oro (Cross of Gold) R. & B. Foley, Dec.
7. I Don't Care, W. Pierce, Dec.
8. Look Around, Wilburn Brothers, Dec.

Houston

1. Why, Baby, Why? G. Jones, Sdy.
2. What Am I Worth?, G. Jones, Sdy.
3. Only You, Only You, C. Walker, Dec.
4. Trouble in Mind, E. Arnold, Vic.
5. Sixteen Tons, T. Ernie, Cap.
6. Eat, Drink and Be Merry P. Wagoner, Vic.
7. Love, Love, Love, W. Pierce, Dec.
8. Just Call Me Lonesome E. Arnold, Vic.
9. There's Only One You, J. Work, Dot
10. His Hands, T. Ernie, Cap.

Tom continues his deejay chores at WERE, Cleveland. Danny Ford, WJW, Cleveland, has succeeded Edwards as "Circle" emcee. Rest of show remains the same, with Tex Clark, program director and booker, and the Hall Brothers, Circle Playhouse, the Wix Family and Diane Gray, who are supplemented weekly by guest acts.

Web Pierce appeared as guestar on "Big D Jamboree," Dallas, last
(Continued on page 61)

Memphis

1. You and Me, K. Wells & R. Foley, Dec.
2. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
3. So Doggone Lonesome, J. Cash, Sun
4. Sixteen Tons, T. Ernie, Cap.
5. Ever So Often, G. Morgan, Col.
6. Cry, Cry, Cry, J. Cash, Sun

Nashville

1. Sixteen Tons, T. Ernie, Cap.
2. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
3. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
4. Eat, Drink and Be Merry P. Wagoner, Vic.
5. Love, Love, Love, W. Pierce, Dec.
6. Trouble in Mind, E. Arnold, Vic.
7. I Feel Like Cryin', C. Smith, Col.
8. I Forgot to Remember to Forget E. Presley, Sun

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Eat, Drink and Be Merry P. Wagoner, Vic.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. Why, Baby, Why?, G. Jones, Sdy.
5. It's a Great Life, F. Young, Cap.
6. I'll Be Gone, T. Collins, Cap.

Richmond, Va.

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
4. Lonely Side of Town, K. Wells, Dec.
5. I Hear You Knockin', M. Wiseman, Dot
6. Richest Man, E. Arnold, Vic.

St. Louis

1. Sixteen Tons, T. Ernie, Cap.
2. Trouble in Mind, E. Arnold, Vic.
3. Why, Baby, Why?, G. Jones, Sdy.
4. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
5. Cry, Cry, Cry, J. Cash, Sun
6. I Forgot to Remember to Forget E. Presley, Sun
7. Love, Love, Love, W. Pierce, Dec.

New From VIDOR

ANITA CARTER
"FALSE HEARTED"
Victor 6364

JOE MAPHIS
(King of the Strings)
"FIRE ON THE STRINGS"
Col. 21479

VIDOR PUBLICATIONS
5927 Sunset Blvd.
Hollywood 28, Calif.
D. J. RECORDS AVAILABLE

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Reviews of New C & W Records

FERLIN HUSKEY
Sinful Secret 80
CAPITOL 3316—Another tome of the bleeding heart gets an expressive reading. Huskey sings in great weeping style. (Central, BMI)
Slow Down, Brother... 76
Huskey delivers some cute novelty lyrics about the perils of speed on the highway. Has plenty of appeal. (Milene, ASCAP)

ROSE MADDOX
THE DAVIS SISTERS
Don't Take Him for Granted..... 78
VICTOR 6409—A strong weeper with a good melody line and lyrics. The Sisters perform it with a fine full sound. Will get strong exposure. (Trinity, BMI)
Blues for Company... 75
This country blues has a slow persistent beat and a haunting quality. Makes a strong coupling. (Valley, BMI)

BID KING AND THE FIVE STRINGS
Purr, Kitty, Purr 78
COLUMBIA 21489—A catchy rhythm ditty is wrapped up in a showmanly vocal and instrumental treatment which is more r.&b. than c.&w. in style. The platter could move in several markets. Excellent juke fodder. (Peer, BMI)
Mama, I Want You... 75
An attractive vocal performance on a plaintive rhythm-novelty with some tricky talking-guitar work. (Peer, BMI)
Hey, Little Dreamboat 77
COLUMBIA 21490—The r.&b.-styled opus is handed a rousing reading by singer and string band. Miss Maddox shows unexpected qualities here and her fans will reach for the platter eagerly. Bears watching. (Gallo-Otis, BMI)
Tall Men... 73
Rose Maddox contributes a warm interpretation of the romantic ditty from the title flick. Happy listening and likely to win spins. (Robbins, ASCAP)

LEE EMERSON
So Little Time 76
COLUMBIA 21487 — The humor kinda sneaks into this true-to-life one-sided conversation with the new bride. Emerson's warble of his own material is just right. This should win support on all fronts. (Blackwood, BMI)
Thank You, My Darlin'... 73
Serious stuff here, sincerely expressed. (Golden West, BMI)

JIMMIE RODGERS
Daddy and Home 76
VICTOR 6408—A reissue of one of Rodgers' great sides, recorded in the 1930's. The sound is very good—better than on the old 78's. A very attractive item, and likely to get strong decay play. (Peer, BMI)
Never No Mo' Blues... 76
Another great one of the same vintage, expertly reprocessed. This one sounds like it has additional instrumentation dubbed in. Deejays and fans will love it. (Peer, BMI)

THE FARMER BOYS
Charming Betsy 76
CAPITOL 3322—A lively side about Betsy's charms, with rollicking string backing. The boys have a real country sound, and the ditty is decidedly folk-flavored. Watch it. (Cole, BMI)
Flip Flop... 76
Another solid side, with a novelty-touched lyric and some folk quality. Another to watch. (Central, BMI)

RUSTY AND DOUG
Let's Stay Together 76
HICKORY 1042—The duo has an unusually potent piece of material in this upbeat ditty, and they ride it for all it's worth. Good commercial potential. (Acuff-Rose, BMI)
Honey, Honey... 73
A fast rhythm novelty that also gets a smooth close harmony job from the boys. Both are good juke box entries. (Acuff-Rose, BMI)

AL TERRY AND WILMA LEE
Not Anymore 74
HICKORY 1041 — Plaintive chant with an insistent beat makes for a listenable waxing, especially for rural juke. (Acuff-Rose, BMI)
We Make a Lovely Couple (You and I)... 72
The two-some dig in on a cute item

with a romantic slant. A pleasant etching. (Acuff-Rose, BMI)

CURLY HOLIDAY
Let's Play Sweethearts Again 74
KING 4871—A pretty, nostalgic tune about those hearts carved in the bark gets a warm and meaningful touch by the boy from Wheeling. (Overbrook, ASCAP)
You Can't Say I Didn't Try... 72
More impressive country wax in upbeat style. Guy has a most sincere sound. (Overbrook, ASCAP)

JIMMY DEAN
Freight Train Blues 74
MERCURY 70786—This is the kind of country blues that Jimmie Rodgers popularized, and it exerts a perennial appeal. Dean has fine material here, and he makes the most of it. (Alpine, BMI)
Glad Rags... 76
Both the lyric and tune shake down as a countrified "Darktown Strutters Ball." This is fast and funny and ought to fare well at the hands of the disk jockeys. (Red River, BMI)

WILMA LEE AND STONEY COOPER
I Want to Be Loved 73
HICKORY 1043—The duo hits a familiar groove here and they work up a lot of excitement by the climax. There is a good beat and plenty of fancy fiddling in the backing to make for a fine dance side. (Acuff-Rose, BMI)
Row Number Two, Seat Number Three... 72
Wilma Lee solos on this tear-jerker. The material is unusual and holds interest. Cooper and the Clinch Mountain Clan provide a lively background. (Acuff-Rose, BMI)

BILLY JACK WILLS BAND
All She Wants to Do Is Rock 73
M-G-M 12172—Wills has his better of two sides in this western rock and roll effort, but the entry will have a tough battle in this slowly revolving market. (Lois, BMI)
When a New Love Is Born... 68
"An old love dies," is the next line. Wills fails to put it over with maximum effectiveness. (Fairway, BMI)

POLLY O'NEAL AND JOE WOLVERTON
After Saturday Night 73
COLUMBIA 21482—Weeper about an overhead infidelity is warbled with feeling by Miss O'Neal to restrained backing. (Golden West, BMI)
I'm a Tired Woman... 67
Okay material, capably sung, but probably not due for much action. (Ridgeway, BMI)

PETE HUNTER
Bumble Some Place Else and Let Me Be 72
M-G-M 12173 — Novelty has its chuckle lines and Hunter handles them okay. A fair enough country side. (Acuff-Rose, BMI)
Where Can I Go But to You... 66
Hunter is less potent on this serious ditty. (Acuff-Rose, BMI)

GORDON TERRY
You'll Regret 71
COLUMBIA 21484—The singer reminds a girl of the avenging justice that overtakes those who stray from the moral code. Terry makes a strong impact with this unhappy message. (Cedarwood, BMI)
Hook, Line and Sinker... 68
Terry says that he was taken in by a girl's line. He has style and a sense of humor to put over the material capably.

THE TUNESMITHS
Outlaw 70
COLUMBIA 21485—Bouncy instrumental with some fancy guitar picking. (Blackwood, BMI)
Snowdeer... 70
More of the same, with the same pleasant beat as flip. (Blackwood, BMI)

JAMES O'GWYNN
Ready for Freddy 68
AZALEA 106—Cute novelty has a bouncy beat. Okay wax. (Newton, BMI)
Your Love Is Strong (But Your Heart Is Weak)... 67
Plaintive weeper is chanted ably in a high, piercing voice. Moderate appeal. (Newton, BMI)

FOLK TALENT AND TUNES

• Continued from page 60

Saturday (21). Also in as added feature the same night was Leon Payne. . . Jimmy and Johnny, of "Big D," have a new release on Decca called "Sweet-Singing Daddy." Ditty was penned by Webb Pierce. . . "Big D" guestar next Saturday (28) will be Carl Perkins (Sun), with George Jones set for the favored slot February 4 . . . Johnny Cash is the newest member of "Louisiana Hayride," Shreveport. . . Roy Acuff and his unit, Johnny and Jack and Kitty Wells played to a fat box office

at the Casino Theater, Toronto, January 12-19, according to personal manager Frankie More.

Set for "Circle Theater Jamboree," Cleveland, next Saturday (28) is Faron Young, with Hank Snow, George Morgan and Ferlin Huskey slated to follow on successive Saturdays. . . Don Law informs from Dallas that the next Columbia release on Jimmy Littlejohn, the Tall Texan, will

(Continued on page 63)

THE BEST COUNTRY MUSIC IN THE COUNTRY.....



FIRST TIME TOGETHER-
Wilma Lee
Al Terry

NOT ANYMORE

c/w

WE MAKE A LOVELY COUPLE

HICKORY 1041



THE LATEST BY THE HIT TEAM-
Rusty & Doug

"LET'S STAY TOGETHER"

c/w

"HONEY, HONEY"

Hickory 1042



IT'S NEW! IT'S GREAT!
Wilma Lee
Stoney Cooper

I WANT TO BE LOVED

c/w

ROW NUMBER TWO, SEAT NUMBER THREE

HICKORY 1043



A RED HOT ONE!
Jimmie Collie

NERO PLAYED HIS FIDDLE

(While Rome Burned)

c/w

EXCEPT

HICKORY 1040

Hickory RECORDS, Inc.
2510 FRANKLIN RD.
NASHVILLE 4, TENNESSEE

IF IT'S Hickory
IT'S GOOD COUNTRY

The Billboard Music Popularity Charts

R & B Territorial Best Sellers

For survey week ending January 18

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. Great Pretender, Platters, Mer.
2. Speedoo, Cadillacs, Jse.
3. Seven Days, C. McPhatter, Atl.
4. When You Dance, Turbans, Her.
5. Steamboat, Drifters, Atl.
6. Sugar Sweet, M. Waters, Chs.
7. Poor Me, F. Domino, Imp.
8. Witchcraft, Spiders, Imp.
9. Come Home, B. Johnson, Kng.

Charlotte

- 1. Great Pretender, Platters, Mer.
2. Seven Days, C. McPhatter, Atl.
3. Tutti Frutti, Little Richard, Spe.
4. Hands Off, P. Bowman-J. McShann, VJ
5. Speedoo, Cadillacs, Jse.
6. Witchcraft, Spiders, Imp.
7. I Wanna Do More, R. Brown, Atl.
8. Chicken and the Hawk, J. Turner, Atl.
9. Later Alligator, B. Charles, Chs.

Chicago

- 1. All Around the World, L. W. John, Kng.
2. Great Pretender, Platters, Mer.
3. When You Dance, Turbans, Her.
4. Painted Picture, Spaniels, VJ
5. Smokey Joe's Cafe, Robins, Ato.
6. Tutti Frutti, Little Richard, Spe.

Detroit

- 1. Great Pretender, Platters, Mer.
2. Tutti Frutti, Little Richard, Spe.
3. Need Your Love So Bad, L. W. John, Kng.
4. Come Home, B. Johnson, Kng.
5. Hands Off, J. McShann-P. Bowman, VJ
6. Seven Days, C. McPhatter, Atl.
7. Poor Me, F. Domino, Imp.
8. Speedoo, Cadillacs, Jse.

Los Angeles

- 1. Great Pretender, Platters, Mer.
2. Jivin' Around, E. Freeman, Cas.
3. Need Your Love So Bad, L. W. John, Kng.
4. Tutti Frutti, Little Richard, Spe.
5. Poor Me, F. Domino, Imp.
6. Only You, Platters, Mer.
7. Chicken and the Hawk, J. Turner, Atl.

New Orleans

- 1. Great Pretender, Platters, Mer.
2. Seven Days, C. McPhatter, Atl.
3. Feel So Good, Shirley & Lee, Ala.
4. Poor Me, F. Domino, Imp.
5. Morning, Noon and Night, J. Turner, Atl.
6. Play It Fair, L. Baker, Atl.

New York

- 1. Great Pretender, Platters, Mer.
2. Yes, Sir, That's My Baby, Sensations, Ato.
3. When You Dance, Turbans, Her.
4. Tutti Frutti, Little Richard, Spe.
5. Only You, Platters, Mer.
6. Speedoo, Cadillacs, Jse.
7. Seven Days, C. McPhatter, Atl.
8. April in Paris, C. Basie, Clf.
9. Cry Baby, Bonnie Sisters, Rbu.

Philadelphia

- 1. Great Pretender, Platters, Mer.
2. Come Home, B. Johnson, Kng.
3. Seven Days, C. McPhatter, Atl.
4. Adorable, Drifters, Atl.
5. Jivin' Around, E. Freeman, Cas.
6. Tutti Frutti, Little Richard, Spe.

St. Louis

- 1. Great Pretender, Platters, Mer.
2. Feel So Good, Shirley & Lee, Ala.
3. Tutti Frutti, Little Richard, Spe.
4. Speedoo, Cadillacs, Jse.
5. April in Paris, C. Basie, Clf.
6. Sugar Sweet, M. Waters, Chs.
7. Smokey Joe's Cafe, Robins, Ato.
8. Ten Long Years, B. B. King, RPM

Washington, D. C.

- 1. Great Pretender, Platters, Mer.
2. Seven Days, C. McPhatter, Atl.
3. Tutti Frutti, Little Richard, Spe.
4. Hands Off, J. McShann-P. Bowman, VJ
5. Devil or Angel, Clovers, Atl.
6. When You Dance, Turbans, Her.
7. Poor Me, F. Domino, Imp.
8. I Hear You Knockin', S. Lewis, Imp.

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

Milton D. Smith, Miami's original "Fat Daddy," is now nameless. He will continue broadcasting over WMBM, however, and the station will conduct a big contest to get a suitable monicker for the deejay. Smith decided to drop the tag when his former station, WFEC, claimed ownership of the name and threatened suit. Says Smith, "WFEC registered the name. . . . It's going to be pretty hard to stop using a name that meant so much to me. . . . I want to thank all my friends and hope they continue to be my listeners no matter what name I use." Good luck in your contest, Smith, and here's hoping you come up with a sharp one!

Shaw Artists is now handling Little Richard's bookings in the East. As soon as the deal was worked out by Jack Archer, Shaw veepee, and Lillian Cumber, of Herald Attractions, the act was immediately set to headline the show at the Apollo Theater, New York, the week of February 17.

Ray Charles, coming into the New York territory starting February 11, will play spots here thru the end of the month. This will give a lot of fans in this territory the opportunity to see the great blues chanter and orkster. Not everyone realizes Charles has a real hip, swinging band that can play anything, including progressive jazz, and that he himself will sometimes leave the piano to take a blazing Charlie Parker-ish chorus on the alto sax.

The Cadillacs will join Ray Charles at the end of his Eastern trip—then they'll take off to play a series of one-nighters in the Elie Weinberg territory in Virginia and the Carolinas.

The Gale Agency has set a tour February 10 thru 22 for Roy Hamilton and a package including Shirley and Lee, Joe Jones and Erskine Hawkins' ork. Then Hamilton will open at the Flame, Detroit, for a week starting February 24. . . . Big Maybelle Smith is set for Mandy's, Buffalo, for two weeks starting February 7. . . . Sil Austin to the Esquire, Montreal, February 3 for two weeks. . . . On February 10 Little Walkin' Willie moves into the Esquire for two weeks. . . . The Drifters are set for the Royal Theater, Baltimore, Febru-

ary 10, and the Apollo, New York, one week later. . . . Chuck Berry into the Savoy Ballroom, Los Angeles, February 10 thru 12. . . . Bobby Charles to the Ebony Club, Houston, February 17 for three days. . . . The El Dorados play a week of one-nighters in New Jersey starting February 13. . . . Eddie (Lockjaw) Davis will go into the Crossing Inn, Trenton, N. J., February 10 for three days.

We're getting more reports about Acey Boy, deejay on WIVK, Knoxville. Boy is playing a lot of cool music that the cats dig. . . . Big Walter Price has had his initial record session on Peacock. Don Robey, head of Peacock-Duke, is living it up. He got the limit—or, as the country folk would say, all the law allows—of deer and wild turkey.

Joe Bihari, of the Modern-RPM-Flair labels, tied the knot in Hollywood last week and is off on a month's honeymoon. . . . Leonard Chess, Chess and Checker Records, has completed a two-week stay here during which he added a number of new artists and recorded more than two dozen sides. . . . "Rock Around the Clock" currently being filmed at Columbia, is just about completed. Disk jockey Alan Freed basked in the sun at Palm Springs after completing his sequences. . . . Despite the controversial nature of the recording Dootsie Williams, president of Dootone Records, reports he is receiving excellent air play on "The Death of Emmet Till." . . . Al Hibbler, headlining the current show at the downtown Paramount, ringing up top grosses.

As a result of the reaction received at the pre-Christmas booking of an all gospel show at the Apollo Theater, New York, Lillian Cumber, Herald Attractions, reports she's lined up similar units to play theater dates this coming Easter. Troupe will include Brother Joe May, the Blind Boys of Mississippi, the Pilgrim Travelers and the Caravan Singers. . . . Fats Domino inked for four appearances in Los Angeles this year, all at the 5-4 Ballroom. . . . Maxwell Davis ork renewed for the Hunter Hancock "Rhythm and Blues" teleshow via CBS. Plans are in the works to syndicate the show nationally.

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending January 18

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 throught the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 R&B records like 'I'm Just a Dancing Partner' and 'Tutti Frutti'.

Most Played in Juke Boxes

For survey week ending January 18

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 juke box records like 'Great Pretender' and 'Hands Off'.

Most Played by Jockeys

For survey week ending January 18

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 jockey radio records like 'Great Pretender' and 'Seven Days'.

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SAVOY SAVOY THE BIG 3 "MR. MOON" 5 PENNIES—Savoy 1182 "SITTIN' IN THE DARK" NAPPY BROWN—Savoy 1176 "HOT ROD" HAL SINGER—Savoy 1179

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

This Week's Best Buys

DON'T BLAME IT ON ME (Reeve, BMI)

BO WEEVIL (Reeve, BMI)—Fats Domino—Imperial 5375

The automatic acceptance that has been reported on so many other Domino releases is the pattern that most markets are observing with this latest issue.

ILL BE HOME (Arc, BMI)—The Flamingos—Checker 830

Another fast mover. In the last two weeks it has come forward at a very brisk pace, and is now rated good to strong in New York, Baltimore, Philadelphia, Buffalo, Chicago, Milwaukee, Detroit, Nashville, St. Louis and Durham.

Reviews of New R & B Records

BUDDY JOHNSON ORK

I Don't Want Nobody (To Have My Love But You).....81 MERCURY 70775—Buddy plays a moody, rocking blues.

Doot Doot Dow.....74 An instrumental by the Johnson ork, with good sound and an imaginative arrangement.

PIANO RED

Jumpin' With Daddy.....79 GROOVE 0136—Piano Red plays up a storm on spirited, mostly-instrumental treatment of a bouncy little ditty with a solid beat.

She Knocks Me Out.....78 Sprightly "off the cuff" vocalizing sparked by zingy backing and Piano Red's showmanly way with the ivories.

MR. BEAR

Peek-a-boo.....78 GROOVE 0138—Happy, extroverted warbling on a humorous ditty, spotlighting a coy lyric exchange between Mr. Bear and his spouse.

The Bear Hug.....76 A wailing instrumental with stand-out solo work and smooth, attractive pacing. Good for jukes.

RUTH McFADDEN

Darling, Listen to the Words of This Song.....78 OLD TOWN 1017—The thrush sings this opus with uninhibited charm and interesting vocal styling.

Since My Baby's Been Gone.....74 Another good side. (Old-Town, BMI)

Such a Cutie.....72 The lusty-voiced thrush does about all that can be done with this so-so rock material.

Bring Me Love.....76 OKEH 7065—Good rock and roll side socked out by Benton. Can do okay if exposed.

Some of Best Friends.....75 Interesting piece of ballad material with a different twist, sung with great feeling by this most promising young warbler.

Romance in the Dark.....76 GROOVE 5004—Both these sides are re-issues, and they piled up considerable coin in their day back in the early forties.

Why Don't You Do Right?.....73 The original version of the sock blues ditty, which was a big hit for Peggy Lee and Benny Goodman a decade or so ago.

Bright and Early.....75 PREMIUM 402—What happens "before the break of day" gets a wild and rockin' explanation.

By My Side.....73 Gal, with a very impressive r.&b. flavor, slows the pace on this side but the sincere feeling drips thru in gobs.

Story of Love.....75 ALADDIN 3312—Sentimental hymn of love is sung with feeling by the group. They set a fine mood in this one, a waxing out of their former association with Aladdin.

Serve Another Round.....73 The Keys have an interesting side here, and it should win plenty of air play if promoted.

Rock 'n' Roll Call.....74 JUBILEE 5232—A sharp beat and good chanting make this a rollicking,

FOLK TALENT AND TUNES

Continued from page 61

be "It's Love" and "You're Not Going By Yourself," due out the first week in February. . . . The gospel-singing Blackwood Brothers are set for Pensacola, Fla., January 25; Waycross, Ga., 26; Tampa, 28; Winston-Salem, N. C., February 2; Greenville, S. C., 3; Atlanta, 4; Greenwood, Miss., 7; Little Rock, Ark., 9; Fort Worth, 10; Houston, 13, and Gulfport, Miss., 14.

Carl Stuart and his personal manager, Herb L. Shucher, put on one of their show-dance combinations at Hotel Brunswick, Boston, January 13, to a capacity crowd, with the result that they moved to larger quarters at Hotel Gardner, Boston, last Friday (20) for a similar venture.

Jimmy Newman's newest Dot releases, "Seasons of My Heart" and "Let's Stay Together," which is also out on the Hickory label by Rusty Doug, are due out this week.

Charline Arthur and Sonny James kicked off a Southern tour for A. V. Bamford last Thursday (19). Sonny is slated to head up an "Ozark Jubilee" seg over the ABC-TV network soon. . . . Frankie Starr's first on the Decca label is "That's the Way the Big Ball Bounces" b/w "I Don't Care What You Used to Be."

The State of Missouri's official publicity and promotion department gave considerable space in its January Newsletter to "Ozark Jubilee," describing the show as Missouri's "greatest new tourist attraction" and paying particular tribute to Ralph D. Foster, who heads up the operation. . . . Porter Wagoner departed on a five-week tour of the Deep South for A. V. Bamford, opening last Thursday (19) in Memphis.

The Kelleys, Don and Ben, who hail from Lexington, Ky., reportedly have a winner in their newest Republic waxing, "Leavin' Tennessee," b/w "Devil's Little Angel." Don writes most of their material. They have a new one coming out on Republic soon. . . . Ray Scrivner, of Murray Nash Associates, Nashville, reports that the firm is all hyped up with "Mail Order From Heaven," which has been receiving top ratings in the various journals. Nelson King has

attractive side. (Goday, BMI) Our Love.....74 This side is a slow tempo blues, well chanted by the Tunes, with a satisfying beat. (Dover, BMI)

ALONZO SCALES We Just Can't Agree.....74 WING 90049—Alonzo chants a satisfying blues. The performance and backing is Southern-styled, and has a relaxed quality. (Munson, BMI)

Hard Luck Child.....74 Same type blues and performance as the flip. (Munson, BMI)

THE EMPIRES Tell Me Pretty Baby.....74 WING 90050—The Empires ask the chick how she wants her loving done. It's a blues of the usual construction, and it gets a good performance. (Calvin, BMI)

By the Riverside.....73 A change of pace on this side. It's a tender ballad, done in the refined, somewhat feminine-mannered style popular today. (Westbury, BMI)

DELLA REESE Years From Now.....73 JUBILEE 5233—Della Reese gives a warm performance here. The tune is a classy item, out of the common groove. (Cue Music, BMI)

I've Got My Love to Keep Me Warm.....73 Thrush does the standard with drive and zest, in a slightly gimmicked style. (Irving Berlin, ASCAP)

RUDY MOORE My Little Angel.....73 FEDERAL 12253—Moore gives an impressive shouting, chanting blues effort on his first outing on the label. Fine low-down sound from the band helps. (Armo, BMI)

I'm Mad With You.....72 Moore ties into a good rockin' piece with a distinctly Southern flavor. Guy swings all the way on this. (Armo, BMI)

THE ORIOLES Don't Go to Strangers.....70 JUBILEE 5231—Here's a very tasteful cover of the pretty ballad. The lead singer does a bright performance. (Jefferson, ASCAP)

Angel.....68 A ballad of the pop type. Slow and moody is the reading. (Benell, BMI)

JIMMY NOLEN Strollin' With Nolen.....70 FEDERAL 12252—A jumping rhythm instrumental featuring riffs on guitar and tenor sax. Excellent juke box number. (Armo, BMI)

After Hours.....66 The guitar hits out on a funkier, more deliberate course here, but also has fine rhythm support. This blues is also an instrumental that will be inviting to dancers. It's not the old Erskine Hawkins hit, incidentally. (Popular, ASCAP)

THE MARVELLOS You're the Dream.....67 THERON 117—One of those quiet and refined ballads; but the material and performance is so celestial that the disk lacks brightness or pep. (Toole, BMI)

Calypso Mama.....63 This one was an attempt to get something out of the ordinary; but it succeeds in only being weird. (Toole, BMI)

LLOYD GLENN BAND Sunrise.....65 ALADDIN 3307—In this case the band consists strictly of piano and drums which pair up to get over some okay slow blues sounds. (Aladdin, BMI)

Tiddly-Winks.....63 The tempo is upped on this side but it's the same line-up which comes thru with similar results. (Aladdin, BMI)

Other Records Released This Week

Popular

All at Once You Love Her; Band of Gold—Michael Stewart, Bell 1114 Cry Me a River; It's Almost Tomorrow—Anne Lloyd, Bell 1113 Odra (Measles); Wynalczek (The Invention)—Marisha Data, Data 815

Review Spotlight on . . . RECORDS

CHUCK BERRY

No Money Down (Arc, BMI)

Down Bound Train (Arc, BMI)—Chess 1615—Berry's showmanly performance on the humorous talking-novelty "No Money Down" should pay off in plenty of juke and jockey play and cash-across-the-counter.

DINAH WASHINGTON

I Just Couldn't Stand It No More (Calvin, BMI)

The Show Must Go On (United, ASCAP)—Mercury 70776—Here are two great sides by the "Great Dinah," which should put her right back on the r.&b. charts, and should get some healthy pop action as well.

THE FIVE KEYS

You Broke the Rules of Love (Danby, BMI)—Capitol 3318—The group sells solidly on an appealing ballad with a steady, pulsating beat. This has plenty of play-potential and could break pop as well.

SPIRITUAL

REVEREND CLEOPHUS ROBINSON

I've Got a New Born Soul (Martin, BMI)

Room-Room (Savoy, BMI)—Peacock 1758—The Reverend Robinson creates a wonderful gospel tabernacle atmosphere on these two top flight sides. On the top he chants and shouts with tremendous fervor while in "Room-Room" he sings spiritedly of the City where there's room for all.

cut it for Mercury, and Marshall Pack for Lin.

When Gene Autry appears at Memorial Auditorium, Canton, O., next Tuesday (31), he will have with him his comedian, Pat Buttram; the

Cass County Boys, the Melody Ranch Boys; his arranger, Carl Cotner; the Promenaders, teen-age square dancers from "Ozark Jubilee," and, as guestar, TV Annie Oakley, Gail

(Continued on page 64)

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out next week . . . THE BILLBOARD'S 1956 SPOTLIGHT ON RHYTHM & BLUES RECORDS, TALENT AND TUNES A special section of the February 4 issue including useful lists and feature articles that review the progress and prospects in the field of Rhythm and Blues entertainment.

• **Reviews of New Pop Records**

• Continued from page 56

CLAIRE HOGAN
Come Down to Earth, Mr. Smith...73
M-G-M 12167 — The thrush sings attractively on a fine new ballad. The disk should pile up some play, but Carmen McRae's version will be hard to beat. (Evans, ASCAP)

Leroy...70
The gal belts across a bouncy rhythm novelty with a good r.&b. belt, but anti-rock and roll lyric sentiments. If the kids forgive the latter, they may go for the platter. Backing, appropriately enough is by Leroy Holmes. (Clover, ASCAP)

CHUCK NELSON
Slap Leather (The Song of the Gun)...73
ERA 1009—Nelson's fine pop baritone makes attractive spin fare of this gimmicked-up horse-opera anthem. Could have some moppet appeal,

what with the realistic gun shots and all. (Warman, BMI)

The Green Mountains...68
Western-pop type song is sung handsomely by the bari, but the flip should get the attention. (Warman, BMI)

EDDIE CONSTANTINE
L'Homme Et L'Enfant...73
KAPP 133—Constantine is an American who went to France and attained stardom with this French adaptation of an American song—"Little Boy and the Old Man." It is beautiful and touching, and the language barrier isn't a serious handicap.

Les Trottoirs...66
A tender, happy tune, also sung in French, rendered in an ingratiating manner by the pleasant-voiced balladeer.

BUBBER JOHNSON
Keep a Light in the Window for Me...72
KING 4872—The artist sings his own slow, teary-eyed tune with effective warmth, somewhat in the Nat Cole style. (Jay & Cee, BMI)

A Wonderful Thing Happens...70
Here's a pleasant-paced ballad piece that gets more of the same gentle treatment. (Lois, BMI)

NEAL HEFTI ORK
Perdido...72
EPIC 9843—Hefti turns out some neat swingin' dance material here as the band blows a slew of solid rhythmic sounds. (Tempo, ASCAP)

Lucky Duck...70
The hand jams in fine fashion here on a Hefti original. Impressive soloing swings from the wax. (Marguerita, ASCAP)

MILTON DeLUIG ORK
Jealousy...72
M-G-M 12170 — TV comic-musician DeLugg scores with some outstanding accordion solo work on this nicely understated instrumental wrap-up of exotic oldie. Should get some jockey play. (Harms, ASCAP)

Call Out the Engines...69
Raucous vocal work on a noisy novelty, complete with fire engine siren sound effects, and break-neck tempo. (Clover, ASCAP)

EDDIE ALBERT
Little Child...72
KAPP 134—Since this tune has been a hit in France, it doesn't need much of a case to revive it here. This is certainly a pleasant reading by Albert and Sondra Lee. Deejays will like it. (E. H. Morris, ASCAP)

Jenny Kissed Me...67
Albert is heard at his best in this folksy type ballad with an affectingly nostalgic flavor. The arrangement is lush and sets off the reading handsomely. (Dartmouth, ASCAP)

CLIFFIE STONE ORK
Milenberg Joys...71
CAPITOL 3323—Western styling of the Cliffie Stone band shines happily thru on this bouncy instrumental. Juke boxes ought to find it a good coin catcher. (Melrose, ASCAP)

Copenhagen...71
More in the same happy groove. Take your pick. (Melrose, ASCAP)

DICK ROMAN
Hold Me Forever...71
DOUBLE AA 117 — A competent reading of this ballad. (Dorsey, ASCAP)

Say the Word...71
Another fair side. A chorus accompanying Roman helps give the side a big sound. (Boland & Leng, ASCAP)

GORDON JENKINS ORK
How Do I Love You?...71
VIK 0190—Stuart Foster is the vocalist and he chants the tender opus with great feeling. A good entry that should earn some air attention. (Goday, BMI)

You're Not Alone...70
Pretty and sentimental, the ballad is showcased lushly by the Jenkins ork and the warm baritone of 'bob London. (Garlock-Sherer, BMI)

BANJO GEORGE TRIO
Tiger Rag...71
DECCA 29745—The great standard is done with plenty of beat and a style by the trio. Nice deejay programming item. (Feist, ASCAP)

China Boy...69
The oldie gets a bright performance. (Feist, ASCAP)

PAT BOLTON
The More I Go Out...70
With Somebody Else...70
JUBILEE 5229 — Intense, dramatic piping by Miss Bolton on a pretty ballad, with good lyrics. (Barton, ASCAP)

Don't Ask Me Why I Love You...69
An expressive reading by the canary of a moving ballad. (Essex, ASCAP)

THE TAYLOR MAIDS
Rock Island Shuffle...70
CAPITOL 3321—Rhythmic folk-style tune gets the swing-era treatment by the gal trio, a modern version of the Andrew Sisters. Good orking by Frank DeVol. (Folkways, BMI)

Yea, Man!...66
Swing age pseudo-spiritual gets an energetic going over, but the material has its limitations. (Leeds, ASCAP)

RAY MARCO
Abilene...70
HAVEN 108—Here's an inspirational hymn, with march beat, about Eisen-

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c/w
"You Tell Me Your Dream"
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• **Reviews of New Childrens Records**

FRANKIE LAINE WITH PAUL WESTON ORK
Robin Hood...77
COLUMBIA J 4-275—Laine offers a sprightly rendition of the oft-waxed tune. This one seems slated for the kiddies and should go well in that market. (Official, ASCAP)

Champion, the Wonder Horse...75
Hero of the TV series comes to life here in a stirring rendition by Laine and band directed by Paul Weston. (Walton, ASCAP)

• **Reviews of New Polka Records**

JOE JAROSZ ORK
Oj Dana Polka...62
JAY JAY 151—Routine polka, with the boys chanting a chorus.

Pancho Polka...60
Routine polka.

• **Reviews of New Sacred Records**

WALLY FOWLER
The Fourth Man...76
DECCA 29794—Forceful gospel vocalizing by Fowler on an inspiring spiritual with an insistent beat. Strong backing is provided by the All-Nite Singers, the Sunshine Boys and the Anita Kerr Singers.

Where No One Stands Alone...76
A powerful reading of a moving sacred ballad. (Lister, BMI)

CARL STORY
God Put a Rainbow in the Clouds...76
MERCURY 70785—The simple tale of God's goodness is told again in an effective and multi-versed version. Story and male group sound fine. (Winsett, SESAC)

Get on Board Little Children...72
Group sounds good again in enthusiastic reading of a spiritual standard. (Nash, BMI)

BILL LOWERY
Singin' Camp Meetin' Style...75
CAPITOL 3317 — Here's a bright effort in upbeat tempo about the days gone by when they sang camp meetin' style. Lowery and the Sunshine Boys sing with plenty of spirit. (Lister, SESAC)

The Old Family Bible...74
The Sunshine Boys sing about the Good Book while Lowery offers spirited spoken words from the Bible. A sincere effort. (Lowery, BMI)

hower and his trek from Kansas to the White House. Hard to figure, but surely does for extra exposure in an election year.

A Song, a Horse, and a Trail...60
To a Horse-hoof beat the chanter warmly negotiates the reminiscent ballad.

BILL FARRELL
Am I Blue?...69
MERCURY 70779—Farrell sings in a pleasantly relaxed rhythmic style on this favorite oldie. Band gives a solid backing. Fine accompaniment for terping. (Witmark, ASCAP)

I Cover the Waterfront...67
There's a definite note of the Billy Eckstine style here as Farrell registers well on another standard. (Harms, ASCAP)

JOE REISMAN ORK
Antilles...69
VICTOR 6404 — This happy instrumental, studied with muted trumpet asides by Jimmy Maxwell, will provide a colorful splash in programming schedules. Once played, will demand repetition. (Peer, BMI)

Corsage...66
Al Caiola's guitar opens this string-filled instrumental and sets up a dreamy, romantic vision of great appeal. Late-evening deejays, in particular, have a bonanza here. (Bloom, ASCAP)

SONNY DUNHAM
Where Do You Work-a John?...68
CROSS COUNTRY 518—The noteworthy wrap up the catchy novelty oldie in a straightforward, refreshingly gimmickless vocal treatment, which should pull some juke play. (Shapiro-Bernstein, ASCAP)

Here's to the Ladies...68
Another spirited group vocal on a sprightly novelty, with the bouncy melody based on an old French ditty. (Jerome, ASCAP)

RAY STAPLETON
Little Sleepy Head...68
LAUREL 1 — Here's a nice, lazy, pretty little tune that glides along in very relaxed fashion. Stapleton sings here in a dreamy style. (Marley, BMI)

This Little Piggy Went to Market...67
More easy-going singing comes thru on a very old kiddie standard. This time the tempo is stepped up a bit and the band backs up with strictly modern beats and sounds. (DeSylva, Brown & Henderson, ASCAP)

THE SATISFIERS
When Your Heart Is Weary...67
BELLE 714 — Old-fashioned, homey-type tune is given a simple, appealing whirl by the vocal group. Has a fair chance in the market if the label can get strong coverage. (Highland, BMI)

To You...62
The one-time T. Dorsey ballad vehicle is harmonized by the veteran group in almost martial rhythm. Not espe-

FOLK TALENT AND TUNES

• Continued from page 63

Davis. . . . A package show which appeared at the Armory, Akron, January 15, attracted good business at three performances. Talent line-up comprised Slim Miller and His Renfro Valley Boys; Betty Foley (Decca); Phyllis and Billy Holmes, of WLW's "Midwestern Hayride," and a special guest, Little Hank Williams, of Mobile, Ala.

Carl Perkins, whose newest on the Sun label is "Blue Suede Shows," is slated for an early appearance on "Big D Jamboree," Dallas, and "Ozark Jubilee," Springfield, Mo. Carl experienced unusual audience reaction at a recent showing in Amory, Miss., when stub-holders sent three petitions containing 275 names to Sun Records asking that the firm record one of the numbers he featured on the show there. . . . For the first time, Sun Records has just released two platters cut by fem performers. One has Maggie Sue Wimberly, popular in the Tri-Cities sector of Alabama, featuring "How Long," and the other has the Miller Sisters, of Tupelo, Miss., stressing "You Can Tell Me."

Al Turner, veteran deejay and former co-owner of "Big D Jamboree," Dallas, has his own group, comprising Fuzzy Q. Jones, Wild Bill Cody, Rudy Grey and band (Capitol), Sunshine Ruby (RCA Victor), Rudy Gettis (Starday) and Treon and Dewight set for Longview and Tyler, Tex., January 28; Shreveport, La., 29; Corsicana, Tex., 30; Henderson, Tex., 31, and Kilgore, Tex., February 1. Turner, who serves as emcee with the unit, is making his headquarters at KTBB, Tyler. He reports that he is arranging other dates thru the Southwest for the unit.

"Hillside Hoedown," four-hour show presented each Saturday night in Evansville, Ind., with two hours of it being beamed over WEHT-TV, is now attracting around 1,500 patrons weekly, according to Little Joe Penny, who with his wife, Lynn, is among the 20-odd entertainers with the unit. Also appearing regularly with the show is Dave Rich, new on the RCA Victor label. Rich, whose latest release is "I Forgot," guested recently with George Morgan on "Grand Ole Opry" in Nashville. According to

Penny, it is planned to combine his Wooden Nickels ork with Rich's band for road engagements. In addition to his appearance with "Hillside Hoedown," Penny fronts a daily hour-long "Hoosier Jamboree" over WEHT-TV and heads a half-hour waker-upper, "Hoosier House Party," over WEOA, Evansville, six days a week.

Sheriff Tex Davis, of WCMS, Norfolk, along with the Ballard Flour people, has a show coming into Norfolk February 5, starring Carl Smith and group, Porter Waggoner, Tommy Collins, Goldie Hill, Sonny James and Charlene Arthur. A "Grand Ole Opry" unit, featuring Ernest Tubb and his group, Hawkshaw Hawkins, Jean Shepard and Lonzo and Oscar, played Norfolk for Davis January 1-2, drawing nearly 5,000 paid admissions.

Lonnie Barron, WDOG, Marine City, Mich., accompanied by Jimmy Minor, WBBC, Flint, Mich., motored to Louisville recently to visit and talk business with Bill King, of the William H. King Enterprises. Lonnie came away with a contract to appear on the Pee Wee King show over WBBM-TV, Chicago, January 28. His fem singer, Ella Mae Ware, will appear on the same show. En route to Louisville, Barron and Minor stopped off in Cincinnati for a visit with Marty Roberts and Nelson King at WCKY; Jimmy Williams, Cincy M-G-M Record rep, and members of the staff at WNOP, Newport, Ky. On January 26 Barron and his combo will do a show and dance for the March of Dimes at Barron's White Eagle Hall, Richmond, Mich.

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City Backs Down On Coney Seizure

NEW YORK, Jan. 21.—Public housing development plans at Coney Island took a big step forward this week when the City Housing Authority went along with the Board of Estimate, and revised its plans to leave intact most of the Surf Avenue amusement frontage it had planned to condemn.

Original plan was for 800 feet to be taken. Strong objections by Coney representatives drew a major concession by the city, which now wants only 100 feet beginning at the corner of West Eighth Street and extending west. William

Nicholson, speaking for the Chamber of Commerce, said the concession is satisfactory and the Chamber is dropping its objections.

The 100 feet, which will be used as a corridor into the housing development on the old Luna Park site, is owned and occupied by Scooter Speedway, Inc. An old-vintage ride, it belongs to Jean Hallen, company president, and Maizie (Phillips) Gordon, one-time operator of the Venice Theater on Chatham Square, who was known as the "Queen of the Bowery" for her charitable work among Bowery derelicts.

Scooter Okay for '56

Attorney Malvin Mariash reported that condemnation proceedings, if the city decides to go ahead with the plan, will take many

(Continued on page 69)

Popcorn Assn. Skeds First Western Meet

CHICAGO, Jan. 21.—The Popcorn and Concessions Association (formerly International Popcorn Association), will kick off its '56 schedule of regional meetings on February 29 at Las Vegas, Tom Sullivan, executive vice-president, announced.

The meeting, called the first Western conference, will be held in the Desert Inn. Plans call for holding two segment sessions, one for theater-concession operators and the other for manufacturer-wholesale. Speakers will be industry executives, serving as discussion leaders on an agency of current topics, Sullivan said. Bert Nathan, association president, will fly to Las Vegas to speak on "What to Look for in a Good Concession Operation."

The conference is open and non-members as well as members are eligible to attend. Reservations should be made with Harold F. Chesler, Theatre Candy Distributing Company, 231 East Second Street, Salt Lake City, or with Arthur Unger, 361 Golden Gate Avenue, San Francisco 2, Sullivan said.

Bookers Active At Mo. Confab

JEFFERSON CITY, Mo., Jan. 21.—Carnival owners and agents and bookers of grandstand attractions summed up contracting as better than usual at the recent meeting of the Missouri Association of Fairs here.

Aut Swenson Thrillcade signed to present a thrill night at the Missouri State Fair, Sedalia; Ozark Empire Fair, Springfield, and the

(Continued on page 75)

Allan Herschell M-G-R in Miami

NORTH TONAWANDA, N. Y., Jan. 21.—The first of Allan Herschell's new steel construction Merry-Go-Rounds has been delivered to Virginia Beach, Miami, where it will be displayed for a month for ride operators.

The ride, which has a new chain-and-sprocket drive, is the first to be installed in the county-owned park. It is housed in a special building 100 feet from the water.

Al Everett, veteran A-H ride supervisor, delivered the ride and set it up for the park operators.

Edmonton Ex Mulls Million \$ Remodeling Plan

25, 30-Year Sked Would Involve Complete Overhaul

EDMONTON, Alta., Jan. 21.—Three plans for a proposed \$1,000,000 remodeling program for the Edmonton Exhibition grounds were presented to a directors' meeting of the Edmonton Exhibition Association.

James Paul, managing director, said the plans were based on a 25 to 30-year schedule and would involve a complete rearrangement of the present buildings. The proposals call for increasing the capacity of the grounds to accommodate more than 100,000 persons and provide for valuable concession space.

A proposed road around Borden park would give an even flow of traffic and provide easier access

(Continued on page 83)

LIVES UP TO REP

Mich. Fair Confab Hews to Business

DETROIT, Jan. 21.—The Michigan Association of Fairs this week again lived up to its reputation of being one of the most progressive and purposeful State organizations in the country.

Its three-day annual convention, Sunday thru Tuesday (15-17), in the Fort Shelby Hotel, drew heavy attendance at each of the formal sessions, and the programs of these sessions ran high in interest and meaning. Fair delegations tackled the task of contracting their 1956 attractions in a business-like manner and practically all of them left the convention with all of their carnival and grandstand programs signed.

From a carnival-contracting, attraction-signing standpoint, the fairs held closely to their past patterns, with no switches by larger fairs and a scant few by the smaller fairs.

Gooding Amusement Company again closed to provide the midway attractions at its customary string

of Michigan fairs, chief among them Saginaw, Centerville and Hillsdale, which it has serviced for decades, and added one new one, Sandusky, which give the Gooding organization 16 fairs in the State.

The Michigan-based W. G. Wade Shows also were repacted by its regular Michigan fair customers. As a result of this, plus the recontracting of the Muncie (Ind.) Fair, the Wade show will have a fair route identical with that of last year, D. Wade, general agent, pointed out.

Bookers of grandstand attractions *(Continued on page 75)*

Rodeo Assn. To Select 1956 Queen

DENVER, Jan. 21.—An international rodeo queen will be selected this year by the International Rodeo Association, it was announced at the organization's recent annual meeting here during the National Western Stock Show.

The idea originated last year at the Central Wyoming Fair in Casper where Bob Latta, a board member of IRA, is manager. According to plans formulated here, the country will be divided into seven regions—Rocky Mountain, West Coast, Eastern, Middle Atlantic and the like, with Texas as an entity—with each region to produce a queen.

The queen will then be crowned next fall or winter at a yet undetermined location. Already bids for the crowning have been received from the Cow Palace in San Francisco, Madison Square Garden in New York, International Amphitheater, Chicago, and the Fort Worth Fat Stock Show and Rodeo.

Hendricks Ink 2 Iowa Fairs

ST. LOUIS, Jan. 21.—Lee and Ann Hendricks, long-time operators of horse and dog attractions, announced that their new feature, racing greyhounds, has been booked into two Iowa fairs, Cedar Rapids and Cresco.

Hendricks recently reported his equestrian stunt act has been contracted by the Calgary (Alta.) Exhibition and Stampede for the fourth year. In addition to their own fair dates, featured stunts of the Hendricks' show will play several State fair engagements with Aut Swenson's Thrillcade.

Miss. Convention To Feature Varied Discussion Topics

JACKSON, Miss., Jan. 21.—Subjects ranging from public liability to youth movements will be up for discussion at the meeting of the Mississippi Association of Fairs and Livestock Shows here February 1 in the Robert E. Lee Hotel.

E. E. Deen, Hattiesburg, president of the association, will preside at the business session where speeches will be limited to 10 minutes each. D. L. Luckey, city commissioner, will deliver the welcome address with Fred Hurst, Farm Credit Administration, New Orleans, scheduled to speak on "Relation of Modern Fairs to Agriculture and Industry." J. E. Johnston, director of the State Division of Sanitary Engineering, will talk *(Continued on page 75)*

BLDG. SURGE FORESEEN

Rockaway Boom to Come With Transit

By IRWIN KIRBY

NEW YORK, Jan. 21.—Rockaway business interests received high-level assurance this week that the long-awaited extension of the city's transit system to the resort peninsula will be in operation by the June 28 deadline. Among the expected results are a boom in apartment construction and in business done by amusement and retail people, which will have had no precedence in the section.

The assurance came to some 240 persons at the annual banquet and installation of the Chamber of Commerce of the Rockaways. Speaking for Charles Patterson, chairman of the Transit Authority, Commissioner Vincent Curtane noted that, despite unfavorable weather and the Westinghouse Electric strike, work is proceeding steadily.

He read a prepared speech by Patterson, who could not attend because of illness. Gathered at the

Park Inn Hotel were local businessmen, civic and political leaders, and prominent men from all walks of life. What they heard was a promise that their 22-year struggle for the transit extension is fast becoming a reality.

Controlled Growth

Altho the transit work will open the Rockaways to subway traffic which will make possible all manner of heavy construction, it is not anticipated that any resurrection of the beach's amusement heyday will ensue. Transit work has caused considerable stirring in real estate circles, with values on much virgin land skyrocketing. In its peak period prior to the 1930's Rockaway Beach had park operations, rides, concessions of all sorts, and pavilions strung all along the shore. The Long Island Railroad trestle over Jamaica Bay, burnt out years ago, resulted in access to the beach by that route only by car. The new trestle will now open the beach to millions of new patrons.

Most of the development in the near future, resulting from the subway extension, will be of apartment and private residential dwellings, it was emphasized by veteran realtors. What will happen is that housing for thousands of families will be erected and that, perhaps, *(Continued on page 83)*

Missouri State Adds Buildings, Landscaping

SEDALIA, Mo., Jan. 21.—The Missouri State Fair has already started a building and plant beautification program for the August 18-26 run this year.

Included in the buildings will be a new youth activities structure that will furnish eating and sleeping facilities for teen-agers. A new cattle barn is nearing completion and hundreds of new trees and shrubbery have been planted on the grounds.

W. H. (Chubby) Ritzenthaler, secretary, said that the entertainment program this year is one of the most diversified on record. *(Continued on page 83)*

Bloodless Bullfight For Texans

SAN ANTONIO, Jan. 21.—San Antonio's first major bullfight will be held here at the Coliseum on Sunday (29) with all proceeds going to the 1956 March of Dimes.

The U. S. Army's only professional bullfighter, Cpl. John Short, of Fort Sam Houston, and Armando Suarez, of Mexico City, will give a demonstration of cape work and daring as they face four imported Spanish blooded fighting bulls in a bloodless bullfight.

Calgary Plans New Building

CALGARY, Alta., Jan. 21.—Plans for the construction of a combination building and curling rink at the fairgrounds are being drafted by architects of the Calgary Exhibition and Stampede, Ltd. Cost has not yet been estimated. If the project gets the go-ahead from directors, the old Victoria Arena, built in 1908, will be torn down.

SURVEY RESULTS:

Calif. State Fair Patrons Favor Expansion, New Site

SACRAMENTO, Jan. 21.—A majority of the patrons at the 1955 California State Fair and Exposition are in favor of expanding the event and moving it to the new site north of the American River, according to a survey, Dudley Fortin, manager, announced.

The survey was made by the John B. Knight Company of Hollywood. It showed that 72 per cent of the persons polled are in favor of expansion in keeping with the growth of the State. The appropriation of \$5,000,000 annually for four years to develop the new site, even tho this would take tax money from the State treasury, was favored by 62 per cent of those contacted.

The Knight pollsters reported that 85 per cent of the fairgoers surveyed declared they would be more interested in the event if exhibits of industries such as the motion picture field, oil, fishing and automotive were on hand. Fortin said there is not room on the present fairgrounds for such displays but that the new site would afford the needed space.

Greater year-round use of the fairgrounds was favored by 71 per cent of those polled. They added that they would like to see kiddie rides and concessions on the grounds. Fortin emphasized that such arrangements are included in the proposed development of the new site.

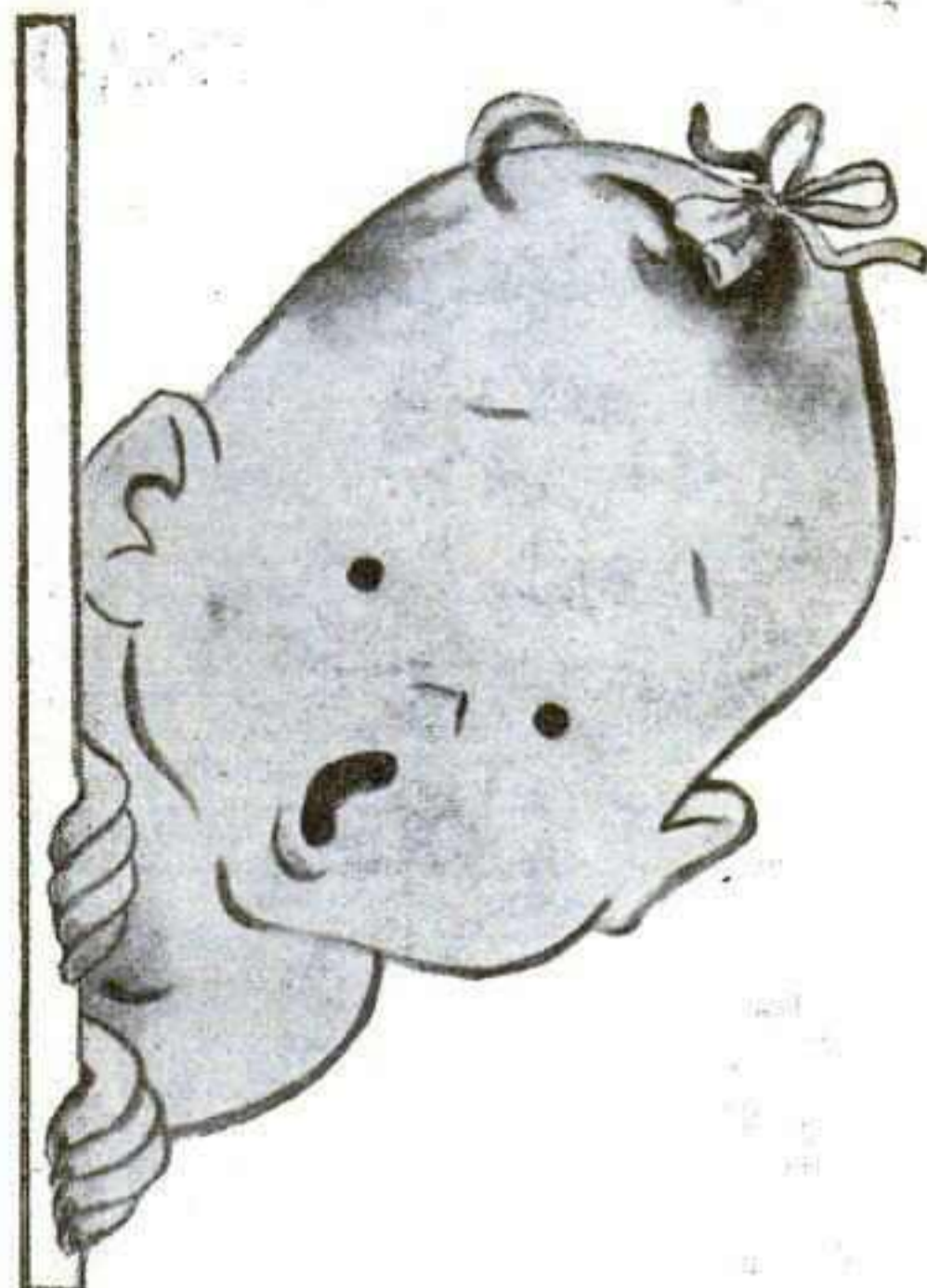
Of those questioned, 80 per cent said they would make use of the new fairgrounds if all-year recreational facilities were provided.

The survey on the night grandstand show revealed that 53.6 per cent of those who saw it said it was good; 15.2 per cent said it was tops; 30.4 per cent pronounced it so-so and .8 per cent did not care for it.

Other facts revealed by the polling were that winning of a fair award added to the products' prestige, 94.5 per cent; those knowing that money for fair support came from horse racing, 21 per cent; the average fairgoer attended 1.7 days and those from Sacramento County 2.16 days; average size of parties attending, 3.1 persons; *(Continued on page 83)*

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WRITE FOR CATALOG

SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK

Pomona Grandstand Awarded H. W. Buck

POMONA, Calif., Jan. 21. — Show Management, Inc., Los Angeles production firm, will produce the grandstand shows at this year's Los Angeles County Fair, C. B. Afflerbaugh, fair's president-manager, announced. During the past 20 years the shows have been booked by Fred H. Kressmann of Barnes-Carruthers Theatrical Enterprises, Chicago.

H. Werner Buck, president of Show Management, Inc., said the program will be divided into three distinct segments. The first two nights will feature "Jazz at the Fair" with top entertainers in the field.

Second segment will be a full classification horse show, which opens the first Sunday and will run thru the following Saturday. On the opening day the attraction will be continuous from 11 a.m. thru the evening so that any time during the day patrons will be able to see a complete show. During the balance of the week, the show will be an evening feature only, with all classifications to appear each night and the championship stakes set for Friday and Saturday. Thomas E. Durant, associated with Buck for years, will manage the show. He also manages the Los Angeles International Horse Show, which is produced by Buck.

During the last eight days of the fair, a championship rodeo is scheduled with top cowboys com-

peting for money awards. Operation and stock will be under the direction of Andy Juaregui, of Newhall, Calif.

Buck is producer of the Los Angeles Trailer Life Show as well as the horse show here. With Mel Morrison, his partner in numerous ventures, Buck has produced the Los Angeles Sportsmen's, Vacation, Boat and Trailer Show for the past 10 years.

Elephant Mangles George Lockhart

LONDON, Jan. 21.—One of the Circus Banneweis elephants badly chewed an arm of ringmaster George Lockhart, on Monday (9) at Belle Vue Circus, Manchester. Lockhart was taken to the hospital in serious condition.

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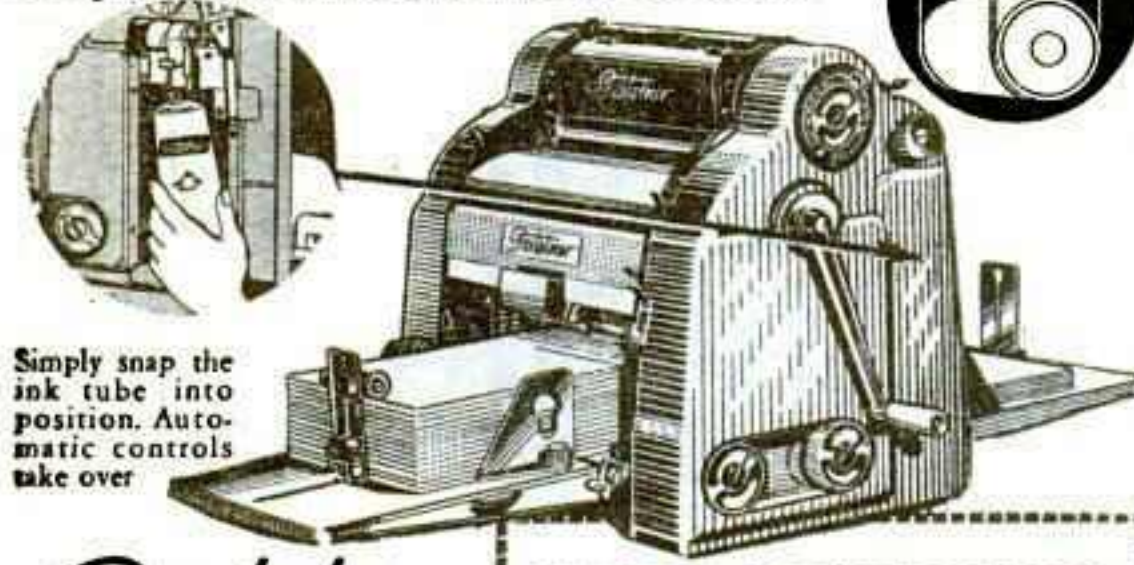
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Trout Tank's Cold Season Dates Okay

NEW YORK, Jan. 21. — Off-season bookings for the Berkshire Trout Farm's fishing tank have been good this winter, booker Bill Shilling reports. He had the tank in three major department stores—Bamberger's in Newark, N. J., Filene's in Boston, and Hecht's in Silver Springs, Md., and it will be at the Hartford, Conn., Sports Show opening today.

The tank will return to the Canadian National Exhibition, Toronto, for the third season, this year.

Shilling, who had sports shows booked into two Eastern fairs in 1955, will try to extend this phase of his activities for 1956 by attending the annual meeting in Albany (Continued on page 83)

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

American Midway: Mission, Tex., 25-29; Brownsville, Feb. 4-12.
Blue Grass: (Fair) Palmetto, Fla.; (Fair) Fort Myers 30-Feb. 3.
Glades Am. Co.: Clewiston, Fla.
Latin American: Edcough, Tex.; Edinburg, Feb. 7-19.
Stephens, C. A.: (Fair) Punta Gorda, Fla. Sugar State: Rita "a.

Ice Shows

Holiday on Ice, No. 1: Louisville, Ky., 24-Feb. 1; Chattanooga, Tenn., 3-7; Atlanta, Ga., 8-19.
Holiday on Ice (European): Frankfurt, Germany, 24-29; Copenhagen, Denmark, 31-Feb. 29.
Hollywood Ice Revue: New York 12-29.
Ice Capades International: Vancouver, B. C., 24-28; Calgary, Alta., 30-Feb. 4; Edmonton 8-11; Regina, Sask., 15-18.
Ice Capades of 1956: Providence, R. I., 24; New Haven, Conn., 25-Feb. 1; Washington, D. C., 2-13; Hershey, Pa., 16-28.
Shipstads & Johnson's Ice Follies of 1956: Cleveland, O., 24-29; Toronto, Ont., 30-Feb. 3; Montreal, Que., 5-12; Boston, Mass., 14-26.

G. M. Motorama Again Big Crowd-Puller at Waldorf

NEW YORK, Jan. 21.—General Motors has gone overboard again in its Motorama presentation at the Waldorf-Astoria. The 26,000 square feet in the hotel's grand ballroom and adjacent salons are stylishly crammed with cars and appliances, and also crammed with people.

The free admission show closes Tuesday (24). Last year it was viewed by more than 2,100,000 in its five-city tour of New York, Miami, Los Angeles, San Francisco and Boston, and favorable weather is expected to give it a greater total of viewers this time.

Besides the futuramic cars and stock models of its automotive di-

visions, the corporation is showing a scale model of its Aerotrainer, the Allison division's prop-jet engine, and a magic push-button kitchen of tomorrow.

Theatrically, a 35-minute show, staged and produced by Michael (Continued on page 83)

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
Mt. Clemens, Mich.

Young Sets Mark

CHICAGO, Jan. 21. — Ernie Young, of the local talent agency bearing his name, stated this week that fairs booked to date by his office have eclipsed all records established by him in more than 30 years of booking activity.

The Young schedule includes the fairs at Northwood and Cresco, Ia.; New Ulm, Alexandria, Owatonna and St. Charles, Minn.; Clinton, Slinger, Marshfield, Sturgeon Bay, Plymouth, Friendship and Manitowic, Wis., and the fair at Knoxville, Tenn. In addition, Young has signed to supply talent at the Ak-Sar-Ben event at Omaha.

Miscellaneous

Hitler's Personal Armored Car, Jack W. Burke, Mgr.: (Stock Show) Fort Worth, Tex., 27-Feb. 5.

Circus Routes

Miller Bros.: Lancaster, S. C., 24-25; Bennettsville 26; Florence 27; Lumberton, N. C., 28; Dillon, S. C., 30.
Polack Bros., Western: Hammond, Ind., 25-29; Fort Wayne Feb. 3-5.

THE FINAL CURTAIN

DICKSON—Frank E.
79, veteran circus musician, December 29 in Richland Center, Wis. A tuba player, he started out at the age of 13 and for many years worked with Gollmar Bros.' Circus. After retiring from show business and up until the time of his death, he devoted most of his time to leading school bands.

FRENCH—Archie (Sugar),
67, for the past 20 years ride foreman with the Powelson Amusement Company, recently in Coshocton, O. At one time he was also with Oliver Shows. Survived by a son, Elsworth, Washington, and a daughter. Burial in South Lawn Cemetery, Coshocton.

GOODYEAR—William Albert,
veteran outdoor showman, December 28 in Tampa. During his many years in the business he had trouped with many shows, including Al G. Kelly & Miller Bros., Mills Bros., King Bros., and King-Cristiani circuses. Survived by his mother, Mrs. Carol Goodyear, Florahome, Fla. Burial in Granden, Fla.

GRUBB—Debra Sue,
15-month old daughter of Mr. and Mrs. Marion E. Grubb, widely known circus animal trainers, January 8 in Canton,

O. Burial in St. Jacob's Cemetery, Canton.

HANNEMAN—Fritz,
31, German aerialist and member of the Les Hemadas act, January 14 in Cirque d'Hiver, Paris, as the result of an accident. The mishap happened during the climax of the act, when Hanneman was to leap from the double trapeze bar thru an illuminated hoop, grabbing a suspended rope held by his wife. He missed, fell, and broke his neck.

HARRIS—Jack,
81, former circus clown whose true name was Benjamin MacDonald. He was one of the original Keystone Cops in early films and prior to that was with Barnum & Bailey Circus. He died at Terre Haute, Ind., January 10, 1956.

INGLEHEIM—Louis,
73, member of the billing crew of the King Bros.' Circus the last 10 years, recently in Macon, Ga., of cancer. (Further details in Circus section.)

IRWIN—Bobby,
43, former movie stunt flyer and more recently a concessionaire, January 11 in Los Angeles. Survived by two children. Burial in Pacific Coast Showmen's Association Showmen's Rest, Los Angeles.

KENNEDY—Royd (Slim),
57, former mechanic on Proll's Broadway Shows, December 31 in Colebrook, O. Survived by his widow, Dottie; a brother and two sisters. Burial in West Liberty, Pa., Cemetery.

LONGFIELD—Fred,
63, who traveled with various circuses and shows, January 16 in Hollydale, Calif. Survived by his widow, Nina. Burial in the Pacific Coast Showmen's Association plot in Los Angeles.

MAGYAR—Ferenc Gondor,
73, one-time chief of the Great Magyar teeterboard troupe and recently the head of the State Circus in Budapest, Hungary, December 15, 1955, in Budapest. The troupe appeared with Ringling-Barnum Circus while he was in charge of it. Surviving are a daughter, Cisella, in England; two sons in Hungary and another child.

STAATS—William (Heavy),
46, veteran animal keeper, at the fair grounds, Laurel, Miss. For the past 18 years he worked for John Willander and trouped with the latter on the Buckeye State, Blue Grass, World of Today and James H. Drew shows. For the past two seasons he was with Wallace Bros.' Shows. Before joining Willander, he was head props on Haag Bros.' Circus. Survived by a brother. Burial in Rockport, Ind.

In Loving Memory of MIKE ROSEN



Who passed away January 27, 1945
His loving wife
FRIEDA ROSEN

TERRY KING

"Darling, this is your Seventh Anniversary in Heaven; you are never out of our hearts and mind."
MOTHER, DAD AND DANNY

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1211 East Fayette St., Syracuse 10, N. Y. Phone: 75-2181

'Spots' Better Than Regular TV Show, A. C. Group Feels

ATLANTIC CITY, Jan. 21. — Rather than attempt to sponsor another weekly television show such as the filmed quiz program offered last year, the City Commission is inclined to favor spot announcements and the subsidizing of regular programs beamed from the resort, Mayor Joseph Altman revealed this week. His statement came as the City Commission, engaged in drafting the 1956 resort budget, received a suggestion that \$100,000 be included in the advertising appropriation for TV and additional newspaper and magazine space.

Both Mayor Altman and Commissioner Richard S. Jackson, who had charge of the City Press Bureau, admitted there had been much criticism of the quiz show televised last summer. The filmed programs, broadcast over a number of TV stations, cost \$4,300 each and were used for eight weeks last summer to boost Atlantic City. The city paid for five of the shows and the Co-operative Advertising Committee, representing a cross-section of resort businessmen, paid for three.

In 1954, the city attempted a weekly TV program featuring Paul Whiteman, also sponsored with municipal funds and funds subscribed by the businessmen.

Mayor Altman said that rather than try any regular program next summer, the City Commission feels part of the \$50,000 television appropriation should be used for spot announcements to boost the resort. Balance of the fund, the Commissioners think, should go for paying "line charges" and other costs in connection with regular programs originating from the resort.

Cite Carroway Show

As an outstanding example, they point to Dave Carroway's morning show, "Today," which originated from the Boardwalk on one broadcast last summer. The city paid the line charges and accommoda-

tions for the cast and technical staff.

Some of the members of the Co-operative Advertising Committee have suggested that the city take over, for at least six months, two signs in New York City. They include a display electric sign at 50th Street and Seventh Avenue, and a "flat" sign at 50th and Sixth. The City Commission refused to sponsor the signs last spring and the Co-operative Advertising Committee took over the burden at a cost of \$25,000 to subscribers. This was in addition to \$13,000 paid toward the quiz programs. The lease on the two signs expired December 31, but they are continuing in operation.

The City Commission is expected to duplicate last year's \$120,000 appropriation for newspaper and magazine advertising, but the appropriation for "special events" is expected to be increased. Most of the increase will go toward the U. S. Governors' Conference to be held next June.

Council Denies N. E. Park Bid

PROVIDENCE, Jan. 21.—Strong opposition from property owners resulted in denial of a request to install amusement rides last week. The Gloucester Town Council turned down the application of George F. Cavanaugh of West Bridgewater, Mass.

Cavanaugh said he intended to install a Merry-Go-Round, steam train ride, and other rides on Putnam Pike.

DYNAMO'S THE WORD COINED FOR PARK MAN

NEW YORK, Jan. 21.—The accolade thrown Dick Geist at this week's installation as a director of the Chamber of Commerce of the Rockaways, caused considerable merriment at Rockaways' Playland yesterday. The park's p. a. system boomed out: "Mr. Young Dynamo, pick up a phone, please. Phrase was used by Queens Borough President James Lundy, installing officer the night previous.

2-WEEK DEALS

Name Bands Returning To Dorney

ALLENTOWN, Pa., Jan. 21.—Dorney Park will resume the offering of name bands and musical attractions next season, it was reported this week. Operator Bob Plarr will have weekend attractions in Castle Garden, which was the locale for many name orchestras in past years.

In recent years there have been teen-age hops to local music at Castle Garden.

Booker Abe Feinberg, of New York, will provide the attractions for Dorney and for Lakewood Park in Barnesville, Pa., and the intent is to dovetail the bookings so that both parks can be served by the bands and vocalists on successive weekends.

Hampton Improvements Seen Spur to '56 Biz

CONCORD, N. H., Jan. 21.—New Hampshire is spending \$2,000,000 to make its famous Hampton Beach more attractive and usable for Granite State residents and for the thousands of visitors from the U. S. and Canada who flock there each summer. Long a major economic asset on the State's short shoreline, Hampton Beach in recent years has been hit by erosion which washed away large areas of beach sand, leaving huge rocks exposed.

To correct this situation, 400,000 cubic yards of sand were dredged from the old Hampton Harbor area and spread along the center of the beach. The resanding project and construction of a seawall designed to protect beach property from storms, facilitated expansion of a two-lane approach highway into a four-lane one along a two-and-a-half-mile stretch.

In addition to this, vastly expanded parking areas are being developed. All of the work is to be completed for the opening of the 1956 season, which begins officially on July 4th week-end. Up to 100,000 bathers use the beach daily during the busy weekends.

Hampton Beach work is being financed thru a \$1,500,000 special

appropriation voted by the Legislature and \$500,000 from the highway fund. Last season John Dineen, major beach operator, got together with the town, the Chamber of Commerce and the police department and succeeded in putting over a series of regulations and attractions which brought the best business in the beach's history.

WANT

Pop Corn, Candy Apple, Carmel Corn and Peanut Concessionaire. Have new, up-to-date building for same. You must have up-to-date equipment for the above. For full details write **Rolling Green Park** P. O. Box 344, Sunbury, Pa. P.S.: A real chance for a live concessionaire.

FOR SALE

World's only complete collection of American Presidents. Life size, life-like in wax. All in excellent condition in individual cases. To settle estate must sell for fraction of insurance value. Ideal attraction for Museum, Resort, Drive-In, Midway or Ding Operation. For details write, call or wire **HALL OF PRESIDENTS CO.**, 110 N. 18th St., St. Louis 3, Mo. Telephone CE 1-3484.

ATTENTION, CONCESSIONAIRES!!

For Lease Beautiful new 60 by 80 building at bona fide, established Amusement Park. Suitable for Fascination or similar Skill Group Game. Able to operate 12 months a year. ACT NOW!!! Box D 179, c/o The Billboard, 2160 Patterson Street, Cincinnati 22, O.

WANTED for our 61st season
SENSATIONAL OUTDOOR ATTRACTIONS
WE BOOK ACTS DIRECT
WRITE AT ONCE
WILLOW GROVE PARK
 (do not phone or wire)
 WILLOW GROVE PARK (Montgomery Co.), PENNA. (15 miles north of Philadelphia)

WANTED
 Merry-Go-Round, Ferris Wheel and four Kiddie Rides for **SANDS POINT**, a new park, at Sodus Point, N. Y. Guaranteed excellent twelve weeks' season. Park has an average of 15,000 people per week—and parking facilities for 700 cars.
 Contact **SAM DeMARIA**
 676 N. W. 107th St. Miami, Florida

SAVANAGH BEACH AMUSEMENT PARK
 CENTRALLY LOCATED RIGHT ON BOARDWALK
 Enlarging amusement area completely, all new, with new modern buildings, new walkways and hardtop. Opens April 15th.
 RIDES—Will book or lease Major Rides and set of Kiddie Rides. Equipment must be clean and well lighted.
 CONCESSIONS—All types of Concessions open, one of a kind, will give exclusive. Good opportunity for Seales, Jewelry, Novelties, all kinds of Games, Salt Water Taffy, Popcorn, Candy Floss, Snow Cones, Shooting Gallery. New modern concession buildings. Have nice air conditioned building 20'x30' in best location suitable for Arcade, Straight Sales, Skee Ball, Educational Exhibits or good Grind Show.
 Would like to hear from man to handle promotions and park. Can use experienced park Bingo Caller.
 Have excess equipment for sale—one 1948 Fruehauf drop frame Warehouse Semi with side door, 28 feet, and Chevrolet Tractor, new motor, \$2,000; one 1946 Highway Warehouse Semi, 28 feet, Chevrolet Tractor, \$1,600; one outdoor Bingo Game, complete—160 chrome stools, counters, good top, amplifier, etc., \$1,500; one Flexible Bus, 29 reclining seats, new motor and front end, good shape, \$950. All equipment for sale now located at Lake Worth, Florida, Contact **DANIEL DORSO**
 1630 North Dixie Phone: Lake Worth 2-2677 Lake Worth, Florida

High Quality KIDDIE RIDES
 ROTO WHIP—SPEED BOATS—PONY CARTS
 GALLOPING HORSE CARROUSEL
 Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

WANTED
 7 Tilt-a-Whirl Cars, 8 Whip Cars, 8 Octopus Cars and 10 Flying Scooter Cars.
 Contact **EDGEWATER AMUSEMENT PARK**
 23500 W. SEVEN MILE ROAD DETROIT 19, MICH.
 Phone: KENwood 1-2660

LOCATION OPEN FOR SCOOTER RIDE
 In Permanent Park with 6 months' season.
Write BOX 33, The Billboard
 1564 Broadway, New York, N. Y.

CONTROL ADMISSIONS with STROBLITE "INVISIBLE" IDENTIFIER

 Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc.
COMPLETE KIT, \$45
 Write for information Dept. B-3
STROBLITE CO. 75 W. 45th St., N. Y. C.

WANT KIDDIE RIDES
 1956 season, established park, excellent opportunities.
Robert W. Crawford
 P. O. Box 229, Nevada, Mo.

LOCATION WANTED for PENNY ARCADE & PHOTOMATIC PICTURE MACHINES
 (All modern equipment) Will buy, lease or rent. Give all particulars.
Playland Amusement
 239 W. 125 Street, New York, N. Y.
 Tel. Charles Rubinstein, Monument 2-7755

MINIATURE GOLF
 Holmes Cook Miniature Golf Courses have been chosen by the leading Amusement Parks in the country: Coney Island, Cincinnati, O.; Dorney Park, Allentown, Pa.; Frigidaire Recreation Park, Dayton, O.; Kennywood Park, Pittsburgh, Pa.; Kiddie City Amusement Park, Douglass, L. I. We invite your comparison with so-called less expensive courses. No Cook Course Has Ever Failed.
HOLMES COOK MINIATURE GOLF CO.
 631 Tenth Ave. New York 36

KIDDIE CAR RAILROADS
 Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest ROLLER COASTERS. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y., 105 Lake Street, Reno, Nev., 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

Disneyland Tabs \$2.29 Per Capita; See Small Net First Yr.

ANAHEIM, Calif., Jan. 21.—Disneyland had 1,600,000 paid admissions during the first four months of its operation, with an average expenditure of \$2.29 per visitor for parking, admission, rides and amusements, the annual report of Walt Disney Productions filed December 23 revealed.

The report notes that "in every major respect the first four months of operations have closely approximated or bettered the results which our pre-opening research led us to expect. Attendance is conforming to anticipated seasonal patterns and in total is within 5 per cent of our estimates."

Walt Disney Productions is credited with owning 34.8 per cent of Disneyland, Inc., operators of the park. Its investment is given as \$500,000 in common stocks with options held on shares aggregating 31.04 per cent presently owned by Walter E. Disney, WED Enterprises and Lithographing Company of Racine, Wis. The options are said to be exercisable at any time before May 1, 1959, for a total price which will not exceed \$562,500. The remaining 34.48 per cent is owned by American Broadcasting-Paramount Theaters, Inc. The investment in stock and advances of Walt Disney Productions to Disneyland, Inc., is listed as totaling \$2,883,101.

Mull Winter Problems

During the summer season excellent revenue was produced, the report points out, and problems brought on by the winter are now being given consideration.

"Next spring should see an upturn in business with the summer vacation period being the best of all," Roy Disney, Walt Disney Productions, said in the report to shareholders and employees. "For the park's first fiscal year, which will end July 31, 1956, we expect earnings to be sufficient to absorb the year's depreciation and all of

the pre-opening expenses, leaving a small net after taxes. By the nature of the business, depreciation will be heavy. We estimate that Disneyland will earn back its original cost in five to seven years."

The park had its biggest day since opening when the attendance on December 29 hit 26,010. The record week ended January 1 with 151,000 paid admissions.

Coney Seizure

Continued from page 65

months and that it is certain another full season will be accomplished by the Scooter. The property is assessed at \$105,000

The Coney objectors have held that the site for the project would be more efficiently used as a vast parking area which would help ease the terrific traffic jams which occur at the oceanside resort on peak summer days. With the Chamber of Commerce agreeing to the latest modification regarding the Surf Avenue frontage, it is expected that the plans will be adopted as final.

Seventeen buildings of seven-story height are to rise on the old Luna Park site, which covers 26 acres behind Surf Avenue, one of the main amusement thoroughfares. The 26 acres are assessed at \$1,645,000. Rentals are to be \$21 a room for families in the \$4,900-\$6,400 yearly bracket. It is expected that the 1,500 families will greatly add to the earnings potential of local amusements.

If the original plan to take 800 feet along Surf Avenue had gone thru, those affected besides the Hallen-Gordon Scooter would have been a Skee-Ball, novelties, food stands, numerous ball games, rabbit game, machine gun gallery, long-range gallery, Carrousel, a Tic Tac Toe, Eagle Bar and Grille, and the Jacobs Hot Rod ride (The Billboard, December 17).

N. Carolina Events Weather Inspection

Group Will Continue Short Course; Chambliss Is Re-Elected President

RALEIGH, N. C., Jan. 21.—L. Y. Ballentine, commissioner of agriculture, gave an accounting of the scoring of fairs, all of which come under the jurisdiction of his department, at the annual meeting of the North Carolina Association of Fairs. Only partial deficiencies were listed for the most part, altho 81 events were inspected. The commissioner noted, however, that gauging standards were still somewhat lenient and suggested that the fairmen themselves suggest a more rigid examination as a means to accelerating the pace of their progress.

The meeting once again brought out the biggest attendance in the Southeast, and the meeting room, inadequate for the past several years, was jammed to overflowing. The banquet was a sellout with more than 300 in attendance, a remarkable achievement in view of the fact that lack of interest in this phase had resulted in the cancellation of the dinner only a few years ago.

Ag Department Survey

According to the Agriculture Department, 16 fairs showed a need for general exhibits and more space; 16 needed better facilities; 15 were deficient in livestock; 6 lacked sufficient farm machinery; 6 were short on educational exhibits; 3 needed better horticultural exhibits; 5 took up too much space for commercial exhibits, and only 1 was found to need more and better commercial exhibits. The State Fair was the only event named. It was said to need a better entry department.

Ballentine noted the vital need of public relations in agriculture. He said that fairs were the best possible media to achieve this goal.

The directors voted to again conduct the short course which was inaugurated last spring. R. W. Schoffner, assistant director of the Agricultural Extension Service and assistant manager of the State Fair, reported that the two-day event was highly successful with some 60 fair officials in attendance.

All officers were re-elected. They are: Norman Y. Chambliss, president; Howard Robbins, first vice-president; W. R. Lanier, second vice-president, and Corbin Cree, secretary-treasurer. Directors are Curtis A. Leonard, Ernest P. Patton, J. S. Dorton Jr., C. M. Roberts, William M. Oliver, Clyde Smyre and John MacNeil.

George A. Hamid, of GAC-Hamid, attacked the defeatist attitude of many fairs in facing their grandstand problems. He said that

Turnout Up At Syracuse Fair Meet

SYRACUSE, Jan. 21.—Attendance at the Central New York Association of Agricultural Societies showed an increase over last year's. The affair, held Saturday (14) at the Hotel Syracuse, had 75 people and 17 fairs represented. Charles Estey, of Owego, was named new president.

Discussions included subjects such as the decline in grandstand attendance, especially at afternoon programs, and several solutions were offered, such as offering TV names. There was also discussion on the drop-off in attendance at horse-race programs.

Several attractions people and carnival bookers were present to make contacts for contracts which are expected to be signed at the New York State meeting in Albany January 30-31.

Other officers named were Ted Curtis, of Geneva, vice-president, and Robert S. Turner, of Horseheads, secretary-treasurer.

every competing media, including talking pictures and radio, had been overcome to date and said that fairs would also be able to live and prosper along with television. Grandstands, he said, were never expected to pay their entire cost at the box office. Such attractions, he said, also paid off in attracting a group vitally important to the fair.

W. C. Blackmore, Burgaw, and C. W. Roberts, Leaksville, traced the manner in which their comparatively new events had been made successful. Dean D. W. Colvert, North Carolina State College, said there were 140,000 4-H and 25,000 FFA members in the State. He recommended the awarding of as many prizes as possible rather than over-rewarding a limited number of youths.

The business sessions were lengthy, lasting from 9 a.m. until 5 p.m., with only a short luncheon break. Participants included Gov. Luther H. Hodges and Mayor Fred B. Wheeler.

COLUMBIA REVAMPS

Spartanburg Plans New Grandstand

COLUMBIA, S. C., Jan. 21.—Despite the often reported decline in grandstand revenues there will be at least two important structural changes in South Carolina before the next fair season rolls around. President Pau. Black and the Spartanburg group have okayed plans for a 4,000-seat reinforced concrete structure to replace the antiquated unit now in use. The State Fair here, which has nullified the advisability of constructing a new stand for the past several years, will limit itself to major improvements with the emphasis on modernization both in facilities and decor.

The Spartanburg unit will be 300 feet long, necessitating annexing some 20 feet of space now occupied by the independent midway. The underneath area, wasted with the old stand, will provide prime exhibit space and so help pay for the structure. The midway area fronting the stand will be paved to add further attractiveness to the overall area. The upper structure facing the grounds will be boxed in and finished modernistically to make for the ultimate in eye appeal. Board member T. K. Hudgkins, who also heads up the city's Memorial Auditorium and who has booked many of the nation's leading arena-stage attractions, is a member of the board.

President Paul Black noted that the fair last year made money with its grandstand show for the first time in five years. This was accomplished by turning over the entire grandstand to Jack Kochman, operator of the hell driving show bearing his name, and Lucky Dogs, greyhound racing feature. Kochman presented his hell drivers nightly and supplemented this with a GAC-Hamid revue and acts. As a result of that success Black said that Kochman would again take over the grandstand to present the same type format with the likelihood that the acts would be increased.

A roof has been eliminated from the plans because of the cost. There will be an overhang along the entire length, however, to afford a measure of protection for patrons of stalls beneath the stand. A roof, it was noted, would cost nearly as much as the planned structure. It was deemed not vital since, fair officials believe, if the weather is bad enough to require

WINTER FAIRS

- Arizona
Mesa—Maricopa County Fair, March 21-25.
- California
Cloverdale—Cloverdale Citrus Fair, Feb. 24-26. J. Leroy Wehr.
Imperial—Mid-Winter Fair, Feb. 24-March 4.
Indio—Riverside Co. Fair and National Date Festival, Feb. 16-22.
Mesa—Maricopa Co. Fair, March 21-25. Harvey M. Johnson.
San Bernardino—National Orange Show, March 8-18.
- Florida
Bowling Green—Strawberry Festival, Feb. 6-11. J. D. O'Haver.
Clewiston—Sugarland Exposition, Jan. 24-28. Doug Pearcey.
Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruetzmacher, Box 258.
DeLand—Volusia County Fair, March 5-10. Lee Maxwell.
Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
Fort Pierce—Legion Fair, Feb. 20-25. Wally Owens.
Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
Sanford—Sanford Fair and Exposition, Feb. 13-18. E. O. Mayberry.
Sebring—Highland County Fair, Feb. 28-March 3. B. J. Harris.
Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen.
Williston—Levy Co. Fair, March 20-25. O. C. Belott, Mgr., Box 741.
Winter Haven—Florida Citrus Exposition, Feb. 13-18. Phil E. Lucey.

S. C. Group Cites Need Exploitation

Execs Hold Line on Grandstand Buys But Recognize Need for Hard Selling

COLUMBIA, S. C., Jan. 21.—Hard selling is the answer if fairs are to hold their present gains and look towards new growth, according to the many opinions expressed at the annual meeting of the South Carolina Association of Fairs at the Jefferson Hotel here Wednesday (16).

Ransome Williams, former governor and president of the South Carolina State Fair, Columbia, spoke forcefully of the plans of his group to ballyhoo its features in an effort to surpass the record gains chalked up in 1955. Bookers George A. Hamid, representing GAC-Hamid, and Harry Cooke, representing Cooke & Rose, stressed the need for exploitation by the fairs. The fault, they said, was not with the attractions the fairs received nor with the inroads made by television but rather the lack of selling effort on the part of the fairs.

By meeting time the important grandstand contracts had been culminated and there was no evidence that cutbacks threatened by some and feared by others had taken place. The State Fair probably set the tone when it again contracted thru the Hamid organization a show comparable in size and cost to that presented last year when the fair made a record expenditure.

Formal Program Limited

The policy of limiting the formal program and calling on all attractions and fair managers to express their opinions at both the morning and afternoon sessions was again carried out. Bob Conto, general agent of the Jack Kochman Hell Drivers, Richmond Co., publicist for the World of Mirth Shows; Irish Horan, of the Irish Horan Lucky Hell Drivers, and Ben Braunstein, representing the Joie Chitwood Hell Drivers, all backed up in various ways the need for more exploitation.

Williams, who foresees excellent conditions, said that the State Fair would not let its grandstand fail. He likened grandstand shows as similar in many ways to virtually any product offered the American public and said the same need for merchandising existed. He said more money would be spent to advertise the event and its various departments.

The contracting and the tone of the meeting reflected the good year just concluded. A very small percentage of events seemed to have been hurt by weather or other

uncontrollable factors. As a result the State's fairs are all judged to be in a healthy financial condition.

Pass Solution

Frank Barnwell, chairman of the board at Florence, told how his event had partially solved the pass problem and was working on expanding these gains. Principally it had to do with virtually cutting out the issuance of weekly passes and car passes each of which seems to have been used by dozens of persons. Various public servants were deleted from the free list and the daily passes were cut considerably.

James E. Strates, of the shows bearing his name, was the only one who said, or would acknowledge, that television hurt fairs. But he was chiefly concerned with the lateness of grandstand shows which, he pointed out, cut heavily into the working hours of the midway.

A new dues schedule was set up. The big Five by virtue of their \$35 fee are the State Fair, Spartanburg, Anderson, Orangeburg and Florence. The others pay from \$15 to \$25 with the amount to be determined by their directors.

The officers remain the same with the exception of a few changes among the directors. They are: Paul V. Moore, Columbia, chairman emeritus; J. M. Hughes, Orangeburg, chairman; Paul Black, Spartanburg, president; J. Cliff Brown, Sumter, vice-president; Tom Moore Craig, Spartanburg, secretary-treasurer.

Directors are: H. L. Kirby, Union; Ransome Williams, Columbia; Howard McCravy, Spartanburg; John L. Walsh, Greenwood; Frank Sutton, Newberry; Frank Barnwell, Florence; H. D. Black, York, and W. M. Frampton, Charleston. About 150 attended the banquet.

PYRO BACK

GAC-Hamid Bags Majors In Carolinas

COLUMBIA, S. C., Jan. 21.—GAC-Hamid bagged the grandstand contracts at major events in the Carolinas, mostly in advance of the fair association meetings.

The revue, Stairway to the Stars, number one feature last year, was set for the South Carolina State Fair, Columbia. Significant is the fact that the event will use fireworks for the first time in 15 years. Tony Vitale will supply the pyro. Other show features include Jack Kochman's Hell Drivers.

The Anderson (S. C.) Fair will repeat with a revue and acts plus a band. Spartanburg will have a revue plus acts, as will Orangeburg, which will add a band. Greenwood bought its usual program of acts.

Ice Show for Shelby

In North Carolina George A. Hamid Sr. set a revue plus seven acts for the Winston-Salem Fair. An ice show, highly successful at the Shelby Fair, will be repeated with format changes. A revue, acts and band plus the Midwestern Hay Ride for two nights were set for Charlotte. The State Fair, Raleigh, bought the "Stairway to the Stars" revue plus acts headed by Sharkey the Seal.

Frank Melville reported signing a revue plus acts for the Wilson (N. C.) Fair. He will also furnish a show to the Roanoke (Va.) Fair.

ADDS SHUTTLE BUSES:

South Dakota State Launches Plant Program

HURON, S. D., Jan. 21.—The South Dakota State Fair this week added several new projects to its long-range fairgrounds improvement program and announced it would buy shuttle buses to transport its patrons from parking lots to the midway-grandstand area.

Contracts for a new \$54,370 administration building were awarded to a local contractor and the building is scheduled to be completed by July 1. The Gust Jacobson Construction Company, which won the contract is also building the National Guard Armory and 4-H Club Building, which will also be ready for this year's fair.

The purchase of four shuttle buses, similar to those used at State fairs in Indiana, Wisconsin and Minnesota, was made necessary by last year's moving the

main gate to the south side of the grounds. As a result, patrons were required to walk about two blocks to get to the main fairgrounds area.

The board also approved construction of a new concessions headquarters building to be located in the triangle area across from the new home appliances building. At a February 28 meeting the board will open bids for the construction of a new 4-H Club sheep and dairy barn, an open class sheep barn and two new toilet buildings.

The fair's picnic facilities will be expanded by the addition of eight shelters in the south section of the grounds.

The 1956 grandstand concession pact was awarded to C. J. Junkin, of Mountain Lake, Minn.

All officers and directors were re-elected.

Brandon, Ala., Sets Record Budget for '56

BRANDON, Man., Jan. 21.—A record budget and an all-time high prize list for the 1956 summer fair were approved by directors of the Provincial Exhibition of Manitoba. The budget calls for an operating surplus of \$2,147 for the five-day fair in Brandon, July 2-6

The meeting also appointed the grounds committee, headed by J. H. Tolton, vice-president, to investigate immediately all matters involved in replacing the \$72,000 swine barn, recently destroyed by fire.

A total of \$127,780 was budgeted for expenditures during the year, an increase of \$18,625 over the 1955 fair budget, and \$10,757 higher than actual 1955 expenditures of \$107,023.

A total of \$129,977 was budgeted for revenues from all sources. This is \$2,960 higher than the revenue budgeted last year, but \$852 below the actual 1955 revenue.

Biggest single increase in expenditures budgeted was the trade fair, with anticipated expenses of \$17,500 compared with \$4,000 budgeted and \$13,126 actual last year. Revenue expected totals \$15,000.

Grandstand Cost:

Grandstand costs were estimated at \$20,000 for 1956, compared with \$22,683 spent last year. Revenue was estimated at \$35,000, about \$2,000 higher than last year's actual grandstand take, when bad weather washed out two complete shows.

Gross revenue from concessions was estimated at \$32,000, and expenditures at \$4,500. Both figures are about the same as last year.

Ground, truck and zoo expenses are estimated at \$20,000, the same as last year.

Grants were estimated at \$12,000 for 1956; rentals at \$5,000; advance ticket sales at \$8,000, the same as last year, and gate admissions at \$12,000, down somewhat

from the \$13,239 taken in at the gate last year.

The new prize list calls for an increase of \$1,708 to a total of \$24,550 from last year's \$22,770.

Texas Assn. Sets Program For 3-Day Meet

DALLAS, Jan. 21.—Topics of timely interest to fair executives, plus a full round of social activities, will mark the 29th annual convention of the Texas Association of Fairs and Expositions here February 2-4 in the Baker Hotel.

Addresses will be delivered by William M. Petmecky, association president; R. L. Thornton, mayor of Dallas and president of the State Fair of Texas; R. G. McElyea, Fort Worth concessionaire; Rex Baxter, Amarillo; Roy B. Jones, Pepsi-Cola Company; James H. Stewart, general manager of the State Fair of Texas and president of the International Association of Fairs and Expositions, and Othel M. Neely, Heart of Texas Fair, Waco.

The Heart of Texas Showmen's Club will hold its annual memorial services Thursday (2) with the Texas Showmen's Club to hold its reception and informal dance that night in the hotel's Terrace Roof. The Dallas Chamber of Commerce will host the fairmen at a Friday (2) luncheon and the Texas Showmen's Club will hold open house in its hospitality room that afternoon. The annual banquet, with President Petmecky presiding, will be held that evening.

Meeting will close Saturday with a luncheon thru the courtesy of the State Fair of Texas to be followed by committee reports and installation of officers and directors.

Tenn. State Surveys Plant Renovation

NASHVILLE, Jan. 21.—The Tennessee State Fair is laying plans for an extensive plant remodeling program that would be spread over a number of years and cost over \$1,500,000, L. E. Griffin, secretary-manager, announced.

At present, engineers and architects are making a survey of the plant and the steps to be taken will be based on their findings.

The fair's coliseum will be kept occupied during February, with Polack Bros.' Circus coming in under Nashville Police auspices and "Holiday on Ice" set for a February 17-26 run.

DuQuoin Signs Rockets Lines

NEW YORK, Jan. 21.—A 24-girl Manhattan Rockets line will be part of the grandstand show for the DuQuoin (Ill.) State Fair for the week starting August 27, booker Hal Sands reported this week upon receiving contract confirmation. He said he also booked in a Dancing Waters unit for on-stage presentation, and several other acts to be announced later.

CONCORDIA, La., Jan. 21.—Verne Richey was named president of the Concordia Parish Fair at the annual's recent meeting here. He succeeds H. W. Abel. Other officers are Luther Denham, first vice-president; T. A. Reeves, second vice-president; Bill King, third vice-president, and Joe Miller, secretary-treasurer. Dates are the week of October 8.

Spike Jones To Headline Casper, Wyo.

CASPER, Wyo., Jan. 21.—The Central Wyoming Fair will feature Spike Jones and a revue for the first two nights of this year's fair, R. S. (Bob) Latta, manager, announced. The show was booked in by Eldred Stacy, of the Music Corporation of America.

The traditional rodeo will take over the last three nights of the fair but will be hyped by the personal appearance of Gail Davis, TV's Annie Oakley, and Slim Pickins. Other attractions during the week will be the Joie Chitwood thrill show on the final afternoon, and Sam Howard's water show on the midway of Brodbeck-Schrader Shows.

The fair is also planning a leap year program that will feature ranch women events and will be headlined by a Junior Annie Oakley contest. A regional baton twirling contest is also scheduled, with the winner to go to the finals of the National Baton Twirling Association.

PNE Profits Down Despite Big Gross

VANCOUVER, B. C., Jan. 21.—The Pacific National Exhibition had its second highest gross on record in the year ending September 30, 1955, but due to expenditures for plant improvements, had its lowest profit since 1950.

Gross income for the year-round operation amounted to \$1,066,692; expenses amounted to \$972,051, leaving a net operation revenue of \$94,640. Total cost for general improvements, additions and replacements was \$53,637.

Another leading factor in the lower profit was the toned-down advance ticket sale, which had for years been an insurance factor in the operation of the big exhibition. The advance sale was carried on last year but without prizes and is credited with bringing in only \$90,993. The previous year's income from the advance sale was \$217,756.

Income Figure:

As a result, total income from general admissions in '55 was \$303,321 against \$329,162 the year previous. Weather was ideal for the entire run last year while in '54 it was unfavorable on four days.

Plant improvements included new electrical facilities in the livestock building at a cost of \$22,188; rewiring of the foods building, \$15,691; expansion of parking areas, \$11,301, and considerable improvement was accomplished in the work area.

Other sources of revenue included auto parking, \$20,928; general concessions, \$115,475; rides and shows, \$40,373; Happyland (Pacific Coast Amusement Company), \$15,389; exhibitor space rentals, \$144,040; entry fees, \$3,917; racing rentals, \$20,248; Provincial government grant, \$25,000; dog, cat and mink shows, \$6,082; hobby show, \$15,722; Shrine-PNE Circus (Polack Bros.), (PNE share only), \$31,749.

Compared with '54 figures, the circus was off \$16,587; hobby show down \$2,416; rides and shows up \$5,976, with general concessions off \$5,811.

Plans for a new \$235,000 administration building have been completed and the structure is scheduled for completion in time for this year's fair. It will be made of concrete and tile and will be located north of the Garden Building.

Jack Moffitt, retiring PNE president; V. Ben Williams, general manager and Directors Tommy Fuffe and Orville Cook are currently vacationing in Hawaii.

FAIR ASSN. MEETINGS

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. I. C. McCiellan, Arlington, secretary.

Western Canada Association of Exhibitors, Royal Alexandra Hotel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lycoming Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, February 4. James T. Hetzer, 307 Bank Arcade, Huntington, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Mississippi Association of Fairs

& Livestock Shows, Robert E. Lee Hotel, Jackson, February 1. J. M. Dean, Jackson Miss., executive secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 907, Little Rock, secretary-treasurer.

Louisiana Association of Fairs and Festivals, Hotel Bentley, Alexandria, February 8-9. Adolph Netter, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 24. Virgil C. Miller, Hutchinson, Kan., president.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

New Units at Columbia, S. C., To Cost 25G

COLUMBIA, S. C., Jan. 21.—New units planned for the 1956 State Fair here will cost in excess of \$25,000.

Manager Paul V. Moore said that plans were completed for the erection of a cattle barn for use by the Future Farmers of America. It will match a structure recently erected for the 4-H Club.

Plans also call for structural changes and modernization of the grandstand. Moore said that restroom facilities would also be increased.

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Booking Tension Off At Carolina Confabs

Orangeburg Inks Marks, Its First Truck Show, in Generally Stable Atmosphere

RALEIGH, N. C., Jan. 21.—There was little apparent strain as the carnival booking situation resolved itself at the North and South Carolina fair meetings. Once again the principal, or pivotal, dates were spoken for well in advance of the meetings.

While the principal larger dates fell into line for the railroad shows without swapping, there appeared to be considerably less action among the many more which book truck shows than is usually encountered in this country. Again, the reason seems to be that the fairs and the carnivals which play them all enjoyed bountiful returns. Healthy financial results for the contracting parties does more than anything else to stabilize this phase of the fair business.

In South Carolina Frank Bergen's World of Mirth retains the State Fair, Columbia, and picks up

the Anderson Fair, dropped last year because of date difficulties. The latter was signed for two years. Winston-Salem, N. C., is also on its route.

The James E. Strates Shows leads the pack in North Carolina, holding the State Fair, Raleigh; Charlotte and Shelby. In South Carolina Strates will play Greenville, Florence and Charleston.

In South Carolina Cetlin & Wilson, the third railroader in the territory, has Spartanburg and Greenwood. The latter replaces Orangeburg.

The John H. Marks Shows has one of the strongest Carolina routes with Burlington, Gastonia, Albemarle, Hickory, Fayetteville, Monroe and the Winston-Salem colored in North Carolina, and Orangeburg, S. C. The latter has been played by railroad shows for many years, with all of the currently available units having played it one time or another.

The Page Combined Shows is also well routed, with Asheboro, Reidsville, Louisburg, Dunn and Jacksonville in North Carolina, and Andrews, S. C. Also contracted are Brunswick and Waycross, Ga., and Palatka, Fla.

The Ross Manning Shows set Statesville and Carthage, N. C.; Rock Hill, S. C., and Athens, Ga. Rock Hill and Athens have often been played by railroaders in the past.

Oscar Buck has strengthened his route this year with Rocky Mount, Greenville, Washington, Cherokee and Beaufort, N. C., and Camden, S. C. He toured the area on trucks last year for the first time.

Lloyd Serfass has again jelled the entire route for his Penn Premier Shows. His North Carolina dates are Highpoint, Mount Airy, Lexington, Laurinberg, Trenton and New Bern. The latter was signed for two years.

NEW EXECES

Frisco Club Installs '56 Officers

SAN FRANCISCO, Jan. 21.—Judge Walter Carpeneti, who was installed himself this week as a Superior Court judge, acted as the installing officer for the Show Folks of America at ceremonies held in the clubrooms here Monday night (16).

Judge Carpeneti, who was on the Municipal Court bench at the time of the showmen's installation, named John Provenzale as sergeant at arms to escort the 1956 officers to the rostrum.

The new official slate includes E. S. Fitzgerald, president; Eddie Hellwig, first vice-president; Mary Ragan Kanthe, second vice-president; Louis Leos, third vice-president; Charlotte Porter, treasurer; Bonnie Townsend, recording secretary; Albert Roche, corresponding secretary, and Oscar Mattley, financial secretary.

The new members of the board or directors are: Teddy Texiera, Charles Albright, Harry Myers, Joe Ryan, Barney Stevens, Jimmie Lynch, Mary Texiera, Harry (Polish) Fisher, Oscar Mattley, Hazel Christensen, Jane Albright, Al Rodin, Bill Coles, Teddy Levitt, John Provenzale, Duke Navarro, James McCaffery, Flossie Fitzgerald, Hunter Farmer, Eddie Harris, Marjorie Latiker, Edna Raiford, Sam Landesman, George Simmons, Elmer Hanscom, Marie Levitt, Lester Pederson, Leona Stevens, Frances Weidmann and Joe Barell.

Nathan Cohn, the club's attorney, with Albert Roche, was the master of ceremonies. Sam Abbott, of The Billboard in Hollywood, was the guest of honor.

Miss Porter, who served two terms as president, moved into the treasurer's post, with Mattley vacating that post and assuming the one of financial secretary. Other officers in 1955 were: Hellwig, first vice-president; W. H. Meyer, second vice-president; Fitzgerald, third vice-president; Dwight Kane, auditor; Mrs. Townsend, recording secretary, and Billie Hodges, executive secretary.

Fitzgerald assumed his duties and introduced Inez and Clarence Allton, Florence Lusby, Ruth Wolff Wood, Jennie Riegall and Katherine Goldstein, of Los Angeles; Mr. and Mrs. Ed Dixon, of the Madera District Fair; Edward Harris, president of the Pacific Coast Showmen's Association, Los Angeles; Teddy Levitt, of the Crafts Shows; Barbara Hellwig, West Coast Shows; Harry Myers, West Coast Shows, and who recently returned from a trip to Greece, and the Patty and Raymond Treanors, novelty concessionaires.

Tivoli Adds La., Mo. Fairs

JOPLIN, Mo., Jan. 21.—Tivoli Exposition Shows this week added two more fairs to its '56 route, H. V. Petersen, general manager, announced.

Organization will provide the midway attractions at the Louisiana Forrest Festival Association, Leesville, the week of October 1. Also signed is the Cole County Fair, Jefferson City, Mo. The latter was closed by J. O. Greene, general agent.

ton Stone, Eddie Roth, Dan Dix, Earl Stolze, Les Dobbs, Al Weber, Max Kaplan, Rudy Jacob.

Publicity: Sam Dolman, chairman; Al Flint, Joe Glacy, J. Ed Brown, Good Will Ambassadors; Dan Dix, chairman; W. Lee Brandon, Bobby Cohn, Harry Seber, Ernest Fitzgerald, Custodian; Ben Beno Tyler; Ed Kennedy, Greeter; Harry La-Mack, Chaplains; Harry Seber, Ted LeFors, Sergeant at arms; Louis Bacigalupi Jr. Physician; Dr. Ralph E. Smith, Counselors; Kenneth Beatson and William A. Sherwin.

Members, Guests Jam Show Folks' Banquet

SAN FRANCISCO, Jan. 21.—Nearly 200 members and guests of Show Folks of America packed A. Sabella's Capri Room on Fishermen's Wharf here Sunday night (15) for the annual banquet and ball. M. (Whitey) Monette was chairman of the affair.

The event started with the welcoming address being made by Monette, with Sam Abbott, of The Billboard in Hollywood, as toastmaster.

At the speakers' table, in addition to Monette and Abbott, were Doris Monette, co-chairman of the event, and the 1956 officers, Charlotte Porter, president; Eddie Hellwig, first vice-president; Nathan Cohn, counselor; Bonnie Townsend, secretary; Oscar Mattley, treasurer, and Frederick L. Pyman, S. T. D., chaplain. Also at the table were Duke Navarro, entertainment chairman; Lorraine Navarro; David Cacagnaro, Napa District Fair director; Edward Harris, Pacific Coast Showmen's Association president, and Ernest Fitzgerald, president-elect of SFA.

Miss Porter made a brief address, which was followed by the "Starlight Revue," produced by Navarro. Bill McKavanaugh emceed, with turns by Carolyn Vogel, vocalist and dancer; Jean Ataide, pantomime; Patty Galligan, acrobat; Chris Accatino, Beverly Philis, Gene Sorensen, the Accordionaires; Duke and Carolyn, drum beat dancers; Trudy Velez, vocalist; Joyce Galo and the mambo trio, and the Wheelers, marimba trio. Joaquin Garay, currently appearing at the 365 Club, made a guest appearance. Dancing was to the music of Lee Scott and his orchestra.

Congratulatory telegrams were read from the Pacific Coast Showmen's Association in Los Angeles, and Sam Landesman.

Honored guests included Inez

Laura Baker Installed By Mich. Fems

DETROIT, Jan. 21.—Laura Baker was installed as president of the Ladies' Auxiliary of the Michigan Showmen's Association in ceremonies Wednesday (11) in the Fort Shelby Hotel.

Others inducted into office included Ann Stone, Tina Weiner and Helen Cook, first, second and third vice-presidents respectively; Betty Greeley, treasurer, and Gertrude Quist, secretary.

Margie Mansell served as fessce. Clara Silber escorted the new officers to the speakers' table, with Grace Ziegler conducting the actual installation. Francis Moran, outgoing president, received a chest of silverware, and other outgoing officers were also presented with gifts.

Edith Schulz, was named Lady of the Year for outstanding service, with Helen Cook in second place. Rose Schimmel was awarded a lifetime membership. Flowers received from clubs in Chicago, Tampa, Miami and Caravans, Inc.

Representing various clubs were Viola Lippa, Chicago; Carrie Dear, Tampa; Evelyn Billmore, Miami; Clara Silber, New York; Ruby Wedger, Caravans; Ravel Galo, Los Angeles; Sally Lippa, Kansas City; Rose Gold, Hot Springs; Lottie Johnson, St. Louis; Ethel Lovejoy, Phoenix; Rose Morrison, San Francisco; Margaret Stapleton, Dallas; Edith Schulz, St. Louis; Fern Manchenko, Montreal; Mary Falkner, Columbus, O.; Anita Pasternak, Los Angeles; Margaret Heiser, Denver; Bernice Stahl, Detroit, and Grace Zeigler, showmen all over the world.

and Clarence Allton, who presented flowers from the Regular Associated Troupers in Los Angeles; Judge and Mrs. Walter Carpeneti; Mike Krekos, Harry Myers, Louis Leos, of the West Coast Shows; John McMurray, manager of the Western Washington Fair in Puyallup; Henry Christensen, of Christensen Bros. Rodeos; Ed and Peggy Butler, of the Babcock United Shows; Charles and Jane Albright; Mr. and Mrs. William Kindel; Thomas and Mary Jo O'Toole, of the San Francisco Parking Authority.

WOM Pacts Anderson, S. C., For 2 Years

COLUMBIA, S. C., Jan. 21.—Frank Bergen, general manager of the World of Mirth Shows, announced here the signing of the Anderson (S. C.) Fair for two years.

The show last played the date in 1954. It relinquished the stand last year because of calendar changes which made necessary the elimination of one event. A large part of the concession midway, however, continued operation under the direction of Bernard (Bucky) Allen, World of Mirth concession manager.

Phoenix Club Inducts Prez

PHOENIX, Ariz., Jan. 21.—P. H. Siebrand was installed as president of the Arizona Showmen's Association at the club's regular Monday (16) meeting. He succeeds M. R. Freeman in the top position.

Other officers inducted at the meeting were W. J. Siebrand, first vice-president; J. L. Brown, second vice-president; Charles Cooper, third vice-president; Don Hanna, treasurer, and Earl Satler, secretary.

The clubrooms were decorated in a Hawaiian motif for the installation and a buffet supper was served by Eolores Gordon and Ruby Freeman. Out-of-town guests included Hunter Farmer, past president of the Pacific Coast Showmen's Association, who spoke briefly, and M. L. Buckley of the same club.

Albert Wells has been released from St. Joseph Hospital and is convalescing at his Albuquerque home. Lee Ritter is hospitalized in Tucson. Wilber Hooper won the pot of gold at the close of the meeting.

Dobson Pacts Wisconsin, Minn. Fairs

WILLERNIE, Minn., Jan. 21.—Dobson's United Shows will play a good part of its season in Wisconsin and Minnesota, W. C. (Bill) Dobson, manager, announced. Dobson recently returned here after attending fair conventions in Milwaukee and St. Paul.

Wisconsin fairs signed include those at Ellsworth, St. Croix Falls, Luxemburg, Augusta, Colfax, Glenwood City, Hayward, Spooner and Prairie Farms. Show will also play Wisconsin celebrations at Stratford, Wisconsin Rapids and Hudson. Fairs in Minnesota are at Bayport and Cambridge, with celebrations at North Branch, Roseville, Bloomington and Stillwater.

60 Show Folks Attend Rites Despite Rain

SAN FRANCISCO, Jan. 21.—Approximately 60 members of the Show Folks of America attended the annual memorial services held here Sunday (15) in Olivet Park despite rain that made it necessary to conduct the affair without music.

Sam Abbott, of The Billboard in Hollywood, was the principal speaker, with Frederick L. Pyman, S.T.D., the chaplain reviewing the history of Showmen's Rest.

The invocation was by the Rev. Father Francis K. McNaul Jr., with the Rev. Fred Hanes, pastor of St. Francis Methodist Church, delivering the benediction. Carol Aaron sang "Stranger in Galilee" and "The Lord's Prayer." Lorraine Hamel was the guest vocalist, her numbers being "Ave Maria" and "Chapel in the Moonlight." Father McNaul offered the closing prayer.

The function was directed by Earl Leonard, as chairman, and Charlotte Porter, the club's president.

Conklins Ink 5-Year Pacts With 2 Fairs

HAMILTON, Ont., Jan. 21.—Conklin Shows recently closed with two Ontario fairs to provide the midway attractions at each for five years, Frank R. Conklin announced. The two annuals are at Lemington and Kitchener.

The Leamington event, which operates August 2-6, will feature the giveaway of automobiles and televisions. Kitchener fair will run from September 24-29 and will promote two kid's days with a free gate. On other days the outside tab will be 10 cents for youngsters. In past years the fair had no children's day and kept a 25-cent gate charge during the entire run.

Olson Pacts Ft. Wayne Fair

FORT WAYNE, Ind., Jan. 21.—Olson Shows will again provide the midway attractions at this year's Fort Wayne Fair, officials announced. Dates for this year are July 9-14.

PCSA Prez Lists New Committees

LOS ANGELES, Jan. 21.—Edward J. Harris, president of the Pacific Coast Showmen's Association, set a new precedent in announcing committees for the year when he named Everett W. Coe, chairman, and Joe Glacy, co-chairman, of the annual banquet and ball to be held in December. The committee members were announced Saturday night (7) at the joint installation services of the PCSA and Ladies' Auxiliary and then officially here at the regular PCSA session Monday night (9).

Committees for 1956 are:

Membership: Sam Dolman, chairman; Sam Steffin, co-chairman; Matthew Lantz, Al Cecchini, Steve Vaughn, Louis Wald, F. M. (Pete) Sutton Jr., Harry Merkel, Tom Condron, Louis Bacigalupi Jr., C. E. Moore, Ernest Fitzgerald, William Davis, Harry Seber, Al Flint, Joe (Red) Dauer, Ways and Means: Joe (Red) Dauer, chairman; Steve Vaughn, co-chairman; Eddie Roth, Harry Myers, Joe Glacy, Frank Warren, M. J. Doonan, Ed Hellwig, Moe Levine, John Snobar, Theo Forstall, Mike Herman, Ed Butler, Alex Freedman, Harry Seber, Finance: M. J. Doonan, chairman; E. W. Coe, H. G. Farmer, Lee Glacy, S. L. Cronin, Eddie Tait, Bob Downie.

Legislative: Joe Glacy, chairman; Harry Fink, C. F. (Doc) Zeiger, M. J. Doonan, E. W. Coe, Mike Krekos, Frank Warren.

Welfare: Harry Phillips, chairman; Bob Matthews, Joe Dauer, Fred Donnelly, Bob Banard, Harry Merkel, Louis Leos, Cemetery: Eddie Tait, five years; Al Weber, four years; Harry Seber, three years; Arthur Andersen, two years; Joe Glacy, one year.

Public Relations: E. W. Coe, chairman; Lee Brandon, Al Cohn, Ed Brown, William Hobday, Bob Downie, Jimmy Lynch, Alex Freedman, Matt Herman, M. J. Doonan, Joe Glacy, Harry Seber, Bobby Cohn, House: Sam Landesman, chairman; Steve Vaughn, Joe Dauer, Fred Mortensen, Tom Condron, C. E. Moore, Harry Seber, Jack Morris, Banquet Program: Al Flint, chairman; Sam Dolman, E. W. Coe, Sam Landesman, Harry Merkel, Tom Condron, Harry Seber, Ernest Fitzgerald, F. M. Sutton Jr., Jimmy Lantz, Joe Steinberg, John Snobar, New-

MIDWAY CONFAB

C. H. (Pop) Sornsen is in Anderson Hospital, Houston, and would like to hear from friends. . . . William Trevena, Washington, Pa., will be back with the Gooding Amusement Company as ride foreman. Members of the Gooding No. 3 unit gave Trevena and his bride a party October 12 at Columbus, Ga., he reports.

Mr. and Mrs. Paul Householder have returned to their winter home in Reading, Pa., after having visited the latter's parents in New Jersey. . . . Jerry Lipko (Great Zerk), with the Ross Manning Shows the past four years, is currently producing clown on Miller Bros. Circus, now playing thru the South. Leola has left her Portsmouth, O., home on a jaunt that will take her to Mexico and New Orleans before opening with the Ross Manning Shows. . . . Buttons Lewiston is readying his ball games for the coming season. He generally opens in early May with some Iowa show.

PHOENIX (ARIZ.) NOTES: Doc Tuffy's Dude Ranch, 16 miles west of town, has become a gathering place for troupers. . . . Billie Henderson arrived recently from Hawaii and is helping Doc entertain friends. . . . Blackie and Lil Schofield stopped in Phoenix, en route to Dallas after visiting their son, Charles, in Hayward, Calif. . . . Albert Wells, who has been in St. Joseph Hospital, will convalesce at the home of his brother, Earl. . . . Earline Well and Sharon Gunn have been entertaining with their Hawaiian dances. . . . M. M. Buckley and Hunter Farmer have been visiting at the dude ranch. . . . Marie and Harry Berko are doing well with their race horses in Phoenix. . . . Jimmie Hale has been sporting a new pink Cadillac. . . . Rose Merrow has received a chauffeur's license and is now driving for the city bus line. . . . Jim and Pearl Willis have been doing okay with their fruit stand. . . . Mr. and Mrs. Clarence Morton recently returned from a Mexican fishing trip. . . . Gladys Belshaw gave a surprise party for Ed Lundgren on his 74th birthday at the Arizona Biltmore Hotel. Pupils of the Whittie

Serris dance school supplied the entertainment. Guests included Mr. and Mrs. Earl Peyton, Mr. and Mrs. Orville Patton, Mr. and Mrs. Harry Burko, Mrs. Billie Henderson, Mr. and Mrs. Blackie Schofield and Mr. and Mrs. Doc Tuffy.

Mary M. King, of King Bros. Shows, reports from Denver that the organization will add two rides this coming season. Route for '56 is about the same. Charlie and Margie Klausen and Mr. and Mrs. C. E. Armstrong will join for the season. Show will open April 28 in Denver. A. Goldbur, veteran outdoor showman, was feted on his 81st birthday. The Kings recently became grandparents when their daughter, Mrs. Bill Huffman, gave birth to a daughter.

Jack W. Burke, of Hitler Car note, will have his automobile and a giant snake show on the Gooding midways this season. . . . Turner Scott, Daytona Beach, Fla., ride op, spent a few days visiting in Miami last week. He'll open his permanent ride spot in Daytona Beach in mid-February.

Mrs. Frank W. Peppers, wife of the owner of Peppers' All-States Shows, who underwent surgery in Sheffield, Ala., during the holidays, has been discharged from the hospital and is recuperating at her Mobile, Ala., home. . . . Mobile's Mardi Gras gets under way February 2 and runs thru the 14th. Sixteen parades will be staged during the run, kick-off procession being staged by the Polka Dots, women's society. Johnny Denton's Gold Medal Shows and Peppers' All-States Shows will supply rides and concessions during the event.

Larry Schaff, carnival secretary, who last season was a member of the Bogle Shows, writes from Galveston, Tex., that he is playing night clubs there with the Treasure Island Band. Schaff has not decided whether he will return to outdoor showbiz.

Jackie Lynn will be on hand for the New Orleans Mardi Gras. After that he will work his sword-swallowing act in night spots in New Orleans; Mobile, Ala., and Miami. Lynn has signed to tour with the Ice and Lynn Side Show during the coming season.

Florence Lusby and Katherine Goldstein returned to their homes in Los Angeles Tuesday (17) from San Francisco, where they attended the annual banquet and ball of the Show Folks of America. . . . Harry (Polish) Fisher is recovering at his home at 302 Turk Street, San Francisco, following an illness. He and his wife, Rose, attended the functions of the Show Folks of America, which included the banquet and ball and installation ceremonies.

Jack Ruback, owner of Alamo Exposition Shows, is having a new Scooter built at the show's San Antonio winter quarters, with Ben Spencer supervising the construction.

Ben S. Allen, Posters, Inc., is in Tucson, Ariz., building up his strength for a major operation in the near future. As a result, he is missing fair meetings for the first time in many years.

Stan Reed, well-known show agent, is recovering from a heart attack and would like to hear from friends. He may be reached at Heathwood Court Apartments, Apartment 2-B, Columbia, S. C. For the first time in several years Stan was unable to visit with friends at the South Carolina fair meeting, but he contacted many by phone.

Jim Tomlinson, concessionaire on Rogers Bros. Shows, underwent surgery January 16 in an Arlington, Calif., hospital. He may be addressed at 3941 Polk Street, Arlington.

Francis J. McDonald expects to be discharged soon from Bergen Pines Hospital, Paramus, N. J. . . . John Weisman has returned from Florida to New York, and Sam Weisser has left for a short stay in Miami.



NEW WORLD OF PLEASURE SHOWS

OPENING IN APRIL IN ONE OF DETROIT'S INDUSTRIALLY ACTIVE SUBURBS
ALL LEGITIMATE CONCESSIONS OPEN
 Can use Derby, Photos, American Palmistry, Duck Pond, Balloon Darts, Glass Pitch, Coke Pitch, Coke Ring, Block Pitch, Cork Gallery and Fish Pond.

SHOWS: Want capable Side Show Operator (we have 150 ft. top, front and banner line or will book complete Side Show). Good route for Monkey Show, Glass House, Snake Show, Arcade or any good Shows.

NEW ROUTE THIS YEAR—SHOWS TO OPEN IN MAY

RIDE HELP: Foreman and Second Men for all rides. Salary and percentage to Foremen. Salary and bonus to Second Men. All must be licensed semi drivers. Would like to hear from last year's Ride Men.

WORLD OF PLEASURE SHOWS
 P. O. BOX 746 (Phone: Temple 3-8432) DETROIT 31, MICHIGAN
 P. S.: Our Mr. Ep Glosser will be at Tampa Fair or contact him at 1799 N. W. 28th Street, Miami-Florida.

RIDES FOR SALE

Merry-Go-Round, A. H. 40-ft. special deluxe model, 36 beautifully carved horses, 2 chariots, 3 abreast, the real McCoy, best that money can buy, sacrifice \$5,850, worth double. Merry-Go-Round, Dentzel 35-ft. 2-abreast, 22 horses, 4 chariots, music, first \$1,250 gets it. Kid Merry-Go-Round, Pinto make, 12 horses, 2 chariots, 20 ft., \$1,000. Also 12 Parker racing style, adult, aluminum horses, last forever, cost \$125 each, sell \$70 each. One Evely Aircraft, double Loop-o-Plane special model to load on 1 1/2-ton truck instead of semi, \$1,000. Boomerang Waltzer park ride, big capacity, money maker; big, flashy, sensational thriller; cost about \$20,000, sacrifice \$4,500. Mangels Coney Island Park Gallery, large double row duck-pond, the flashiest late model Shooting Gallery, cost about \$10,000, sacrifice \$2,250. One 35 KVA Light Plant, Westinghouse, AC 110-220 volt, like new, mounted on Ford truck, will light six-ride show, sacrifice \$1,850. One 25 Kw. Light Plant, DC 110 volt, mounted on trailer, sacrifice \$1,000. Sell or trade the above for equal value. Also Ride Parts for sale.

FRED ALLEN
 1400 Brewerton Rd. Syracuse 11, N. Y.
 Ph. 54-3000

WANT TO BUY

Late model Kiddie Rides. Want twenty Horses for a 32-foot Allan Herschell Merry-Go-Round.

FOR SALE

One #5 Eli Ferris Wheel, one Smith & Smith Chairplane, 22' Tower, one Allan Herschell Looper Ride. These Rides have just been painted and are in perfect condition. These rides can be purchased with or without special-built trailer for each ride. Address all replies to

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 2906 4th Ave. Altoona, Pa.

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Novelty Agents for Shrine Circus, Memphis, Tenn., starting February 10. Have six more Shrine Circus dates in the spring. Those working Memphis will get preference.

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RIDES—SHOWS—CONCESSIONS
 FOR SALE—Allan Herschell 1948 Little Dipper. Also Bingo (will book on show).

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 North Birmingham, Ala.

CARNIVAL WANTED

Big July 4 Week Celebration, Galax, Va., July 2 thru 7.
 Twelve or fourteen-ride carnival. Eight good shows. Guarantee of 75 concessions. No flats allowed. For further particulars write

ELBERT L. "GABE" LUNDY, Secretary
 P. O. Box 124, or Telephone 3747, Galax.

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DICK THOMAS
 of Kratzer's concessions
 For your Dodge Truck purchase.
 "Save Money With Johnny"
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CARNIVAL MANAGERS, ATTENTION

75 KVA Diesel Light Plant with cable and junction boxes at liberty for 1956 season. Plant in perfect condition, good as new. Why worry over deposits and installations? Will also take care of all electrical work on show. Time is short—all replies to

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SHOWS—RIDES—CONCESSIONS
 Want to Buy—Factory built Kid Rides. For Sale—14 ft. special built Long Range, 8 good guns.
 Reply to: **BOX 277, TRUMANN, ARK.**

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WANTED

by Outdoor Showmen Everywhere

For details on a Special Plan we have for moving this equipment write **TODAY**

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NOW BOOKING FOR 1956

SHOWS: Want Shows of all kinds, especially Girl Show. RIDES: Want Scooter, Scrambler and Round-Up. CONCESSIONS: Will book Concessions of all kinds, no exclusives. Especially want Arcade, Long Range, Photo Gallery, French Fries and High Striker. HELP: Can place Agents for Hanky Panks, Bingo Help. Ride Help in all departments, Foremen and Second Men who drive semis, Wives sell Tickets and work Concessions. WINTERQUARTERS OPEN APRIL 1.

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NEW ANCHOR TENT FRAMES
 for CONCESSION and 4-WAY TENTS
 Engineered For 2 Years to Assure the BEST for SHOWMEN
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DESIGNED OF LIGHT WEIGHT — BUST PROOF ALUMINUM (1 1/2"x2") • HINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.
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Ernie SYLVESTER

New! CAROLINA AMUSEMENT SHOWS

OPENS IN GAFFNEY, S. C., THURSDAY, MARCH 29. 9 DAYS—(2 WEEKENDS)
 Will tour North Carolina, Virginia and Maryland—catching payrolls and crops. This show will book only 2 Hanky Panks of all kind (one each side). Will give exclusive till fair season on High Striker, Scales, Glass Pitch, Short Range, Long Range, American Reader, Pan Game, Fish Bowls. Write what you have. Cook House, Popcorn and Floss booked. Shows of all kinds that cater to families and can stand up-town locations. Want Merry-Go-Round and Wheel Foreman who drive—use wives on tickets. Starting March 1st. All mail to

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Want Foremen and Second Men on Dodgem, Caterpillar, Rock-o-Plane, Octopus, Tilt, Merry-Go-Round and Ferris Wheels; also for Kiddie Rides. Men for Front Gates and Light Towers. Salary and bonus. Last year's help, please answer.

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Greater Tampa Showmen's Association

Willow at Carmen, Tampa, Fla.

TAMPA, Jan. 21.—Sam Gordon, first vice-president, was in the chair for the regular meeting. Also present were C. C. Groscurth, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

Chaplain George Ringlin reported that Jack Halstead had died and was buried in the club's cemetery plot. He also reported that the sick list included Jack Gallup, Louis Morgan and Benny Fields.

The weekly Saturday night dances were reported to be drawing excellent crowds and the local night clubs were sending over entertainers for the events. The waltz contest is in its seventh week.

Treasurer Julius reported all preparations were completed for the banquet and ball with a complete floorshow signed for the event. Clubrooms are in order for the big influx of visitors expected during the Florida State Fair.

Members of the club were scheduled to man the March of Dimes drive on the streets on Saturday (21).

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Jan. 21.—President Maurice Ohren was in the chair at the Thursday (19) meeting. Also on the platform were Jack Duffield, second vice-president; Bernie Mendelson, treasurer; Homer Briant, executive secretary, and Past President Ned Torti.

Chick Schloss reported that Joe Seher was in Fox River Sanitarium in Batavia, Ill., and that Lou Keller was still ailing.

Members attending after absences included Mike Doolan, who was in Chicago for a medical check-up but headed back for California; Bill Townsend, Bill Torti, Morris Haft, Pete Norman, Sallie Wasserman, Jack Kwiet and Ed Kornrumpf.

George H. Inledon is a new member. Meeting closed with a luncheon prepared by Mrs. James Stanton.

NOW BOOKING FOR 1956

32 week season, 12 fairs, 3 centennials, 2 homecomings now booked. Want legitimate concessions. Can place Ride Foreman and Second Men. Also Men to work in winter quarters.

WINTER QUARTERS NOW OPEN

MIDWAY OF MIRTH SHOWS

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FOR SALE

Allan Herschell 2-Abreast Merry-Go-Round with gas or electric motor. 30 ft. Lufkin Trailer equipped to haul same if wanted.

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32-ft. Steel and Aluminum Low Boy Trailer with 60-ft. Panel Front. Built on Trailer Walkaround. Used for Big Belle and her 40 babies. Can be changed to Walk-Thru or large Whale Exhibit, \$1,500. One 30-Machine Arcade, 20 x 30 Top, 50 ft. Panel Front at Billboard prices on Machines, \$1,500.

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Want Free Act for season. Mr. Winnie, write. Want Sound Truck with Concessions: Mr. Dillon, want Hanky Panky of all kinds, Glass Pitch, Bear Pitch, Ball Games, Long or Short Range, Photos, two Milt Camps, Flashy Bingo, any Stock Concession, Shows with own equipment, especially Athletic, Monkey, etc. Rides—Buy, book or lease Spiffire, Octopus, Caterpillar. Man to handle front gate. Foremen and Second Men for Wheel, Merry-Go-Round, Tilt, Comet, Chairplane, Rolloplane, Kiddie Train. For Sale—50 KVA 2300 Transformer, \$100.00; Chairplane, \$500.00; Trailer, \$300.00. Write—write

THEODORE MEADOWS, RT.-1, BOX 43, SHEFFIELD, ALA. PHONE: 1001XJ.

National Showmen's Association

317 W. 56th Street, New York

NEW YORK, Jan. 21.—On the sick list at present are Frank Capell, Medical Center, Jersey City; Leo Brenner, Mount Pleasant Hospital, Baltimore; Jack Rose, Veterans' Hospital, Coral Gables, Fla.

Recent visitors were John Christopher, Edward Miltner, John Argos, Harry A. Field, Saul Seligson, John (Duke) DeNoia, Thomas A. Wolfe, Harry Witt, Harry Sandler, Jack Siegel, Ben Levine, D. D. Simmons, George Bovino, Larry Wolinsky, Edward Elkins, Max Kassow, Jack Alfred, Edward McKeon, Harry Levine, Harry Weiss, Jack Stern and others.

This week's birthday boys are Max Cohen, Louis Kronenberg, Murray Rich, Feliz Zucchi, Andrew Engel, George D. Hensley, Van Helman Smith, Fred W. Landers, Kirby C. McGary, George Harms, Frank A. Meyer, Ben Sherken, Edward A. Devlin, Stiney Shapovalus, Joseph Bivone, S. F. Dadson, Patrick Halloran, Robert Christenberry, Harry Kahn, Max Kassow, Jack Straus, David White, Joseph I. Goodman, Ted Stillman, Anthony G. Varone, and Jack Zupan.

Next regular meeting will be Wednesday night (25).

National Showmen's Association

317 West 56th Street, New York

Ladies' Auxiliary

NEW YORK, Jan. 21.—New officers of the Ladies' Auxiliary, with the slate headed by Ann Brown, were impressively installed Monday night (9) at the Hotel Rosoff. It was the 18th installation and was dedicated to the memory of the late Jean Dellabate, an organizer of the group.

Presiding was Past President Dolly McCormick, who did an outstanding job. Installing officer was Mollie Rosenthal. The marshals were Micki Levine and Henrietta Werthimer, and flowers were presented by Flora Elk.

Bess Hamid, organizer and past president, provided the corsages for all past presidents and organizers. She also treated all on the dais to liquid refreshments. Organizer and past president Dorothy P. Goldberg sang the National Anthem. Mildred Ford toasted the Auxiliary. Other program items were: Candle-lighting tribute to all auxiliaries by Past President Ethel Stillman; description of the group's accomplishments by Bess Hamid; tribute to life members paid by Anna Halpin Cook; and benediction by Chaplain Florence Van Raalte.

Present were Shirley Whol and Libby Shindler, sister and sister-in-law of the new president, Ann Brown.

The first meeting following the installation was on Wednesday (11); a big party is promised for March 26, according to Bess Hamid, who heads the kiddie fund. Claire Priddy will handle the Bulletin, with Mildred Peterson still on The Billboard items. Anita Goldie is the new birthday girl, who will be sending out the cards in the future. Billy Dvoretzky promised Ann Brown the gift of a new hat; she gave the past president the same gift at her installation and will give succeeding presidents the same.

Mrs. Hamid presented Ann Brown with a beautiful set of bath towels in white, embroidered in gold, as a house-warming gift, and many other members also presented house-warming gifts, as Mrs. Brown recently moved into a new apartment.

Member Rose Westlake, now living in California, is to be on the

Croucho Marx TV show on February 19. Florence Van Raalte, our British-born member, observed her birthday by serving all the sisters wine and cake.

Out-going President Margaret McKee was given a testimonial dinner January 16 at the Beckman Tower Hotel. Her daughters, Ase-neath and Jane; her sister-in-law, Mae; past president, and chairman of the day, Mildred Peterson, sat on the dais.

Past Presidents Dorothy Goldberg, Midge Cohen, Queenie Van Vliet, Anna Cook, Ethel Stillman, Bess Hamid and Dolly McCormick paid tributes to the past president. Daughter Jane Tubis presented Mrs. McKee with the auxiliary's gift, an inscribed 14-carat gold charm, bearing a jeweled crown, set in cultured pearls and sapphires.

Entertainment was by George Michel, singer, who was obtained by Sylvia Stern; Mrs. Arline Corwin, pianist; Mildred Ford, Dorothy Goldberg, Midge Cohen, Ethel Stillman, Ann Brown and Jeanette Finkel. Joe McKee sent his wife a basket of flowers.

Anna Cook read telegrams from the men's president, Gerald Snelens; Cele Forman, Rae Grueberg, and from Ingrid and Mickey. Jane Tubis is furnishing the home that she and her husband recently purchased in Atlantic City. Anna Cook is having plans drawn up for the home she'll build in Cliffside, N. J. Pearl Myers left for her home out West.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

Ladies' Auxiliary

"Frolics of 1956," held Sunday (15) in Auxiliary clubrooms, was attended by 860 members and friends. Buffet supper was served by Mollie Straus, Kay Leisure, Onalee Jones, Billie Palitz, Ruth Schreiber, Mae Levine, Leathu Ault, Mary Walker, Peggy Minden, S. Hedrick, Bea Truesdale, Peggy Biscow and Rita Palitz. Chairmen of the affair were Peggy Heiman and Ella Dodson.

The blackface show included Peggy Heiman, interlocutor; Jimmie Fierenze and Marty Weiss, endmen; Myrtle Brooks, Dolly Kramer, Bea Prell, Myrtle Duncan, Hilda Roman, Helen Eulee, Natalie Byrus, Glendora Daniels, Aggie Ross, Lois Weiss, Ella Dodson, Beatrice Prell, Virginia Feldman, Elsie Keeler, Ann Tara, Kitty Glosser, Sidney Thomas, Mary Stevens, Glendora Daniels, Rhea Carson, Mary Ellen O'Rear and Dolly Kramer.

In charge of the dressing room were Germaine Lollar and Essie Tate. Taking care of the bar were Nan Rankin, Ann E. Williams, Lucille Malanga and Lillian Sylvester. Assisting in the show production were Mike Roman, Roy Lollar, Sam Generola, Carl Kalinski and Thompson. Alton Pierson kept things running smoothly and Bill Cowan served as auctioneer.

In the prize award division Mrs. Bantly won a case of soft drinks donated by Freda Wilson; H. D. Bowen, two pieces of luggage donated by I. Moore and A. Cowan; Pinky Sylvester, electric cooker donated by Sidney Thomas; Jack Fink, \$25 bond donated by Anne Whitehead; Tome Comer, figurine donated by Anne Tara; Orson E. Cole, coffee maker donated by Dora Pierson; M. Moore, electric fryer donated by Leona Parker; Red Marcus, \$25 bond donated by Eva Daniels; Benny Glass, camera donated by Kitty Glosser; Betty Grosman, portable radio donated by Charlotte Wright; Tommy Finistina, chafing dish donated by Agnes Grosso; Lenny Covington, rotisserie donated by Betty Endy; Harry Sticky, electric heater donated by Martha Weiss; William Hornfliend, mixer donated by R. Schreiber and P. Biscoe; Bess Gallager, wrist watch donated by M. Tanner, B. Truesdale and M. Farris; Mr. Lombardy, mixer donated by Rosita Dell; H. E. Rungee, floor fan donated by M.

Hawkins, W. Edwards and N. Whiteside; Ken Slaughter, a steam iron donated by Lillian Tucker; G. T. Comer, electric shaver donated by Pearl Ridings; Howard Ward, a dinner set for eight donated by Barbara Broeffle; Peggy Biscow, pressure cooker donated by Hilda Roman; Lola Kochenour, wrist watch donated by Onlee Jones; J. W. Case, \$25 bond donated by Jean Delebrates; Mr. McLain, \$25 bond donated by M. Levine, and F. Deemer, and Mr. Barbour, \$25 bond donated by Ada Cowan.

President Aggie Grosso presided at her first meeting January 18. On the rostrum with her were Kitty Glosser, first vice-president; Ann Whitehead, third vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary, and Rhea Carson, corresponding secretary. Invocation was given by Chaplain Elsa Bryant, followed by the salute to the flag.

Past Presidents, Mae Levine, Ada Cowan, Ruth Schreiber and Sidney Thomas, plus Phoebe Carsky, Chicago, sat on the dais. Those attending their first meeting included Rebecca Castle, Cecil Davis, Minnie Simmons, Mickey Sacokkie, Ruth Baldwin, Jessie Edwards, Dorothy Bedlin, Phoebe Carsky, Dora Renn, Fay Ungar, Audrey Castle Fineberg and Ann Wytias.

Rhea Carson read correspondence from Margaret Farris, Renee Martin, Beatrice Tarbas, and the Auxiliary of the Missouri Showwomen's Club. Reported on the sick list were Bea Truesdale, Renee Martin, Nancy Whiteside, Louise Endy, Judith Solomon, Mary Boswell, Ethel Weer and Jessie Edwards.

William Tara, invited to the meeting to give a report on the blood bank, reported that the association has the largest blood-bank deposit in Miami. The 175 pints collected last week brought the club's total to 500.

Alton Pierson announced that dances would be held every Saturday night and that special entertainment would be provided. Following made donations to the blood bank: Mrs. Unger, Dorothy Miller Cohn, Mrs. Castle, Mrs. Renn, Cecil Spear, Florence Yanzey, Sylvia Thomas, Hilda Roman, Rhea Carson, Sadie Goodman, Ethel Weer, Katherine Marchiano, Sidney Thomas, Phoebe Carsky, Myrtle Brooks, Peggy Heiman, Anna Priest, Frances Blumberg, Peggy Biscow and Jeanne Lampell. The penny parade brought in \$14.53, and the dark horse \$29.11.

Following are members of the new committees for 1956:

Parliamentarians: Ruth Schreiber and Peggy Minden. Ways and Means: Estelle Bell and Dorothy Miller. Entertainment: Peggy Heiman, chairman; Mary Ellen O'Rear, Ella Dodson, co-chairmen. Sick: Bea Truesdale and Ann Whitehead. Tylers: Evelyn Taylor and Myrtle Duncan. Public Relations: Mickey Hawkins. Publicity: Florence Badanes. Relief: Lillian Tucker and Susan Tucker. Refreshments: Molly Straus, Mae Nelson and Kay Leisure. Hostesses: Mae Nelson, Natalie Byrus, Myrtle Duncan, Pearl Schultz, Barbara Broeffle, Ella Dodson and Margaret Farris. House: Ann Tara and Dora Pierson. Birthday: Bess Wernikoff. Journal: Madge Harris and Peggy Heiman. Elsa Bryant is the chaplain.

Board of governors includes Betty Endy, Leona Parker, Raynell Golden, Louise Endy, Hilda Roman, Martha Weiss, Dolly Young, Mae Levine, Ruth Schreiber, Sidney Thomas, Ada Cowan, Estelle Bell, Eva Daniels, Ella Dodson, Rosita Dell, Peggy Heiman, Onalee Jones, Lola Kochenour, Rose Lange, Kay Leisure, Irene Moore, Dorothy Miller, Gladys Manning, Mary Ellen O'Rear, Dora Pierson, Ann Rice, Pearl Ridings, Molly Straus, Lillian Sylvester, Judith Solomon, Lillian Tucker, Bea Truesdale, Ann Tara, Catherine Virona, Marie Virona, Zelma Weinstein.

Heart of America Showmen's Club

913 Broadway, Kansas City, Mo.

KANSAS CITY, Jan. 21.—President Raymond Clayton called the regular meeting to order with 35 members present.

Jack Stein, Randy Moss and Leonard L. Abbott were elected to membership. President Clayton announced that he would personally give \$25 to the member bringing in the largest number of new members with \$15 and \$10 awards for second and third place.

Mr. and Mrs. Sam Ansher leave January 27 for California.

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Jan. 21.—Past President Moe Levine conducted the regular weekly meeting Monday night (16) here in the absence of President Edward Harris, who attended the Show Folks of America festivities in San Francisco. On the rostrum with Levine were Harry Phillips, treasurer, and Bob Matthews, secretary.

The members observed a moment of silent prayer in memory of Brother Bobby Irwin, who died in a local hospital January 11.

All of the committee reported progress. The house committee, Joe Steinberg announced, has purchased a floor polisher.

The sick and relief committee advised that several members were ill. They included Abe Grant and M. B. Shaw. Tom Condron told the group that Harry Ostrov was ill at the beach and Dave Friedenheim said that Andy Carson was scheduled for an operation in the local General Hospital. Clyde Gooding, Phillips revealed, is coming along but still confined to his bed in a rest home in Glendale. Some improvement is seen in the condition of George Moffett and Harold Mook is receiving visitors at his North Hollywood residence. J. Ed Brown told the group that M. J. (Mike) Doolan had entered the South Town Hospital in Chicago for a check-up.

Sam Landesman, of the house committee, served a buffet supper.

Hot Springs Showmen's Association

710 Whittington Ave.

Hot Springs, Ark.

Ladies' Auxiliary

The regular meeting was called to order by President Ethel Booth. Also on the platform were Pearl Weydt, first vice-president; Vivian Zimdars, who filled in for Secretary Bonnie Wheatley, and Carolyn McJunkin, treasurer. Lillian Ray delivered the invocation. Mrs. Jack Dillon attended her first meeting of the year.

Plans were announced for the tacky party January 28. Harry and Vivian Zimdars entertained over 100 members and guests at open house on New Year's Day. Pearl Weydt and Doc O'Kelley back from the Milwaukee fair meeting. Virginia and Edward Gamble left for a two-week vacation in Mexico City.

The night award, donated by Alice Hennies, was taken by Daisy Fritts. Pearl Weydt won a pair of house slippers donated by Irene Ogle.

Caravans, Inc.

130 North Wells, Chicago

CHICAGO, Jan. 21.—President Marianna Pope called the first meeting of the year to order. Also present were Agnes Barnes, first vice-president; Claire Sopenar, second vice-president pro-tem; Mollie Raymond, third vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Invocation was delivered by Lucille Hirsch.

Correspondence was read from Ruth Martone, Billie Lou Bunyard, Helen Vaughn, Mae High, Esther Schotzberger, Dorothy Packman Goldberg, Pat Seery and John Lempert. Mae Taylor was reported ill. Jeanette Wall is confined to St. Joseph's Hospital; Irene Cherone in Roosevelt Hospital, and Mabel Davis in Billings Hospital.

New members include Marion Falco, Betty Nonette and Virginia Vance Schumaker. Jeanette Hart was selected to represent the club at the candlelight ceremonies of the Missouri Show Women's installation, and Mae Oakes will represent the club at the Tampa club's installation.

Caravans' annual spring benefit party is scheduled for April 21. Claire Sopenar will be in charge of the January 24 social in honor of Martha Moss. Assisting will be Agnes Barnes, Mae Sopenar and Helen Wetmore.

Helen Hoffmeyer and Eva Shine took the evening awards.

Hill Contracts 3 Minn. Dates

LINCOLN, Neb., Jan. 21. — Hill's Greater Shows signed to play three dates in Minnesota at the recent fair meeting in St. Paul, H. P. Hill, owner-manager, announced. Hill, accompanied by Mrs. Hill, was here for the Nebraska fair meeting which starts early next week.

Two Minnesota fairs inked include Hutchinson and Wadena. In addition, the show closed to play the Duluth (Minn.) Centennial for 10 days.

Much of the organization's route was set before the Chicago outdoor meetings. As earlier announced, Hill has signed to play the Fargo, N. D., annual plus six county fairs in the State to include Cando, Rugby, Bottineau, Crosby and Flaxton. Also signed for this year is the Reeves County Fair, Pecos, Tex., and the Eastern New Mexico State Fair at Roswell.

Show is scheduled to open in February. From here the Hills were scheduled to head for the North Dakota meeting at Minot.

Badger State Gets Red River Circuit

MILWAUKEE, Jan. 21. — For the third year the Badger State Shows have signed to play the Red River Valley circuit of Minnesota Fairs, it was announced here this week by Manager J. Vomberg upon his return from the annual Minnesota fairmen's convention in St. Paul.

Vomberg, who was accompanied to St. Paul by his wife and son, Arnold, said that the circuit is composed of fairs at Fertile, Warren, Barnesville, Roseau and Mahanomen. Also contracted is Waseca for the 16th year, Brainard, Bird Island, Bemidji, Alexandria and Madison. Celebrations start at Rochester May 11. Plans call for the addition of two rides and two towers this year.

Bookers Active

Continued from page 65

Southeast Missouri District Fair, Cape Girardeau.

Ken Garman, owner of Sunset Amusement Company, will play the following fairs in the State: Bethany, Caruthersville and Lamar. Jack O'Dare, representing the Congress of Canadian Daredevils, closed to bring his show to the Trenton fair.

Evans United Shows, represented by Mrs. Pearl Evans and her sons, William and Don, booked Missouri annuals at Lexington, Concordia and Cole Camp. Before coming to the meeting they booked Kansas fairs at Goodland, St. Francis, LaCrosse, Glasco, Netawake and Lebanon.

Fielding Graham, owner of Holiday Amusement Company, went away with pacts for fairs at Prairie Home and Neosho. Joe Sharp, general agent of Byers Bros. Shows, reported he had signed a number of Iowa fairs as well as in Missouri and Arkansas.

VAL IRELAND WANTS

Girl Show with or without equipment. Hedy Jo Star, answer. Also want Colored Girl Show for payday. Phone 3-9224, Augusta, Ga., from 12 noon to 5 p.m.

FOR SALE

2 Merry-Go-Rounds, \$3,500. Complete, 1 on car, power takeoff, 1 on trailer to be assembled. Both with excellent tops, music. Perfect condition. CLOWN & CAROUSEL, 13576 Herron St., San Fernando, Calif. Phone: EMpire 1-7778

AGENTS WANTED

For Winter Haven and Orlando for Balloon Darts, Basketball, Records, etc., and a new, original Hanky Panky. Contact me at West Palm Beach Fair now or Winter Haven, Sunday, Feb. 12. WALTER B. COX, Care Fair West Palm Beach, Fla.

MORE PARKING

New Sponsors Add Space in Petersburg

PETERSBURG, Va., Jan. 21.—New sponsors of the fair here, the Lions Club, held its first meeting Tuesday (10) at the fairgrounds. Officers were elected, and signing was announced of the Ross Manning Shows for the midway and the Joie Chitwood thrill show. The Lions had assumed operational control on New Year's Day.

New officers are Dr. L. E. Rayhorn Jr., president; William G. Ritchie, secretary; Gil Evans, treasurer; Lester I. Bowman, Dr. M. D. Holland, Gerald L. Lavenstein, Dr. William B. Russell, Edward E. Phillips and James W. Scoggin.

The Lions have set up a separate operating group from its membership, called the Petersburg Lions Club Civic and Charity Corporation, which will handle management of the Southside Virginia Fair and all related activities. Dates will be Monday thru Saturday, October 1-6.

Lease terms with the City of Petersburg, property owners, call for considerably more ground facilities than were used in the past. The new operators will have full use of West End Park, a four-block-long and tree shaded tract adjoining the grounds, during fair week. Six acres of parking space adjacent to the grounds have been made available to ease parking space inside the grounds.

WOM Inks 3 Show Units

RICHMOND, Va., Jan. 21.—The Doc Hartwick Glass House and large snake show have been booked for the coming season on the World of Mirth Shows, owner Frank Bergenson reported yesterday.

Also scheduled for the back end are a Wild West show and other units which will result in quite a few new faces on the midway, it was added.

WINTER QUARTERS

Page Bros. Shows

SPRINGFIELD, Tenn., Jan. 21.—An animal ding show is being framed on a semi-trailer to play streets in Kentucky and Tennessee. Manager V. E. Page gifted his wife with a new 36-foot National House Trailer for Christmas.

Recent visitors to quarters included Bill Page, Page and Ferris Shows; Ralph Green, Pawnee Bros. Circus; Lester Hardin, West Coast Shows; Crip Carrol, Johnny's United Shows; Slick Carter, Tennessee Novelty Company; Tommy Humphrey, bingo operator, and Hoot Black, Ring Bros. Circus.

Tennessee Valley

SHEFFIELD, Ala., Jan. 21.—Show is in quarters here where there is ample room to erect rides and paint and repair them. Adjoining the lot is a large tourist court with ample room and facilities for trailers.

Manager Theodore R. Meadows reported purchase of a Tilt-a-Whirl, two semis, a tractor, Whip and Roll-a-Whirl. Show will go out next season with 10 office-owned rides, 4 shows, 35 concessions and a high free act.

A new marquee is under construction and a new lighting system, patterned after the one on the West Coast Shows, will be installed. Charles Griggs will again be with the show with his cookhouse, shows and concessions. He has added much new canvas to his properties. Many concessionaires who had a profitable 1955 season say they will be back with the show next season.—SYLVIA ANN MEADOWS.

125G Blaze Destroys Bldg. At Brandon

BRANDON, Man., Jan. 21.—Fire whipped by a strong wind destroyed the two-year-old provincial exhibit building at the Brandon fairgrounds recently and caused damage estimated at \$125,000.

The building, used for sheep and swine shows, was insured for \$65,000. It housed 20 farm combines at the time. The fire was thought to have started from an oil burner.

The Brandon curling club had been using the building for the winter.

Alex McPhail, exhibition manager, said an immediate start would be made on a new structure to be ready in time for the summer fair in July.

La. State Honored by Ad Club

SHREVEPORT, Jan. 21.—The Louisiana State Fair this week was named "Shreveport's Best Ad for 1955" by the Advertising Club of Shreveport. The award is made to the organization or individual that brings the city the most favorable publicity.

The fair this week elected N. C. McGowen president to succeed A. H. Weyland. McGowen is president of the United Gass Corporation and a prominent civic leader. Also elected were R. McL. Jeter, first vice-president; W. C. Woolfe, second vice-president; Justin R. Querbes Jr., treasurer, and Joe Monsour, secretary-treasurer.

Querbes and Monsour were re-elected.

C.&W. Repact Florida Fair

JACKSONVILLE, Fla., Jan. 21.—Cetlin & Wilson Shows have been awarded the midway contract for the second annual Greater Jacksonville Agricultural and Industrial Fair, October 25-November 3. Show also provided the midway at last fall's first run.

Annual will be held in the Gator Bowl and the nearby Jacksonville Baseball Park, with plans in the hopper to increase the Bowl's seating capacity by some 6,000.

Mississippi Meet

Continued from page 65

on "Sanitation and Health Regulations for Fairs."

"Public Liability of Fairs" will be discussed by John E. Stone, attorney from the State Tax Commission, and Mrs. Carmen Ronker, Specialist Consumer Marking, will give the women's viewpoint on exhibits. R. W. Griffith, assistant superintendent of education, will comment on "Education Value of Fairs and Shows to Youth," and Henry V. Allen, Mississippi A. & I. Board, will talk on the "Importance of Industrial Exhibits."

"Objectives for Youth at Fairs and Shows" will be the subject of a panel discussion to be supervised by C. I. Smith, A. P. Fatherree and R. M. Lancaster. Another open forum discussion on general topics will have as panelists E. E. Deen, Paul Newell, Arlis Anderson, A. P. Fatherree, Paul Yount and Mrs. Carmen Ronker. Banquet will be held that evening, with Owen Cooper, of the Mississippi Chemical Company, as toastmaster.

LIVES UP TO REP

Mich. Fair Confab Hews to Business

Continued from page 65

reported no major changes, while representatives of one-day attractions, such as thrill shows, announced their bookings for 1956 to be virtually the same as last year. One of the few to report gains was Jack Kochman, on hand for his Lucky Dogs, greyhound racing and thrill shows. Kochman announced that he closed for nine days of dog racing in the State.

Urges Consolidation

Edward R. Zemmer, Michigan Department of Agriculture, told the convention he had been impressed by the new construction and plant improvements at some of the fairs in 1955 and pointed out that there were a few that showed signs of deteriorating. Touching on these few spots, Zemmer said he thought "some of these fairs should join with neighboring counties to put on their fairs."

A total of 122 fairs and shows were granted State aid in 1955, it was reported. Of the total, 45 were first-class fairs, 23 medium-sized fairs, 28 small-sized fairs and 17 were specialty shows. Aid for premiums was announced at \$159,929 for adult classes, \$70,000 for 4-H exhibits, \$199,933.13 for FFA and \$104,477.50 for harness horse racing.

Low-Cost Buildings

In a talk titled "Put It on Poles," J. H. Secor Jr., of the Dow Chemical Company, urged fairs to build their buildings on chemically treated poles and thus greatly reduce construction costs. His talk was illustrated by a film and also by slides on fairground buildings which have been built on poles.

Other convention speakers and their topics included Ray La Porte, secretary, Upper Peninsula State Fair, Escanaba, who spoke on fairs in the Upper Peninsula; W. C. Linn, Pinkerton Detective Agency, "Security Suggestions for Your Fair," and Mrs. G. W. Francis, Saginaw, who delighted with a monolog that pointed out the significance of the Saginaw fair to people of the Saginaw area.

Gov. G. Mennen Williams was the principal speaker at the convention banquet. Sam J. Levy, Barnes-Carruthers Theatrical Enterprises, Chicago, was emcee, and Clarence H. Harnden, secretary of the Saginaw Fair, was toastmaster.

Elect Minnema

John Minnema, Traverse City, was elected the association's 1956 president, succeeding Roy H. Brigham, Battle Creek. Elected vice-presidents were Moxie Mulrooney, Saginaw, first; Sherman Read, Kalamazoo, second; James H. Snow, Allegan, third; H. H. Hungerford, Adrian, fourth, and Blair Woodman, Corunna, fifth. Harry B. Kelley, long-time secretary-treasurer, was re-elected to that post.

Members of the Michigan Showmen's Association were busy in the convention hotel lobby, building interest and funds for their club.

Among members noted were Robert Morrison, Paul J. Greeley, Edward Howitz, Jack Dickstein, Sam Burd, Oscar Margolis, Mike Engelbrink, Irving Rubin, Dr. L. H. Firestone, Charles Duma, Sam Ginsberg, John Mulder and Don Elliott.

Included among booking agency-attraction representatives, carnival owners-agents, show and fair suppliers, etc., noted at the convention, were:

Bill Querner, WLW Promotions; Bob Weems, Joe Higgins, GAC-Hamill; Sam J. Levy Sr., Randy Avery, Tommy Bartlett, Barnes-Carruthers Theatrical Enterprises; Neal Lott, Ward Beam's Associates; Mel Hummiltzsch, Hummiltzsch Attractions; Val Campbell, Glen Jacobs, Val Campbell Agency; Mitoh Robinson, Jack O'Dare, Congress of Canadian Daredevils; Eldred Stacey, Music Corporation of America.

George Ferguson, WLS Attractions; Mrs. Henry Lueders, Lueders Attractions; Margaret Klein, Bob and Peggy Kallenbach, Joe Smiley, Kline's Attractions; Earl Newberry, Tournament of Thrills; Ernie Young, Ernie Young Agency; George Flint, Jack Lindahl, Boyle Woolfolk Agency; Aut Swenson, Swenson's Thrillcade; Dan Fleener, Cavalcade of Canadian Daredevils.

Gene Holter, Holter's Wild Animal Show; Mr. and Mrs. Bob McKinley, McKinley Rodeo; Ken Smith, Joie Chitwood's Auto Thrill Shows; Bill Reed, Jimmie Lynch Death Dodgers; Jimmy Henson, Hollywood Rodeo; Jimmie Downey, Jimmie Downey Attractions.

Floyd E. Gooding, John Enright, W. J. Goutermout, Gooding Amusement Company; John Reid, Pete Norman, Mrs. John Blair, Virgil Dickey, Walter Schafer, Happyland Shows; D. Wade, Glen Wade, C. D. Murray, W. G. Wade Shows; S. Hilo, V. R. Ferguson, Down River Shows; Eugene Skerbeck, Skerbeck's Great Northern Shows; Charles Stapleton, Funfair Shows; Rod Lincic, Majestic Greater Shows.

John T. Anderson and Mr. and Mrs. Earl Coburn, Enquirer Printing Company; Mr. and Mrs. A. H. Sutton, R. B. Powers Company; Bernie Mendelson, O. Henry Tent & Awning Company; G. V. Fox, E. J. Kiesel, Fox Tent & Awning Company; R. W. Loman, D. B. Pongratz, Wolf Tent & Awning Company; Janice C. Oldham, Belle-Wood; Cito J. Presutti, Don Presutti Jr., Don Presutti Sr., Ohio Fireworks Company; Jack Duffield, Theatre-Duffield Fireworks Company; John Dailey, Illinois Fireworks Company; Kurt Kuehn, Regalia Manufacturing Company; Mr. and Mrs. Joseph Caecavello, Columbus Fireworks Company; John Lempart, Lempart Show Supplies, and Ken Lee, Fair Publishing House.

FOR SALE

40' 3-Abreast Allan Herschell Merry-Go-Round, loaded on one special-built semi, \$5,000.00 cash complete, or will trade for 32' or 36' 2-Abreast; must be in good shape. Also have Monkey Motordrome, perfect shape, with semi trailer, \$2,000.00 cash. Can be inspected at my winter-quarters, 10 mi. north of Jacksonville, Fla., on Route 17. Also have standard Roll-o-Plane, good shape, with semi, \$1,250.00 cash; stored at Savannah Beach, Ga. All address: LEO LANE, Savannah Beach, Ga. Phone 379. P.S.: Sam De Maria, get in touch at once.

GIRLS

For large Dancing and Posing Shows. Must be young and attractive. Experienced or not, with or without wardrobe. Transportation furnished after joining. Also one Talker at 10%, must be good. Ticket sellers, cameramen and semi drivers must have chauffeur's license. Write or wire MIKE MILLER c/o Bill Hames Show, Box 1377, Fort Worth, Tex. We open at Fort Worth Jan. 27 to Feb. 5; then San Antonio.

OPENING APRIL 9 IN NORTHERN ARKANSAS

Winterquarters open April 1. Now contracting for Concessions of all kinds. Have a real attractive deal for the following: Ride Foremen for Merry-Go-Round, Wheel, Octopus, THT and Spitfire; also Electrician, Mechanic and Second Men. Only steady and reliable men need to reply. BURKHART SHOWS & AMUSEMENTS, Plano, Ill.

SOUTHWEST FLORIDA FAIR

FORT MYERS, FLA., WEEK JAN. 30

CONCESSIONS—Can place Hanky Panks and Merchandise Games of all kinds, Derby Racer, Bear Pitch or any legitimate Concession, Pitchmen, Gadget Workers and Demonstrators.

SHOWS—Will book one or two Shows with own outfits capable of getting money, such as Motordrome, Wildlife, Monkey, Unborn, Snake, etc.

All wires to M. G. STOKES, Sec.

BLUE GRASS SHOWS

PALMETTO, FLA., ALL THIS WEEK.

No phone calls, please.

WANT-AGENTS-WANT

Count Store, Pin Store, Skillia Agents. Also Outside Help. Need three good, experienced Men to up and down Concessions. Can use you in winterquarters now. Must be single and drive trucks. Prefer one with mechanical tools. Will open Friday, March 2. Wire or call: Kentucky Hotel, Louisville, Ky., until Friday, Jan. 27; then write Box 292, Oyersburg, Tenn. Truck drivers, come on in to winterquarters. (Red Harbin, come on in.)

CHARLIE GRIGGS

P.S.: Joe Lewis, Bill Kimball, Billie, Mike, Sammy Epple, Mickey Goldberg, Jimmie Wright, contact me. Jackie Coleman, contact me about Girl Show for coming season.

Polack Has Palacios, Dorchesters, Julian

Western Unit Starts Strong at Flint; Rose Gold, Lalage Return to Line-Up

FLINT, Mich., Jan. 21.—Western unit of Polack Bros.' Circus opened its 1956 season here Sunday (15) with the greatest turnover in talent in the show's history.

Among the major acts are the Palacios, flying return act with Ringling-Barnum until now; the Dorchesters, riding act with King-Cole last season, and Victor Julian's Dogs.

Only holdovers from last year are the show-owned Besalou Baby Elephants and four clowns. Only other acts that have been with the show previously are the Rose Gold Trio, back in America after five years in Europe, and Lalage. Both were with Polack in 1950.

At Flint, the newly refurbished IMA Auditorium, with a capacity of 5,500, was packed with a turn-away crowd in the afternoon and near-capacity at night. Subsequent attendance together with advance sales indicated the week, ending Saturday (21), would be strong.

Some commotion resulted at the Sunday matinee when a skittish horse got out of the ring and caused injuries to a girl in the bleachers. Otherwise, the opening went smoothly, and no shifts or cuts in the original program were necessary.

Louis Stern, managing director, had what he had aimed for—a fast show with running time of not more than two hours and 15 minutes, exclusive of intermission. This running time is expected to prove of advantage also when extra shows are needed. This is the first show since Nellie Vaughan succeeded the late Ethel Robinson as booking agent.

The Palacios, four-people flying act from Mexico, has won wide acclaim in the States in the past four years. Playing the RB&B date in Cuba, the Palacios by prior agreement were released before the close of that show. They flew from Havana to Flint on Saturday (14), day before the opening. New rigging and set had been shipped ahead of them.

Aerial numbers include the Torreanis, four-person German high wire act, that made its first U. S. tour last season with Polack's Eastern unit.

An aerial number, produced by Barquette, opens the show. He also produced a 15-people iron-jaw

Ringling-Barnum Unit Returns From Havana

SARASOTA, Fla., Jan. 21.—Ringling-Barnum circus this week brought its Cuban unit back from Havana. The 155 people of the unit returned from the seventh annual Havana engagement Monday (16).

They moved to Miami aboard Pan American Airways' planes and then to Sarasota by bus.

The equipment returned via the Florida-Havana railroad ferry. The train consisted of one stock car of horses, another with six large and 10 small elephants, and five flats. The unit included hippo, rhino, giraffe, gorilla, polar bear, lions and baboon cages.

Additional equipment included the tiger act, wardrobe, chimp act, Christmas float, electrical equipment, a canvas truck load of props, concession equipment, and Side Show equipment, including the banner front. The elephant bally truck, a station wagon and the clown head sign used last year in New York also were in the set-up.

number and a Mardi Gras finale.

The Dorchesters give Polack Western its first bareback riding act in three seasons. With six people and four horses, this English troupe is a Lew & Leslie Grade import which made its American debut last year.

Victor Julian's dogs, imported by Ringling two years ago, made major independent dates last season. Sciplini's Chimps played similar independent dates since their arrival from Italy last fall. The Besalou Baby Elephants, now numbering five instead of six, still features the one-foot stand by Baby Opal, and are handled by the Mac MacDonalds.

New ground acts include the Kovacs, English hand-balancing foursome; the Atomics, five American tumblers, and Jan Risko and Nina, with juggling and plate spinning.

Lou Jacobs has his tiny automobile back in action after a year's rest, and he is assisted by Harold Sammons. Jackie Gerlich will join them next week also. Other clowns are Rudy Docky and Chester and Joe Sherman, who, like Jacobs, were on the show last season as well.

Barquette, who also is scheduled to produce a number for the Ringling show this year, uses three large bird cages in the opening number. Twelve girls use webs sparingly and most of the routine is on trapezes. Special rigging for this number was built by Eddie Billette's firm in Sarasota.

Working in Barquette numbers are Ronnie Lewis, Dollye Green, Hannalore Walstrom, Sharon McFarland, Beryl Smith, Ruva Nafus, Liliane Kymtana, Joyce Breidenbach, Brenda Brysch, Mascha Palacios and Carmen Feroni, with Brenda Jones still to arrive from England. They are supplemented by Sanra Sprinkle, Barbara Nowrocki and Florene Foremski. Members of other acts join in to bring the total to about 40 for the finale. Wardrobe is by Jacks of Hollywood. Lauretta Jefferson assisted Barquette on the choreography.

Ross Paul, who last year took over as ringmaster and announcer, is again filling that position together with those of show manager. Bee Carsey is back as musical director and Wall Newbury as organist. Bill (Boom Boom) Brown is new as drummer. Barnie (Soldier) Longsdorf continues as boss props.

Administrative staff remains unchanged, including, in addition to those named, T. Dwight Pepple, general agent; Opal M. Paige, auditor and secretary; George W. Paige, concession manager; Justus Edwards, publicity director; Chester Stanley, assistant to Louis Stern, and Viola MacLeod, secretary of the show's Chicago office.

Bessie Polack and Sam Polack, of Polack Eastern, were on hand for the opening, and Mickey Blue, Nellie Vaughan and Viola MacLeod came up from Chicago for the occasion. Other visitors included Hans Lederer, Joe and Avis O'Donnell, Clyde Harrison and C. H. Houssman. Eddie Billette arrived during the week to see the rigging he had built in use.

Advance promotion in Flint was handled by Henry F. Barrett. The show's promotional staff and their first dates on the 1956 itinerary are Joe O'Donnell, Hammond and Indianapolis; Sam Ward, Fort Wayne and Los Angeles; James Rison and Dixie Hebert, Nashville and Louisville; Mickey Blue, Chicago and Oakland; George W. Westerman, San Francisco.

Malcolm N. Fleming, legal adjuster for King Bros.-Cole Bros.' Circus last season, writes from his Fryburg, Pa., home that he will be back with the show this season.

REDS AGREE

Hungary Opens Borders for Circus Acts

NEW YORK, Jan. 21.—An exchange of circus artists between Communist Hungary and other European nations is in the making, according to a letter received this week by booker Stanley V. Athon.

Robert Roland (Lang), secretary of the State Circus in Budapest, informs that since January there have been no restrictions against acts from Northern and Western Europe who wish to play Hungary. It is reportedly the first time since the Communists took control that the barriers will be lowered.

Roland adds that a 27-member Gypsy orchestra troupe left recently for a West Germany engagement, to be followed by a concert tour of Europe. He says it is likely that individual circus acts will be permitted to leave Hungary to perform elsewhere on the Continent.

Altho there are many performers of Hungarian origin, who are highly regarded in the circus world, in recent years the borders have remained inviolate with no transfer of acts either into or out of the country. The new regulations may result in freedom of movement among East and West in general, for circus entertainers.

Roland also reported the recent death of Ferenc Gondor Magyar, manager of the State Circus.

Packs Western Contracts 10 Colorado Dates

GAINESVILLE, Tex., Jan. 21.—Western unit of the Tom Packs Circus has signed a string of Shrine temple and club dates in Colorado to go along with those which were signed earlier in Wyoming and Montana. In addition, it has taken one stand in Alberta.

Names of the contracted towns were announced this week by Bob Stevens, general representative of the show.

Colorado towns include Pueblo, Colorado Springs, Lamar, La Junta, Durango, Monte Vista, Grand Junction, Salida, Canyon City and Trinidad.

Wyoming stands are Casper, Sheridan, Cheyenne, Laramie, Rock Springs, Landers, Cody and Worland. In Montana, Stevens has booked Billings, Helena, Missoula, Kalispell, Cutbank, Havre, Great Falls, Glasgow, Sidney, Glendive, Lewistown and Miles City.

The single Canadian city booked is Lethbridge, Alberta.

Macon Shriners Net 15G on Nov. Circus

MACON, Ga., Jan. 21.—Macon's 21st Shrine circus, held for six nights in November, netted the uniformed units of Al Sihah Temple more than \$15,000, according to W. J. Bailey, general chairman. The figure was about on a par with 1954's net, but about \$2,000 below the record of two years ago.

Ticket and concession grosses of the 1955 show were the best ever, but the operating expenses and cost of merchandise for concessions and door prizes were the largest in history, causing the net to be lower than the 1953 show.

Lloyd C. Ricks, Macon's postmaster and newly installed potentate, has already named Bailey to head the circus committee for 1956, and Thanksgiving Week has been reserved at the Macon auditorium.

SOMETHING COMING?

Circus Needs Attraction In Super-Duper Class

• Continued from page 1

it isn't likely that a circus will go off on that tangent again.

Some authorities claim that it was the ancient Adam Forepaugh Circus that came up with the first beauty contest promotion (1881). Louise Montague was declared the most beautiful woman in the world by press agent Charles A. Day, who pulled plenty of original stunts out of the bag, too. But the pioneer Miss Universe probably falls short of the hall of fame citation.

Tom Thumb Hits Mark

P. T. Barnum certainly hit the mark with Tom Thumb, who was with the Barnum & London show of 1881, but Jenny Lind and several more attractions associated with Barnum are from his pre-circus years.

Jumbo, of course, is the pace setter, and not only was this animal all the rage of conversations in the 1880's, but his name became synonymous with hugeness and the word was incorporated into the language.

Another such case developed with the great white elephant war between Barnum and Forepaugh shows in 1884, contributing much to the drawing power of each show at the time and subsequently comprising much of the source for the term white elephant, as applied to unwanted objects, sales, etc. The test of whether some feature meets standards as a classic probably is whether or not it had some lasting influence on American life.

Big name performers don't necessarily do the job. Buffalo Bill Cody probably does, since his is a household name and much of his success is traceable to the Wild West show. Old clown Dan Rice, whom some credit with creating the cartoonist's version of Uncle Sam, also can be counted, both as a comedian and as a singer of pop music.

Other names such as John L. Sullivan, Jess Willard, Jack Dempsey and Joe Louis not only made their reputations before joining a circus but often proved to be no great shakes in the big top business.

Much the same is true of cowboy stars. Tom Mix, Buck Jones, Hoot Gibson, Tim McCoy, the Lone Ranger and the Cisco Kid are in a separate gradation of circus features, altho they were usually successful under the big tops.

Now a Standard

A sure qualifier in the super class at the outset was the human cannonball act, when it was introduced in the 1920's. But it has since become standardized as a regular circus thrill act.

The giraffe-necked women made the grade only a few months after their sister features, the Ubangis, had done so and they became another group that was known to Americans purely because of their appearances with circuses.

But in that same period, the sea elephant, Goliath, became a near-miss in these sweepstakes. Altho unique, huge and heavily advertised,

this monster just didn't have what it takes to be classed as an all-time great.

When and where the next big one may turn up is anyone's guess. It may be awaiting destiny and the press agents in some jungle. Maybe it will prove to be the rare okapi which Ringling has in year-long quarantine now. Maybe it will be a little man from a flying saucer, or the saucer itself. In any case, showmen are giving luck a push once in a while, and some day they will come up with the latest in super attractions.

Henry's Frame Monarch Show For '56 Tour

SALT LAKE CITY, Utah, Jan. 21.—Todd Henry again will have Monarch Productions in operation this season, with plans calling for an April 2 opening. Show will run until July 15, lay off until Labor Day, and then resume tour until December.

Show will play sponsored dates both indoors and outdoors. Staff will include Henry, manager; Peggy Henry, treasurer; Jack Poster, general agent; Pat Clinton, concessions, and Jerry Markes, promotion and publicity.

Plans call for using about 70 people. Concession department will have 10 people, three trucks and a trailer. Stands have been replaced with painted and chrome equipment.

Poster said the spring route is booked solid and part of the fall route is set. Last year the Henrys became associated with the outfit after their canvas circus, Henry Bros., was lost in a fire. The new unit closed in Salt Lake City after a winning tour then.

Visitors at the Henry quarters here have included Helen and Clarence Hood, Jerry and Ruth Markes, Clarence Smith, the Lee Browns, Ralph and Bessie Coe, Fern and John Christiansen and Pearl and Dicky Reichert.

Services in Macon For Lou Ingleheim

MACON, Ga., Jan. 21.—Funeral services for Louis Ingleheim, 73, veteran outdoor showman, were held at the graveside in Macon Memorial Park Cemetery Monday (16).

Ingleheim had been a member of the billing crew of the King Bros.' Circus the past 10 years and had made his winter home at the Central Hotel. Death was the result of cancer of long standing, but he continued with his duties up to the closing date of King Bros.' Circus November 19.

Services, conducted by the Rev. Tyler J. Rauls, were attended by a large delegation of King Bros.' personnel, including Arnold F. Maley and Floyd King, co-owners of the show. Floral tributes were sent by Mr. and Mrs. Edward Logue, managers of the Central Hotel; Floyd King, the Showmen's League of America, the Hot Springs Showmen's Association, Clyde Bros.' Circus and other friends.

During his long illness he received faithful care from Mr. and Mrs. Logue and Dorothy Clemmons and Elmer Kaufman, of the King Bros.' Circus. His widow, a resident of Fort Smith, Ark., is the sole survivor.

Deceased was a member of Wohlin Lodge 397, F.&A.M.; Scottish Rite and Al Sihah Shrine Temple, and various showmen's associations.

Mills Hopping To London

CLEVELAND HEIGHTS, O., Jan. 21.—Jack Mills, co-owner of the Mills Bros.' Circus, said here Wednesday (18) that he is leaving Sunday (22) for London. He expects to return home Monday (30).

He plans to hire additional acts and one staff man in England. Meanwhile at the show's quarters in Jefferson, O., work is going well, Mills said. The Mills Bros.' advance and promotional departments are progressing well, he said. All acts have been hired except those he plans to sign in England.

CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS... Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

BARNUM - BAILEY MAGNIFICENT Parade roll again in newly found 1909-1911 photos; twelve postcard size, \$2.25. Eric Wilson, Box 327, Iowa City, Iowa.

CIRCUS CALLOPE MUSIC

45 r.p.m. extended play, four full length selections played on an original circus calliope; brochure (illustrations and photographs), "Glorious History of THE AMERICAN Circus Parade Wagon and Steam Calliope." Postpaid first class, \$2. Dealers discount on orders of six or more copies.

DEMO RECORDS 8

1421 N. 21st St. Milwaukee 5, Wis.

CIRCUS KODACHROMES—EXCHANGE OR buy 35mm. transparencies or duplicates; want Beauty, Disney parade wagons, Charlie Amidon, 17 Walker, Orange, Mass.

CIRCUS PHOTOS, POST CARD SIZE, SEND 25¢ for samples and list; will buy negatives, Bill Van Winkle, Club 150, Morton, Illinois.

CIRCUS ROUTE BOOKS, PROGRAMS, Books, Route Folders, send stamp for list, Morton Smith, Gainesville, Tex.

DISNEY CIRCUS ITEMS, 12 PHOTOS OF old wagons, etc., \$1.75; souvenir program, 50 cents; free display ads, Taber, 3668 Corner, Riverside, Calif.

FABULOUS NOVEL, "FATHER OWNED A Circus." Autographed copies, \$3; ideal Christmas present, Evans, 709 Merchants Bldg., Massillon, Ohio.

FOR SALE—SEVERAL THOUSAND DUPLICATE route cards from my collection; single cards and complete seasons, 15 cents each, 100 or more, 10 cents each, Ted Bowman, 903 East 11th, Dallas, Tex.

GENUINE STEAM CALLOPE RECORDS, 78's, \$1.50 and LP's \$4; picture and history included, Carnival Records Co., 903 N. 7th Street, Springfield, Ill.

INTERESTING OLD CIRCUS PHOTOS, routes, etc.; list and 10 historical photos, \$2, Nat Green, 54 West Randolph Street, Chicago, Ill.

Jonesey's 'Snapshots'

Circus and Carnival Pictures

Mail a quarter for samples and lists, covering shows for the last 20 years. 1955 RB-B&B, 84 nice pictures, \$7.00. 1953 Beatty, 62 you will like, 5.00. 1947 Beatty, 17 good views for, 1.50. 1937 Cole Bros., 40 nice views, 4.00. 1946 Sparks, 35 nice views for, 3.00. 1950 King Bros., 35 photos for, 3.00. 1953 Rabbit Foot Minstrels, 15, 1.50. 1939 Mighty Sheekeys, 25 views, 2.00. 1944 Bill Hames, 15 nice views, 1.50. 1948 John B. Ward, 18 of train, 1.50. 1952 J. A. Gentsch, 23 photos, 2.00. After recuperating from heart attack I am again active; those writing to me before, try again, I will answer.

W. H. B. Jones

P. O. Box 777 Galveston, Texas

LARGE STOCK CIRCUS POSTERS, Programs, heralds, cards, routes, tickets, letter paper, photos; write your needs, P. McClintock, Box 891, Franklin, Pa. Special 10 Gentry parade pix, colored folder, \$5. Want old letters, paper, pix, prior 1920.

MINIATURE CIRCUS WAGON KITS, WILD animals, acts, accessories. Illustrated catalog, 35¢. Walters Hobby Shop, Dept. B, 207 French Rd., Ulica 4, N. Y.

RINGLING WINTER QUARTERS PHOTOS; old hand wagons, parade wagons, Christmas floats; set of twelve, \$3. Vincent Hartwick, Frenchtown, N. J.

THE CIRCUS REVIEW, THE MAGAZINE for performers, fans, collectors, others; a printed publication, sample 25¢, one year, \$1. Circus Review, Box 112, Portland, Tenn.

YOU WILL WANT THIS! "THE LANGUAGE of the Circus Lot," 75¢ per copy, three, \$1.50. John W. Swann, Portland, Tennessee.

RATES

Regular Classified ads... set in usual want-ad style, one paragraph, no display.

15c a word—Minimum \$3.00 Cash with copy

Display Classified ads... larger type permitted and displayed to best advantage. No illustrations or cuts permitted.

1 inch (14 agate lines) \$14.00 Cash with copy

Send Orders and Correspondence to Circusiana Mart The Billboard 2160 Patterson St. Cincinnati 22, O.

Watch for... the next publication of **CIRCUSIANA MART** in the **FEBRUARY 25** Issue

For more information on this monthly CIRCUS feature write **CIRCUSIANA MART** The Billboard 2160 Patterson St., Cincinnati 22, Ohio

PHONEMEN FOR 10 SPOTS Three spots ready now. Exa, Jack Green, Ed Smith, call or come in. Phone Marysville, Tenn. 4951

UNDER THE MARQUEE

By TOM PARKINSON

Ernie and Frieda Wiswell, enjoying their new home at River-view, Fla., had 30 guests for a house warming. Callers included Benny and Betty Fox, Soldier Longsdorf, Francis Hogan; Dime, Connie, Penny and Trudie Wilson and the senior Wilsons; Buster and Helen Haag, Harry and Ruby Hagg, Nellie and Betsy Dutton, the Jack Schaffers, Jimmy Sylvanias, Hip Raymond, Nellie Kitchie, Hi and Estelle Duval, Andre and La Norma Fox, the Johnny Weldes, Rudy Docky, Harold and Irene Barnes, Kurt and Melitta Wicons, Pat Reithoffers, the Izzy Cervones, the Del Raes, and the Charlie Agues, with Slivers and Jo Madison and the Roland Tiebors among those expected later. The Wiswells will play indoor dates and fairs this season.

Seminole Indians at Ringling quarters are handling about 40 Mexican burros that arrived there recently. . . . Max Weldy has been in Ringling quarters. . . . R. M. Harvey, Perry, Ia., dean of the agents, is expected in Chicago over the weekend.

Joe Basile is back from Florida, where he spent some time with Bob Morton and Ben Weiss at the Miami Showmen's Club banquet. He flew back to make a "Big Top" show as usual. Basile has the band at the Grotto date at Worcester, Mass., for Al Martin (22-29). He opens with Hamid-Morton at Memphis on February 11.

Sunday (15) issue of The Chicago Tribune carried a photo of Emmett Kelly sitting among old wagon wheels. Shot was in the travel section as a plug for Sarasota.

Joe Antalek reports that his Five Antaleks have signed with Howard Suesz for 17 weeks of indoor dates with Clyde Bros.' Circus.

Roland Butler did the art work for Leonard Bros.' Circus letterhead. Show owner Arthur Leonard is headquartering in Sarasota. . . . British circus people and fans held their 19th annual Circus Reunion on Sunday (15). The annual Grimaldi Service at St. James Church in London is Sunday (22).

Marsha Hunt will perform with Hunt Bros.' Circus elephant on "Super Circus" TV show January 29. . . . The bulls and trainer, Col. Roy Bush, have been kept busy recently, with dates including the Steve Allen and "Big Top" video shows. . . . Charles Hunt Sr. and Charles Jr. and family are vaca-

tioning at their Miami home. Harry Hunt will fly down next week with the Outen Family, of Poughkeepsie, N. Y., at which time Harry's contracting duties will be taken over by Ed Schuster.

Dr. C. E. C. Atkins, veterinarian for many years with the old Barnum & Bailey Circus when it had its winter quarters on Norman Street, Bridgeport, Conn., and who as a personal friend of Buffalo Bill Cody took care of his show horses, is retiring from practice. Atkins, dean of veterinarians in Connecticut, is 80 years old.

Polack Debuts '56 to Record Biz in Flint

FLINT, Mich., Jan. 21.—Polack Bros.' Western Circus, playing its opening engagement of 1956 here and its 13th under sponsorship of El Khurafeh Shrine Temple, broke all local records for the show during its January 15-21 stand, said Louis Stern, managing director.

Today's morning and afternoon performances were given to turn-away crowds and the night show was a sellout of the 6,000-capacity auditorium. The date was promoted by Henry Berrett.

Two Elephants Open Bridge Over Grande

LAREDO, Tex., Jan. 21.—Elephants which Circo Union is buying from Kelly-Miller became the first users of a new bridge between the U. S. and Mexico here.

Bulls had been stalled in Laredo when the Mexican show's truck couldn't cross the river because of high Texas taxes. Elephants couldn't walk across the temporary pontoon bridge, so authorities allowed the animals to walk across the new permanent bridge on Friday, day before its official opening to traffic.

Elephants are Lucy, formerly with Seils-Sterling and Ketrow circuses, and Daisey, formerly with Russell Bros. and Christy.

Meanwhile in Hugo, Okla., Kelly-Miller has taken delivery on another baby elephant, making six bought in 1955 and a total of 23 in quarters. Superintendent Fred Logan will take Kelly-Miller bulls to dates at Minneapolis, St. Paul and Sioux City, Ia.

Tom (Bo-Bo the Clown) Baldwin writes from Chardon, O., that he is to undergo surgery shortly and would like to hear from friends who may write to him at Route 1, Hile Road. . . . Scotty the Clown writes from Baltimore that he celebrated his 78th birthday there on January 24. . . . Nick Lombardo, formerly of the Pawnee Bill Wild West, Campbell Bros.' Circus and 101 Ranch Wild West, would like to hear from friends, who may write to him at Box 244, Mount Morris, N. Y.

Joe McMahon, agent for Hagen Bros.' Circus, was in the Chicago area recently. . . . Charles B. Schuler, press agent, is working on an assignment from United Artists Corporation, in connection with a forthcoming picture. . . . Frank Braden is expected to be ahead of United Artists picture, "Trapeze."

Chicago CFA members will meet January 22 for a program and supper. . . . Ringling-Barnum put out no Christmas cards this year. . . . Slivers Madison is undergoing surgery on his legs. . . . The Ed Widamans are wintering at East St. Louis. . . . A riding act is due at Kelly-Miller quarters this week.

Don and Honey Ray continue with the W. H. Wilkies Circus in South Africa. . . . Smoky Rea, Tahlequah, Okla., is recalling old-time experiences with rodeos and wild west shows along with Indians.

Jack Mills is in London on the lookout for acts for the 1956 Mills Bros.' Circus performance. The show recently bought two baby elephants and is selling two old ones. Brother Jake is now in charge of the show. . . . The Langs, teeterboard act, are back in Sheboygan, Wis., after a 10-day engagement at the Sans Souci, Havana, where they appeared with Denise Darcel and the Step Brothers. While there they visited friends on the Big Show and in Miami spent a few days with Sol Solomon, high diver, and the George Hanneford family.

Welby Cooke is with the Wyldewood Bird Farm, Dania, Fla., and (Continued on page 78)

7 PHONE MEN

Can use 7 Phone Men for Dayton, Ohio, annual Shrine Circus. Room will open Wednesday, Jan. 25. Only those who can produce and are seeking full-time employment need apply. Prefer Chicago men. Contact

Ralph Rubenstein

Shrine Circus Office, 211 N. Washington. Phone: Saginaw 5-6515, Saginaw, Michigan, before Jan. 21. No collect.

PHONE MEN

Starting new Radio Safety Deal. Want only sober, hard-hitting men. 25% comm. daily, 30% if you are over quota. Call

BILL REYNOLDS

4-9866, Box 670, Knoxville, Tenn. (Sorry, no collect)

THANKS TO TOMMY SCOTT and PAUL FORRESTER

It has been a gratifying experience to serve you as agent for the past six months.

JACK EDWARDS

WANTED

Variety Acts of all kinds. Suitable for Night Club.

DANZON CLUB

35 E. Union St., Pasadena, Cal. Phone: Sycamore 5-4274 (after 2 p.m.)

RIGHT NOW PHONE PEOPLE

Police—J.C.'s—Shrine—Firemen sponsors.

JIMMY LEWIS PAT CRONIN JOE MALLOY RED ELLIS

Booked solid till March 30.

No amateurs. Call 5079, Dillon, S. C. "RED" PERRY

WANTED

CIRCUS—June or July. Benefit American Legion. Population, 8,000—drawing population, 50,000. Write

E. E. STEWART
139 South St., Ridgway, Pa.

PHONEMEN

Radio-TV Programs

M. KAPLAN—"KAPPY"

A. H. FISH

Six Phones open in Tampa, also 601 Pacific Bldg., Miami, Fla.

PHONE MAN (1)

To sell advertising on established monthly veterans' newspaper. This is a permanent set-up. A real opportunity for the right man.

The Veterans News
617 1/2 West 33rd St. Kansas City, Mo. JE 1-0644

8—PHONEMEN—8

UPC's—BANNERS & BLOCK TICKETS (Mills Bros.' Circus)

Have full season's work ahead, with top dates, for producers. Wire me c/o Western Union where to call you. Roy Von F, have fire department date for you.

J. F. SHAFER
c/o Western Union, Canton, Ohio (No collect)

WANT

Top, dependable Circus Musicians; April opening. State age, experience and ability for a long season's work with a well established name band. Meals and sleeping accommodations furnished. Prevailing union scale. Write

JOSEPH ROSSI
General Delivery Huntington, W. Va.

TELEPHONE SOLICITORS

GBA, America's #1 radio promotional organization, now has openings in Atlanta, San Antonio and Seattle.

Phone: Evergreen 0234—Atlanta
Capitol 4-5091—San Antonio
Permanent connection for clean-cut type.

WANT TWO PHONEMEN

Program and tickets, Knights of Columbus new building fund. Contact

B. B. SIEGRIST
Room 207, Orpheum Bldg., Kenosha, Wis.
Phone: Olympic 4-7743
No collect. Casey Farrell, answer.

PROMOTERS

One for 100,000 or over towns, several more who like all size good deals. Year around. 35 per cent, no hold backs. We carry three better than average contracting agents. Only men financially able to handle good dates without heat wanted.

JACK KELLY
Gen'l Promotion Mgr.

TOMMY SCOTT SHOWS
Glenwood 6-6600 or Greenwood 8-8401
Apartment 206, Mobile, Ala.

FOR SALE

Two gentle, trained female elephants (Lena and Minnie), \$2,000.00 each. Write, wire, phone

JAKE MILLS
2745 Hampshire Road
Cleveland Heights, Ohio

Phone: Yellowstone 2-8333

CIRCUS ACTS WANTED

For my 1956 season in Puerto Rico

Six weeks—beginning March 1st

Transportation paid by air to and from Miami, Fla. Send photos, all details, salary, etc., via airmail.

JAMES B. HARRINGTON
604 Miramar Ave.
Sanurce, Puerto Rico

Wrestling Bear Wanted

Write full details. (Man from Oregon, I contacted with cage bears, Livingston, Mont.; please write.) WANT experienced Wrestlers. Will also train girls and men. Expenses and salary guaranteed. Jimmy Dean, Hercules McIntire, Bill Cox, write.

D. VAN VLEET
General Delivery Augusta, Georgia

KING BROS.' CIRCUS

Wants A-1 Truck Mechanic at once. Meals and lodging furnished. Good salary. Also big Show Acts and Clowns for 1956 Season opening April 7. Musicians for Big Show and Side Show Bands. Billposters and lithographers—students. Opening for high-class Promotional manager with crew. Only top man considered. Night Phone: 5-5181. Address: **KING BROS.' CIRCUS** BOX 355, MACON, GA.

WANTED HIGH-CLASS PROMOTIONAL MANAGER WITH CREW

to take charge of my new POSEY COUNTY JAMBOREE. Pay Every Day. Drunks not tolerated.

JACK EDWARDS
Box 57, Carrollton, Ill.

AERIALISTS WANTED

Men and Women, preferably single, over 19 years. If men, must have desirable draft status. NO EXPERIENCE NECESSARY! Salary range from \$100 to \$200 a week. Great opportunity! Contact:

HIGH ACTS, INC.
Box D-178, The Billboard, Cincinnati 22, O.

(2) PHONEMEN (2)

Marine Corps League Dance Tickets. State Traffic Book. Political Book for election. Mac, Wait, Allen, call in.

BOB FEENEY
Ju. 8-5736
935 Gist Ave., Silver Spring, Md.

At last you can now purchase Animal Cages made to order. I have ONE Monkey Cage here in warehouse ready to go out to some good Showman. You can place your order soon and have your cages ready for your opening date. Prices on request.

SAM E. SPENCER
20 South Main St.
Brookville, Pa.

KELLY-MORRIS CIRCUS WANTS SIX MORE PROMOTIONAL CREWS

Capable getting money. Good towns, ready to go. Drunks, save your stamps. CAN USE FEW MORE ACTS FOR BIG SHOW. ALSO HAMMOND ORGANIST AND DRUMMER. HORSE TRAINER AND ELEPHANT HANDS. WORKING MEN. COME ON IN. Winterquarters open. Address: P. O. BOX 635, NEW SMYRNA BEACH, FLA. (PHONE: 2486)

OLYMPIC RECOGNITION

Roller Sport Needs Leader to Show Way

By ARTIE BUSK

(Reprinted from Bumps & Falls, house organ of Earle Van Horn's Mineola (N. Y.) Rink, of which the author is co-editor)

THIS is an Olympic year. The Olympic Games are being staged in Melbourne, Australia, and Cortina, Italy. The winter sports portion of the Olympics will be held in Cortina, and the balance of the games, which constitute the major part of the Olympics, will be competed for in Australia.

This brings up the age-old question once more. What part will roller skating have in the 1956 Olympics? The answer to that question is the same as it has always been, roller skating will not be included in the competitions this year.

We have been told for years by

the various groups of men and women who profess an interest in the affairs of roller skating that Olympic recognition for roller skating is just around the corner. We have been waiting a very long time to get around that corner. Why we do not have representation for roller skating in the Olympic Games has long been a complete mystery to the hundreds of thousands of roller skaters all over this great nation of ours and, I suppose, the skaters of other nations.

10-to-1 Margin

Ice skating is well represented and has been since 1924, yet in the United States roller skaters are actively engaged in yearly competitions outnumber the ice skating competitors more than 10 to one. Why then is not roller skating equally recognized?

There is not a single public participant sport in the United States, with the possible exception of bowling, that has as many participants as has roller skating. Yet such sports as fencing, sculling, water logging, polo, clay bird shooting, yachting, canoeing, cycling, field hockey, trapshooting, soccer, wrestling, weight lifting and many more such sports which in comparison to roller skating must be considered in a minor role, are actively engaged in such Olympic competitions.

Only those closely identified with the sport of skating on rollers have any appreciation of the present magnitude of the diversion, which came from a comparative nothingness, of a decade ago, to an amazing status today. There are between 4,000 and 4,500 roller rinks in the United States, and at least 20,000,000 men, women and children devotees of the sport, which makes roller skating either the No. 1 or 2 public participant sport, rivaled for the top honor by bowling.

Won't Hazard Estimate

The sport of roller skating has grown so amazingly during the last 20 years that no one officially identified with it cares to make an estimate as to what heights it will achieve. Every town or size has many rinks—and more are needed. In some of the smaller communities, the original rink is crowded to capacity, and the demand is for more and more rinks. And so the sport which now numbers over 20,000,000 participants is not recognized by the Olympic Committee. Somebody is being cheated and that somebody is you, the roller skater who dreams of some day skating in the World Olympic Games.

Taking all this into consideration, what can we do about it? There must be an answer. I have discussed this subject many times with roller skating men and women and this is my proposal: A committee of the most learned men and women of the sport should be formed to look into the reasons why roller skating has been obviously overlooked and denied Olympic recognition. Such men and women as Earl Van Horn, Victor Brown, Robert Martin, Rodney Peters, Robert Gould, Ben Morey,

Girl Scouts' Badge Class An AOW Click

ELIZABETH, N. J., Jan. 21.—Special instruction periods for Girl Scouts wishing to learn requirements for a roller skating badge are the latest offering by the America on Wheels chain's Twin City Arena here, the management reporting response "overwhelming" since the plan has been in effect.

Free instruction under the guidance of Twin City professional Shirlee Ludwig and her assistants is offered each Saturday morning from 11 a.m. to 12:30, exclusively for use of Girl Scouts. It came into being after the rink received numerous requests for instruction in requirements for the skating badge, and is offered under the direction and organization of Mrs. J. W. Heon, Hillside. Each girl earning her badge also received a gold certificate of completion from America on Wheels.

While of no direct monetary benefit to the rink, the plan has considerable potential. Through it, the youngsters learn correct skating and it is certain to impress the subject of skating on their minds. Hence, they are likely to patronize Twin City Arena when they decide to skate at any time in the future.

Fla. Contests In Big Payoff

MIAMI, Jan. 21.—Inter-rink skating contests have been advantageous to operators in several respects since their inauguration in Southeast Florida six years ago, according to J. Steigner Jr., operator of Venetian Roller Rink here.

First and foremost, the contests provide a big night at the box office, according to Steigner. In addition, they have created a better understanding between operators and have been the means of securing publicity which roller skating would otherwise not have received. Papers will usually publish results of contests, especially in the case of racing, said Steigner.

Five rinks are members of the league, and the membership has shown steady growth, said Steigner. Dance and speed contests are offered every month except during July and December. While it has taken a lot of work to get the promotion going smoothly, Steigner believes that the payoff has been well worth the effort.

Betty Lytle Ringwald, Ozzie Nelson, Vi Koch, Barbara Killip Gallagher, John and Barbara Dayney, Perry B. Giles, Inez Van Horn, George Werner, Eddie O'Neill, Clayton Le May, Thomas Boydston, Victor Caille and Fred Bergin.

Out of this group a leader should be chosen. Someone like our own Earl Van Horn, for he stands today in a unique position of leadership. He has the respect and confidence not only of the ARSA and URO people but of the RSROA as well. More than ever skillful leadership is necessary to deal patiently with the setbacks roller skating has received by the selfishness of a few individuals that have wormed their way into positions of power.

Needs Strong Man

Roller skating needs, at the helm, a man that has the background of experience that Mr. Van Horn has acquired in the many years of intimate contact with roller skating and its complexities. Mr. Van Horn's whole being is dedicated to the advancement of roller skating. He is the kind of man who has been trained for this type of endeavor. He will ask himself again and again if it is really true that he can help. He will modestly assume that no man is indispensable. In theory this is right. But there is no convincing argument against accepting a call to serve if

ROADSHOW REP

"The holidays always bring contact with old trouper friends," writes Al Pitcaithley, former repertoire man now located in Carlsbad, N. M., "but the ranks are thinning with the passing of time. . . . From Maude Dunbar in Hollywood came news of the death of her husband, Harry, last September 19. Harry, whose real name was Lyman C. Truss, and his wife were well known repsters a few years back. . . . Monte Montrose, last season with Henry Brunk, spent the holidays in San Diego, Calif. Glen and Sylvia Phillips visited in Sioux Falls, S. D., recently with Lew Henderson, who has a chimp act with Clyde Bros.' Circus. For years Lew had a med show and later rep show in Minnesota. . . . Helen and Walter (Toby) Price are in Huron, S. D., with a show and dance unit.

"Bill Ruesskamp, old-time show fan and billposter, is located at Cape Girardeau, Mo. Billy and Pearl Topp are in Bakersfield, Calif. Billy for many years was manager of the Hazel M. Cass No. 2 company in Iowa. He was my first director in repertoire. . . . The O'Brien and Evans duo is at the Marquette Hotel, Cape Girardeau. Mary O'Brien is a daughter of the late Rube Fulkerson, well-known tab comic in days gone by. . . . Carl Whyte is in St. Louis, as are Wally and Gladys Clower, the latter known in rep as Gladys Murdock. . . . Boyd B. Trousdale and Jerry Houck are still in the hotel game in Denver. . . . Hi Brown Bobby Burns and his wife, Jeanette, were recently with Ice Capades in San Diego, Calif. They were going home to Florida for the holidays. . . . Bill and Lottie Chagnon, with whom I trouped on the Skeeter Kell show, are located in Toronto."

Sol Tessier, solo proteon showman, reports that promotions in the Sherbrook, Que., area have dragged due to snow and cold weather. Tessier has acquired a new solo show called "I Talk to Myself," which he says is the best he's ever had. . . . F. F. Hartman and wife have been promoting amateur shows in Northern Vermont, using the dramatic bill, "Whispering Pines." They work in the bill with town amateurs.

F. W. Brady and wife write from Lincoln, Neb.: "We did some school dates en route here from South Dakota, and plan to move south toward Kansas, where we have the promise of some amateur productions in spots we have worked be-

fore. We are using the old melo, 'Love in the Hills.'" . . . Wallace Ryan, who is using a three-people opus called "Town Hall Tonight" for sponsored and dine and dance dates, is laying off in Fargo, N. D., awaiting a break in the weather.

UNDER THE MARQUEE

Continued from page 77

is in charge of animals imported for sale. He was with the Animal Forest, York Beach, Me., after leaving Hunt Bros.' Circus in June.

The New York Public Library is microfilming issues of The Billboard from 1906 thru 1935. . . . E. F. (Bobby) Day has completed 22 weeks on KVAR, Phoenix TV station. . . . Paula Conaway, daughter of the Paul M. Conaways, Macon, Ga., will enter medical school at the University of Georgia in September, having won one of the few positions reserved for girls. Her father is attorney for numerous circuses.

George Werner, Ringling-Barnum boss canvasser, after stopping at Hot Springs, has gone to Mexico for a four-week tour. He will go from there to Sarasota quarters. . . . The Lloyd Stolls, circus producers, will have an "Ozark Jubilee" show in Hot Springs February 4. . . . Art Miller, Kelly-Miller agent, was a guest at the home of Bill and Jackie Wilcox in Hot Springs. . . . Jack Wright, former performer with 101 Ranch, and more recently with circuses, enters the veterans' hospital at Hot Springs on January 27.

W. L. (Bill) Montague, CFA national publicity man, reports there is nothing definite yet about location of the 1956 CFA convention.

Henry Kyes, bandmaster with Polack Bros.' Eastern unit, confirms that he was offered the Ringling-Barnum bandmaster position for the road, but states that he turned it down in view of his Polack contract. Kyes played the Cuban engagement for Ringling and opens February 3 with Polack. In Cuba he talked with Terrell Jacobs, who is there with Circo Gaby-Fofa-Melika, and with the Lang Troupe, which is appearing at the Sans Souci Club.

Drivin' 'Round the Drive-Ins

Two Boston men, both heads of drive-in theater organizations, were elected officers last week of the Variety Club of New England. Named chief barker was Philip Smith, president of the Philip Smith Theater Corporation, and Michael Redstone, of the Redstone theater chain, becomes assistant chief barker. Smith succeeds Walter Brown, president of the Boston Garden.

Ernest A. Grecula, formerly manager of Bridge Drive-In Theater, Groton, Conn., has joined the Alexander Film Company as a Connecticut sales representative. At one time he was director of advertising and publicity for the Hartford (Conn.) Theater Circuit. . . . Increased playground facilities are planned this spring by Morris Keppner and Lou Lipman, of Mansfield (Conn.) Drive-In.

it be the wish of an overwhelming number of the people involved.

Such an imposing group of men and women as named above, I am sure, could find the answers to our problems and achieve for us the righteous recognition of Olympic inclusion for our young men and women in the competitive games with the nations of the world.

Roller skating belongs on the United States Olympic team—20,000,000 people can't be wrong.

Plans announced for a 750-car drive-in in the Eastwood section of Cincinnati, opposite the Children's Home, have brought protests from the Eastwood Improvement Association and the institution's officials, who base their protests on the theater's proximity to a residential area, its possible distraction to inmates of the home and its potential as a "nuisance."

The Eastwood Association has asked City Council to ban all drive-ins. The theater will be operated by the Oakley Drive-In Theater, Inc. Nicholas Schaefer and Roy White, who run a chain of 12 indoor theaters in the area, head the company. Their attorney, Robert N. Gorman, said the new drive-in will be blacktopped, with no loudspeakers, except inside cars. The box office will be 450 feet south of Madison Road and the screen 1,400 feet from the road. The theater will be located in a hollow so that the top of the screen will be at the same level as the road. The association is seeking an injunction in Common Pleas Court to bar the theater.

The Reading Drive-In, on the highway from Reading to Allentown, Pa., has closed. The big Sinking Spring Drive-In will remain open all winter and is stressing car heaters in its advertising.

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The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

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Curvecrest, Inc., Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself!

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Representatives for CHICAGO ROLLER SKATE CO.
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"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

"Precisionette"—"Imperial" and "Deluxe"

Three New, great Roller Skates. Sold by Rink Operators exclusively. Order a pair of each for Display.


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High style at an amazingly LOW Cost!

Smart fashion-designed watch in sparkling Rhinestone decorated case! Dependable, jeweled Swiss movement! Matching earrings, bracelet and necklace in assorted colors! It's NEW and going BIG! Cash in NOW! Order a sample (\$9.95)—see it and you'll SELL it!

Knights



Beautifully Boxed

Jewelry SETS \$9.60 DOZ

Sparkling hand-set stones. Assorted colors and black cameo! Satin-lined gift boxes. Send \$1.00 for sample and be convinced! 25% with order, balance C.O.D.

Handsomely Boxed 6-Pc. WATCH SETS \$5.15

Jew'd Swiss watch with sweep s. h. and ex. b. Gold plate cuff links. Tie holder. Money clip. Collar holder!

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Costume Jewelry Manufacturer

\$36.00 gross \$3.50 dozen lots

Large DANGLES, small DANGLES, TAILORED, RHINESTONE, BUTTON TYPE, with screw-on earwires or for pierced ears. THE YEAR'S HOTTEST PROMOTION! Immediate delivery. Sold 1 dozen styles (assorted) to package. 144 different styles!

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PRE-INVENTORY SALE! CONCESSIONAIRES, BUY NOW & SAVE!

QUALITY PLUSH TOYS

Free catalog! Write today! We have a deal for you!

21x14" Poodle \$24.00 doz.
22" Bear 21.00 doz.
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28" Quality Bear 24.00 doz.

No extra charge for samples

12 Pieces (3 of each) \$18.75

ACE TOY MFG. CO.

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NEW!

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

MYRLO COMPANY

Dept. B
2168 W. 25th Cleveland 13, Ohio

GIVE TO DAMON RUNYON CANCER FUND

MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

The problem of hanging garments in a car without obstructing the driver's view has been solved, it is claimed, by a hanger marketed by Walters Intra National, 1036 North Dearborn Street, Chicago. Called the Rowse Auto Clothes Hanger, the unit consists of a die-cast tree with four hooks for holding garment hangers. In use the hanger is placed in the rear window, to left or right, with the base resting on the shelf. A rotating nut is then turned until the hanger is firmly fixed. There are no holes to bore. The hanger fits all makes of cars. It retails for \$1.49 postpaid.

Kipp Bros. offers a \$7.20 valentine assortment containing two gross to retail two for 1 cent; one gross, 1 cent; one gross of comics; one gross, three for 5 cents; 100 mechanicals and one dozen 10-cent packages for a retail value of \$12.92. Kipp also has valentine balloons at \$7.50 per gross and valentine crepe party hats at \$5.40 per gross. Kipp Bros. is located at 240 South Meridian Street, Indianapolis, and will send a catalog free upon request.

Gem Sales Company, 533 Woodward Avenue, Detroit, has announced what it calls a sensational seven-piece men's jewelry set. This set, which has been nationally advertised, consists of gold propeller lead pencil, gold retractable ball point pen, spring clip tie bar, matching cuff links, jeweled wrist watch with ultra-modern dial and gold expansion band, and velvet-covered case with rayon lining and faille base. The set may be had for \$6.75 each in dozen lots. Send \$7.50 for a sample postpaid.

A card game called Slot Machine Rummy is announced by Oelrich Games & Novelties, 4308

Milwaukee Avenue, Chicago. Combining the suspense of the slot machine with the competition of rummy and an element of bluffing, Slot Machine Rummy consists of a deck of 68 cards bearing various slot machine symbols and a card and jackpot tray. It is called a game for the family as there are many fine points explained in accompanying rules. Retail price is \$1.85. Price with box of 100 7/8-inch plastic chips is \$2.90 postpaid.

Magidson Prothers, 1440 North Western Avenue, Chicago, just came out with three colorful pot-holder hangers. These are wall plaques in the form of skillets and are available in three different subjects: strawberries, bacon and eggs and cherries. An imbedded ring permits easy hanging on the wall while an imbedded hook at the lower outside edge serves as a means for hanging one or more pot holders. Each subject is made in third dimension of a chip proof composition and retails for \$1.49 each. Write for quantity prices.

Picnics, fishing trips and family auto outings no longer pose the problem of loading your car with a half ton of ice to keep your food and beverages cold. A compact container of artificial ice has been introduced by Walco Products, 2300 West 49th Street, Chicago, which contains a chemical that retains both cold and heat for long periods of time. When placed in a freezing compartment of a refrigerator, the Portable Ice Man absorbs and retains refrigeration equal to a block of ice six times its size. Once cooled and placed on top of the contents, it will keep them ice cold for many hours. To keep foods warm, place container in oven and repeat process. Portable Ice Man is priced at 69 cents.

PIPES FOR PITCHMEN

By BILL BAKER

PETE NITNEY SAYS . . . blessed are those who run around in circles for they shall be called wheels.

WE UNDERSTAND THAT . . . Ron Popeil, a newcomer to the pitch business is kinda knockin' em for a loop in Woolworth's five and dime opposite Macy's, New York, with the Do-It-Yourself Plastic Plant Kit.

CLEVELAND, TEX. . . is the dateline on the following dispatch from Kay and Buster Doss. "The new portable stage for the Kay-Bee Med Show is nearing completion and it is shaping up into a thing of real flash, complete with dressing rooms and stock rooms. No canvas is being used. All side wings, cheaters, etc., will consist of panels. Paint brushes are still flying along with the whirring of sprayers and the usual banging of hammers, wood chisels and saws. Doc and Babe Sherwin will move into the Kay-Bee winter quarters on January 26. Charles and Lois Hale will also return after they've completed their vacation. Sherwin is well known in the med trade as a top-notch pitcher and money-getter. His own outfit will lie dormant this season and we consider ourselves fortunate to have Doc and Babe and the Hales around. We recently spent seven swell weeks in the Waco, Tex., trailer park, owned by Doc N. F. Tate. We visited daily with Pat Harris and Merle Webster and his family. Among other visitors at winter quarters were Howard and Emily Zarlinton and Barry Campbell, who does a terrific job of designing, creating and working his own puppets. We are considering him as an addition to the Kay-Bee School Assembly

Bureau for '56-'57. Another close friend of ours, Robert Carter, has been a great help to us in helping to design and build his own outfit. We have also enjoyed 15-year-old Skipper Conlon, who works on Houston's Channel 13 with Barry Campbell's Puppets. Glad to see more youngsters interested in the business."

"FRIEND BILL" . . . postals Jack (Bottles) Stover from somewhere in the vicinity of Harrisonburg, Va.: "Everything is okay around these parts. Would like to hear from Pardee, Dietrick, Harvey and all the folks working around the Kentucky markets."

CLYDE FORKNER . . . penning from Hickory, N. C., reports that he's been working the sheet to pretty fair returns in the burley tobacco country around Southwest Virginia and Western North Carolina. As king winter rears his frosty head, our boy says that he expects to take off for the South very shortly for a brief visit. Forkner then moans, "As I haven't heard anything from the Shenandoah Valley lately, I would like to read pipes from Jack (Bottles) Stover, the king of the leaf; Billy Dietrick, E. C. Pardee, B. V. Mangum, Horace Braziel, Al Harvey, Father Patrick, Mr. Locke and all the other sheeties."

WE ARE SORRY TO . . . report the passing of Jack Curran, who died recently in Minnesota. For a period of more than 50 years, Jack was widely known among pitchers and demonstrators thru-out the United States and Canada. He is survived by his widow, Etta; a brother and two sisters. Burial was in St. Mary's Cemetery, Hopkins, Minn., January 14.

"I'm my own boss now!"



"I'm a hard worker and I have some pretty good ideas, but I never had the capital to go into business for myself. Today I still work pretty hard but now it's different . . . now I am working for myself; making big money. And believe it or not, I started my own business without investing one cent. I sell the best-known famous-brand products and there's no risk, no inventories to tie up my cash!"

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Write for FREE listing
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PLASTIC SANDWICHES
This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profits guaranteed!

laminating CARDS of all kinds, Business Cards, Social Security Cards, Credit Cards, photos, passes, driver's licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand for such services is staggering. Price complete (illus.) \$35 plus postage. FREE sample and literature.

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c/o The Billboard Cincinnati 22, O.

STREAMLINED ELECTRIC RAZORS

Custom manufactured surgical steel Electric Razor with specially tempered self sharpening cutter head. Shaves faster, closer, smoother. \$5.95 each; 1/2 doz. \$25.00; Doz. \$37.00; 1/2 gross \$216.00; gross \$395.00. We pay the postage.

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3763D S. Wabash Chicago 15, Ill.

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Sample Set \$7.50

7-Piece Men's Jewelry Set Includes:

- Man's Jeweled Wrist Watch with modern expansion band with imitation inlaid leather sides.
- Matching 14 Kt. Gold-Plated Cuff Links.
- Spring Tie Bar
- Money Clip
- Key Chain
- Complete in beautiful metal rayon-lined case

Same Set With 17-Jewel Watch, \$9.00 in lots of 6. Sample Set, \$10.00. Terms: 25% with order, balance C.O.D.

BURTON SALES, 843 W. Madison St., Chicago, Illinois

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MONEY MAKERS!

U. S. BILL OF RIGHTS
LINCOLN'S GETTYSBURG ADDRESS
DECLARATION OF INDEPENDENCE
U. S. CONSTITUTION

These 11"x15" authentic reproductions on genuine aged parchment look over 150 years old—sell fast—take big money. Pay just 9 1/2¢ each \$95.00 per 1,000—sell for 59¢—4 for \$2.00! 1/2 deposit, balance C.O.D. Send \$1.00 for set of 4 samples. FLASH: 72 American Flags (silk) and giant 3'x4' Declaration of Independence (aged parchment). \$19.50. Write for full information.

SHERFY'S, LTD.
2126 Boyer Dept. 101-B Seattle, Wash.

FOR LOWEST PRICES!

6 pc. WATCH SET Smartly Styled Handsomely Boxed

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band. Smart cuff links. Matching the clasp. Money Clip and Collar Pin. Gorgeous plush box. 1-year Factory Guarantee.

\$5.15 SET

In Lots of 4 SAMPLE \$4.00

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST.

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order. F.O.B. Boston.

EST. 1924 **H. STONE, INC.** 74 Hanover St., Boston 13, Mass.

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TREMENDOUS PROFITS

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The diamond-like gem that's more brilliant than diamonds.

NOT AN IMITATION—
but a real gem created by the magic of chemistry. They have all the beauty, sparkle and lasting quality of diamonds.

ONLY AN EXPERT CAN TELL THE DIFFERENCE

Retails for \$20.00 a carat. Cost you only \$8.50 a carat wholesale.

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MAGNIFICENT WATCH BRACELET

Simulated diamonds cover entire bracelet and watch cover. Brand new, guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min order 3. 25% with order—balance C.O.D.

Only **\$12.50** each
in lots of three
\$13.95 for sample

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222 Columet Bldg. Miami, Fla.

Make a FORTUNE Selling TOWELS

We've sold MILLIONS of Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them:

100 Towels	\$4.50
500 Towels	20.00
1000 Towels	35.00
2000 Towels	45.00
5000 Towels	150.00

Sample pkg. 20 Towels, only \$1.00, plus 10¢ postage.

Others charge \$1.00 for FIVE towels, but when you buy unopened cotton and rayon towels from us you can sell TEN for \$1.00 and make 300% PROFIT! Order today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. **TOWEL SHOP, Dept. 746, 510 St. Charles, St. Louis, Mo.**

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You and merchants make long profits. Sales helps in the field. Valuable book FREE. Write to P. M. Laymon, Sales Manager, today.

WORLD'S PRODUCTS CO., Dept. 8-M, Spencer, Ind.

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ATTENTION, PERFORMERS! SHOW-BIZ IS proud to introduce the new Comedy Digest. Here is the latest addition to our gagfile library. Contains song titles, hecklers, intros, bits, parodies, staglines, one liners, adlibs and a complete deejay section. Perfect for every type of performer. Complete folio, 83 Show-biz Comedy Service (Dept. B 53), 1813 East 29 St., Brooklyn 29, N. Y.

SENSATIONAL INTRODUCTORY OFFER: Over 1,000 screamingly funny "Clever Remarks" only \$1; list free. Edmund Orrin, 5884 San Vicente Blvd. Los Angeles 19, California. fe4

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AGENTS & DISTRIBUTORS

A BEST SELLER—3 BRAND NEW NEVER before offered fast selling items; fantastic values, terrific customer demand; all areas open, 100% profits, free details. "Hare, 5732 North Kenmore, Chicago 40, Ill. ja28

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Tailored earrings, asst. gr. \$15.00
Stone & Tailored Brooches, asst. gr. 18.00
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Tailored Tieside Sets, boxed, asst. dz. 3.50
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Ropes, chain-head, asst. dz. 2.00
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2160 rhinestone neck & earrings, boxed, asst. dz. 7.20
2164 rhinestone neck & earrings, boxed, asst. dz. 8.00
2255 3-piece pearl set, boxed, dz. 13.50
1202 3-piece rhinestone set, dz. 18.00
P-45 3-piece rhinestone set, dz. 30.00
C-3 3-piece rhinestone set, dz. 30.00
3052 3-piece rhinestone set, dz. 35.00
W-17 3-piece watch set, each. 6.95

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d.
NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. B Prov., R. I.

ASSORTED FILIGREE, PEARL, TAILORED, Stone Earrings, gross, \$15; 3 dozen different samples, \$5 postpaid. Jacob, Mfg. Co., 1715 E. Mercer, Seattle 2, Wash.

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. fe11

ATTN, SALESMEN—11 WESTERN STATES; save heavy freight charges; sell famous name brand appliances, housewares, furniture, jewelry, tools, auto accessories, sports goods from western catalogs (64 and 350 pages); no investment, no inventory; we drop ship! General Wholesalers, Box 3058CR, San Francisco. fe4

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Billboard, Box 502, Great Neck, N. Y. ch-np

BINGO BLOWERS & FLASHBOARDS—New! Portable electrical and priced, \$49.50 and \$185 respectively. Sensational three section flashboard! Free circulars. Lipka Mfg. Co., 817 East 11th Street, New York 9, N. Y. fe18

CROWNED QUEEN-O-WATERS PERFUME—Mfrs. 22 Charles, Office 101, Detroit, Mich. Iris Blue, 1/2-ozs. Oriental Bouquet, 12 in. flagon, shipped, \$2.20.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our new "Antony, Titian and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Massachusetts. ch-np

EARRINGS—ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ja28

ELITE CIGARETTE LIGHTERS—A COPY of Ronson in design and mechanism. 11 styles and patterns. The \$1.00 gift, premium or give-away. \$7.20 to \$18 per dozen. Write for special price list in larger quantities. Allan Distributors, 618 Roscoe, Chicago, Ill. Phone Lincoln 9-8896. ja28

FAMOUS MFR. CLOSEOUTS
Stoned or tailored Earrings, \$2.00 dz.
Charm & Link Bracelets, asst. 2.50 dz.
Lord's Prayer Necklaces, boxed, 3.00 dz.
Rhinestone Crosses, boxed, 3.00 dz.
Stoned Neck & Earrings, boxed, 3.00 dz.
Shorty Tie Slides, carded, 1.95 dz.
Cufflinks, carded, 1.95 dz.
Cameo sets, boxed, 7.20 dz.
Anklets, G.F., carded, 3.50 dz.
Stoned Neck & Earrings, boxed, 3.00 dz.
Tie Slide sets, 5.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO.
1820 Westminster St. Providence, R. I.

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$8 per gross plus postage, c.o.d. For adults and children. New England Jewelry, Dept. B, 124 Empire St., Providence, Rhode Island. ja28

GAS SHAVERS, \$4.80 DOZ.; KORN KITTS, \$6 doz.; sample of both, \$1 postpaid; magic tricks, joker novelties; wholesale catalog free, use business letterhead. Top Hat Magic, Evanston 10, Ill. fe25

IS \$50 A DAY WORTH A POSTCARD TO you? Urgently need salesmen to fill big demand for new Futureline Auto Safety Belts; we give you everything needed to start your earning quickly. Write Futureline, Dept. T-12, 173 W. Madison, Chicago 2, Ill. fe25

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers of same terms to dealers. Eagle Specialty Co., Akron 14, O. fe25

MAKE YOUR OWN SIGNS, POSTERS, displays; black letters in relief, up to 3" size, 10¢ each, free sample reflective signboard. Winters, Casey Rd., Frankfort, Michigan.

MEXICAN EARRINGS, REGULAR \$1 TO \$2 retailers; beautifully carded, \$3.75 per dozen. Bill Williams, Importer 519 Quadelupe Street, Laredo, Tex. fe11

NEW LOW PRICES. LIGHT REFLECTING signs, red hot and sensible, 7"x11", illustrated color blended; 2,000 varieties. 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Missouri. ja28

NEW ULTRA-BLUE 7"x11" SIGNS, 7¢. Retail, 50¢. 2,000 slogans—comedy, religious, general. Sample free! Lowy, 812 Broadway, Dept. 908, New York 3. fe25-ch

PREMIUMS, GIFTS, PRIZES—BIG PROFIT making wholesale catalog free! Write Jay Norris, 487-B Broadway, New York. ch-np

PROFITS TO 150% SELLING FINEST everyday greeting cards. New \$1 for \$1 tall cards, unusual gifts, 12¢ fast-sellers. Valuable gift bonuses; assortments on approval, stationery samples free; \$1 gift free for promptness! Creative Cards, 4401 Cermak, Dept. 502-C, Chicago 23. np

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1956 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary, costs nothing to try, write today for samples on approval. Regal Greetings, Dept. 10, Ferndale, Mich. mh31-ch

SELL WHOLESALE NOVELTIES, NO. 1000. Combs, 10 Philip Combs, 24 cards 12¢, \$4.80. Brings \$15.60 wholesale. Carlton House, Bb, La Marque, Tex. ja28

SENSATIONAL MAGIC TRICK! CHANGES 4 nickels into 4 dimes; sell direct or to stores; rush \$1 for two samples and quantity prices. Robbins Company, 127-B West 17th Street, New York City. ch-ja28

SIGNVERTISING—MAGIC PROFITS. MAG-je Signs, self-sticking plastic; new do-it-yourself sign making set sells fast; tremendous profits; free sample. Garyco 19625 Ventura, Tarzana, Calif. fe25

SOME TERRITORIES OPEN. BIG PROFIT low cost top quality genuine Chamois wash leathers. Babrok, Tanneries, 1-B, Hudson Falls, N. Y. ja28

TICKETS TO HEAVEN. HOTTEST NOV-ety in 10,000 years; everyone wants one, 12 samples, \$1 postpaid. Goldenwest Specialty, Wilder, Idaho. ch-ja28

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portny Associates, 805-AF West 12th Place, Chicago. ch-np

ANIMALS, BIRDS, PETS

ANIMAL TRAINER TO PRESENT COCKA-too act, break new birds also 1 train 6 weeks. Miami Rare Bird Farm, Kendall, Fla. fe4

DWARF BLACK PDNY, YEARLING, 28 inches high, import from Scotland. Contact Georg Merlyn Bock, Le Roy, Ill. fe4

MID WINTER SALE AT TREFFLICH'S—Special Indian female Elephants, 4 to 4 1/2 feet tall. All fully acclimated, special price, \$3,000 each or 4 for \$10,000; docile perfect single hump Camel, same male, \$1,250; 1 12 1/2" Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portny Associates, 805-AF West 12th Place, Chicago. ch-np

6 ALL WHITE MATCHED MALE LLAMAS, ideal for act, \$2,400. Rare Bird Farm, Kendall, Fla. fe4

SHOWMEN: ORDER 225 DENS NOW FOR best selection; don't wait for March rush. Plenty of large Boas and Indigos on hand. 30% deposit required on all orders. Write for free photos of our mounted poisonous snakes, the crowd catchers that you have been looking for. Make extra money selling our dried rattlesnake head and tail sets or our dried half heads mounted on mahogany plaques. Wire Ross Allen's, Miami, Fla., or call Franklin 3-4806. Visit Ross Allen's Reptile Institute at Silver Springs, Fla. fe4

TAME, WHITE-FACED MALE CHIMPAN-zees, weight approximately 15 lbs., wears clothes; female weight 30 lbs., eats at table, rides bicycle, scooter, etc., wears clothing, very affectionate; prices start at \$600. Alta Wescott, 1006 Congress Street, Portland, Me. fe4

BUSINESS OPPORTUNITIES

CERAMIC BRAHMA BULLS—IMPORTED. Offer for stock shows, rodeos and fairs. Perfect conformation. Size 8 1/2"x6", \$9 dozen, f.o.b. Majestic Sales, 432 Diane Drive, Longview, Tex. Three samples, \$3 postpaid. fe11

FORTUNE FROM JAPAN—IMPORT KIMO-no, Silks, Knives, Jewelry, Pearls, Bam-boos, Sporting Goods, Gifts, Souvenirs, Lighters, Pocket Warmers, China, etc.; large directory, \$1. Confidential lists of dealers. Gene Colson, 1332 Alma Ave., Warner Robins, Ga. fe-

JAPAN DIRECTORY, 100 AMERICAN EX-porters inside Japan. Send \$1 today. Nip-pon Annual, 920 3rd Ave., Box 739-B, Seattle, Washington. fe18

LIST OF FOREIGN FIRMS SEEKING agents for their products, \$2. Max Saltzman, Dept. Billboard, 7635 Hinds Ave., North Hollywood, Calif. mh3

MAKE MONEY WORKING AT HOME. Big 65 page book shows how; details free. Larken Coleman, Box 821, Newark 1, N. J. fe25

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll count money serving hot doughnuts weights 60 pounds; small investment; free recipes. Robert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. fe25

PORTABLE ROLLER RINK, PRACTICAL-ly new, complete maple sectional floor, 100 prs. Chicago skates, sound system, skate counter, etc. \$3,000. Bertram Orr, 224 Kings Hwy., Murfreesboro, Tenn. fe25

CHOICE BUSINESS OPPORTUNITIES

COIN MACHINES, No. East Texas. Compl. instal. & service of coin opera-mach. Total of 45 various types of coin mach. A lg. record shop can also be purchased if desired. Loc. in lg. town in comm. area on mn. st. lg. bldg., compl. equipt. Well establ. good future for ambitious person. Dept. #22797.

COIN OPERATED MACHINE ROUTE, So. Calif. in top city. Netted \$17,410 in 9 mo., 1955. Covers desert and citrus area of State. 134 music machines alone! Establ. 1934. Priced to sell. Liberal terms. Dept. #22758.

ENDOWMENT OPPORTUNITY: Piano School, W. Cen. Wash. No competition in state! Zint. reputation. Endowment will include new 3-story bldg. School presently handles 60 pupils, will expand to handle 100. For further info. write Dept. #22886.

MUSIC COMPANY, W. Cen. So. Carolina. Operating 29 machines on a 50-50 basis in various locations. Sit in a choice indust. & agricul. area w a lg. trading pop. Also have approx. 2,000. Profitable bus. for a person who likes to be his own boss. Dept. #6993.

MUSIC STORE, Cen. New Mexico in top city. Netted \$12,480 in 10 mo., 1955. Handles sale of instr., music books, etc. & handles teaching. No competition, either radio or TV. Loc. in lg. ind. town with large population. Lg. 2 story bldg. comple. furnished w tower on premises. Xint. buy. Dept. #6899-30-S.

RADIO STATION, W. Virginia. 1000 watt station, operating on 1150 kc., sells radio advertising. No competition, either radio or TV. Loc. in lg. ind. town with large population. Lg. 2 story bldg. comple. furnished w tower on premises. Xint. buy. Dept. #6899-30-S.

FREE BULLETINS ON ABOVE BUSINESSES

CHAS. FORD & ASSOC.
6425 Hollywood Bl., Los Angeles, Cal.
87 Walton St., Atlanta, Ga.

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE CURTAINS (8 1/2"x36). EXCEL-lent condition, ten assorted, each \$50. Bargain Drapes (8x8), \$8. Crown Bundle odds, \$7; Wigs, Orchestra Coats, \$2. Wal-lace, 2453 N. Halsted, Chicago. fe4

BALLY CAPES, \$5; CROWN SUITS, \$10; used Costumes, Tuxedos, white Dinner Coats; free list. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone Union 3-9509.

BEADS, JEWELS, PEARLS, RHINE-stones for your customers. send for cat-alog. Bead & Trimming Mart, 129 South Fairfax, Los Angeles 36, Calif. fe18

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA-mel Corn equipment, Flow Machines, \$50. Bargain Drapes (8x8), \$8. Crown Bundle odds, \$7; Wigs, Orchestra Coats, \$2. Wal-lace, 2453 N. Halsted, Chicago, Ill. fe4-56

DODGE TRACTOR, LATE MODEL CAB-over, 1 ton, extra short wheelbase; cus-tom built to pull long house trailers; small dual wheels, special springs, shockers, 55 gallon gas tank, two hook-ups, controls for vacuum and electric brakes, \$800. Jack E. Vinson, c/o Billboard Pub. Co., 390 Ar-cade Bldg., St. Louis, Mo. fe18

FOR SALE—SECONDHAND SHOW PROPERTY

BEAUTIFUL WHITE 7X12 YEAR-ROUND Concession Unit; windowed and screened, fully equipped, road or stationary, informa-tion. 3438 Prospect, Peoria, Ill. fe4

BLEACHERS, THEATER CHAIRS, FOLD-ing Chairs, Stadium Chairs, Tents, Tables, Searchlights, Lockers, Projectors, Lone Star Seating Company, Box 1734, Dallas 1, Tex. fe4

BUILD CONCESSIONS: TESTED PLANS: Shadow Joint (23 games); 4-Way (11); Ball Rack (13); African Dip, \$5 each; free 48 plan circular. Brill, Box 875, Peoria, Ill. fe4

COOKHOUSE, GRAB, TWENTY BY TWEN-ty top; trailer kitchen, complete, reason-able. William Sheldorf, Route 1, Box 84, Hot Springs, Ark. fe11

ELECTRIC TRAIN, THREE CARS, 18 CHIL-dren, 45 ft. circle track, as is, cheap. Rail Master, 136 Northampton, Buffalo, New York. ja28

G-12 MINIATURE TRAIN IN EXCELLENT condition; very reasonable cash price. Romel Amusements, 326 1/2 South Madison Street, Rockford, Ill. fe11

FREE FRISCO SPINDLE WHEEL & BUMPER GAME

Write today for complete details

- Hand Polished \$7.50
- ALUMINUM IDENTS 6 Gr.
- CRAB BAG RINGS \$5.00 gr.
- HEART & DISC PENDANTS \$39.00
- Hand Polished, Nickel Plated Per Gr.
- MEXICAN EARRINGS \$5.40 & Up

SEND FOR NEW CATALOG TODAY
We pay postage on all prepaid orders except Air Mail.
FRISCO PETE
226 S. Wells St.
Chicago 6, Ill.
All Phones: FRanklin 2-2567

FOR SALE—NO. 5 ELI WHEEL, LATE model Spit Fire; both rides in good condition, each loads on steel semi with Chev. tractor, good rubber all around. Will sell cheap. Phone ME 5-5082 or wire H. M. Jackson, 3421 Melbourne, Houston, Texas.

FOR SALE OR LEASE—1948 MODEL SPIT-FIRE & trailer, all in fine shape stored in South Carolina; see me at the fair meetings in Columbia, Raleigh & Roanoke, Frank Dickerson, General Delivery, Orange Lake, Florida. ja28

FOR SALE—RIDES, ROLLO PLANE, \$3,500; Moon Rocket, \$4,000; Flying Scooter, \$4,000; Rocket Ships, \$3,500; Kiddle Merry-Go-Round, \$2,500; Century Flyer Train, engine and 4 coaches less track, \$2,500; J. E. Gooding, 19500 Puritas Ave., Cleveland 11, Ohio. Clearwater 1-1909. fe4

LIST YOUR RIDES. WE NEED 32' MERRY-Go-Rounds, Tents, Wheels, etc.; have nice 50' 3 abreast Merry-Go-Round, \$4,000; several Wheels with transportation, \$3,000 to \$3,500; Octopus, \$4,000; Steam Train, \$2,950; Twister, \$15,000; Tilt, \$11,000; all A-1 Kid rides \$250 up; concessions, \$35 to \$150. Young's Carnival Sales, 5218 Wadena St., Duluth 7, Minn. Nationwide service, also 3 parks complete. mh31

KIDDIE WHIP, KIDDIE CIRCUS PARADE for sale, working condition, reasonably priced, need room for new rides. Call Be 6-7730, VI 8-0626 evenings after 7. Write Playland Park, Inc., 138-29 Centreville Ave., Ozone Park, N. Y.

80 FT. AERIAL LADDER RIGGING, TWO revolving trap bars and handstand perch pole, beautiful rigging, complete ready to go. Ralph Duke, General Delivery, Gainesville, Tex.

MANUFACTURER, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. mh31

MINIATURE RAIL, 20 FT. LONG, 7 LBS. per yd., \$3 each. Rail Master, 136 Northampton Street, Buffalo, N. Y.

NEW CANDY APPLE STANDS WITH burners 16" diameter, \$25; reconditioned Star Electric Giant Poppers, \$95; new 3/4 oz. automatic popcorn boxes, \$5.95; 1,000; limited quantities. Poppers Supply Co. of Phila., 1211 N. 2d St., Phila., 22, Pennsylvania. ch-1fn

1950 36-FT. 3 ABREAST PARKER MERRY-Go-Round, 3 abreast Kiddle Merry-Go-Round, 1947 Everly 12 tub Octopus, Everly Single Loop-O-Plane; all rides excellent condition. Also miscellaneous show equipment. Taylor, Rt. 1, Box 199 B, Spanaway, Wash. Tel. Granite 6410 Tacoma.

ONE 12 CAR WHIP, PARK TYPE; dismantled and ready to move; electric motor not included unless you have two phase electric. Rocky Springs Park, Lancaster, Pa. fe4

1 SET BULLPLAITS AND INTERMEDIATE, good condition, \$35. S. B. Rhodes, 1701 Harrison, Amarillo, Tex. fe4

OTTAWAY STEAM TRAIN WITH TREE coaches & portable track, perfect condition, \$2,500. R. H. Chance, 1119 Geo. Wash. Ave., Wichita 16, Kan. fe11

PORTABLE SKATING RINK FOR SALE, 40'x100', 100 pr. Skates, fireproof Tent, reasonably priced, now operating. W. W. Wainwright, Albany, Ga. fe4

PUPPET SHOW! DELUXE CABINET, 8 puppets, dialogue, like new; real money-maker, \$100. John Levy, 135-C N. Carrollton, New Orleans 19, La.

THE THUNDERBIRDS HIGH AERIAL RIGGING, 8 sections 10 feet long, double ladder, perch pole traps, rings, guy lines, complete. Billy Kling, 50 Taft Ave., Lexington, Mass. fe11

TO MAKE ROOM FOR NEW EQUIPMENT, we have the on Scenery Flat Scenery, Stage Lights and rubber Carnival Cable. Write Leslie Grove, Newark, Ohio. fe4

TRAILER GRAB JOINT, 12' ALUMINUM factory built, fluorescent lights, 5 burners, tanks, lots of built-ins, weighs 1/2-ton; o.k. for popcorn, etc. \$400. R. Lewiston, 1203 University, Des Moines, Iowa. fe11

TRAINS—ALL SIZES, GAUGES, TYPES; for use on tracks, Photographs, details, \$1 bill (refundable). Miniature Trains, 328 Winthrop, Rehoboth, Mass. fe18

WANTED TO BUY—FROZEN CUSTARD mounted on truck, good condition and reasonable; give full details and price in first letter. C. A. Cave, Thornton, Ark.

1,000 PROCESS EMBOSSED BUSINESS cards, \$2.95 postpaid; maximum six lines, samples, John Peper, P. O. Box 822, Chattanooga, Tenn.

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 340-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-92, Chicago 32, Ill. ja28

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others; all popular miracle fabrics. Nylon, Dacron, Orlon; exclusive styles, top quality; big cash income now, real future, equipment free. Hoover, Dept. A-109, New York 11, N. Y. mh24-np

CALIFORNIA SWEET SMELLING BEADS, sensational sellers. Free particulars. Mission, 2328BB West Pico, Los Angeles 6, California. fe11

FLAVORS, COSMETICS, MEDICINES, VITAMINS and other household products. Famous for quality, lowest wholesale prices. Bleeker Company, Dept. B, Madrid, Iowa. fe11

CASH IN ON TREMENDOUS DEMAND for new low-cost Fire, Mania and burglar alarm for homes, stores, banks, gasoline filling stations and other property; nothing like it; wanted everywhere; make up to \$50 a day, unique sample offer. Northwest Electric Co., 633-A Main, Mitchell, S. D. fe11

GET NEW SHIRT OUTFIT FREE—MAKE \$90 weekly on 5 average orders a day; famous quality mode-to-measure dress and sport shirts at \$3.95 up, sell fast to all men; no experience needed, full or part time. Write Packard Shirt Co., Dept. 307, Terre Haute, Ind.

GOLDMINE OF 600 MONEY MAKERS. Free copy, Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1, ch-1fn

TATTOOING SUPPLIES A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 3rd St., Los Angeles 3, Calif. fe11

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican, #12 sharp. Write Mitt Zeis, 728 Lesley, Rockford, Ill. fe11

LATE MODEL NATIONAL & ROWE CIGARETTE Machines; quote price and condition. Joy Automatics, 108 E. Church St., Elmira, N. Y. Phone 2-7462.

PENNY ARCADE EQUIPMENT—GIVE Description and price. Lincoln Beach Corporation, Box 409, Little Woods, La. fe11

S-45 RISTAURANT JUKE BOXES, STATE price and number you have. B. N. Walker, 1823 George St., Brooklyn 27, N. Y. fe11

WANTED FOR AMUSEMENT PARK—Portable roller rink, must be in good condition on just percentage basis. Write Playland Park, Rt. 1, Longview, Tex. fe4

WANTED—12 OR 16 USED MERRY-GO-Round horses. Louis P. McGrath, Pine St.-Westmere, Albany 3, N. Y.

WANTED — ADULT AND KID RIDES: Roll-O-Whirl, Laughing Mirrors, #5 Eli parts, Merry Horses; cash if cheap. F. Allen, 1400 Brewerton Rd., Syracuse 11, New York.

WANTED — TO BUY OR LEASE PORTABLE Skating rink with or without skates. Write M. Spiers, Poplarville Kiwanis Club, Poplarville, Miss.

SALESMEN WANTED AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 340-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-92, Chicago 32, Ill. ja28

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PITCHMEN! DISTRIBUTORS! CONCESSIONAIRES!



You, too, can clean up with new automatic self-wringing sponge rubber mop. Sensational sales at all Home Shows, Farm Shows, Conventions, Sports Shows, Fairs. Cash in on big demand for Kleen-Rite, the self-wringing mop of sponge rubber, with the exclusive patented features. This is a "natural self-seller." Sells in practically minutes... sells before the quick demonstration is over. B.M., of Connecticut, "Never had such quick money." R.L., of Michigan, "Never mind selling fast."

EVERY housewife wants the Kleen-Rite household size. Janitors, institutions buy jumbo size. Sensational flick-of-finger action automatically rolls out dirt. 2-way sponge rubber head, Kleen-Rite scrub, washes, waxes, dusts, better, cleaner, faster. Get the facts including Free Sample Offer, Now!

DAYLES MFG. CO., INC. 3257 N. Western Ave. Chicago, Ill. Dept. B-1

MAIL COUPON NOW! DAYLESS MFG. CO., INC. 3257 N. Western Ave. Dept. B-1, Chicago 18, Ill.

O.K. Send me complete selling outfit and sample Kleen-Rite mop, \$3.00 enclosed. Send free details about your selling plan & free sample offer.

Name Address City Zone State

BEARS AND POODLES FROM K. C. WAREHOUSE No. 4613-27" Bear ... \$21.50 per doz. No. 4615-30" Bear ... 25.60 per doz. No. 4652-16" Sitting Poodle Dog with hat and chain 17.25 per doz. No. 4719-16" Dalmatian, same as 4652 ... 17.25 per doz.

FROM EASTERN WAREHOUSE No. 7328-27" Bear ... \$21.50 per doz. No. 7343-30" Bear ... 25.60 per doz. No. 7332-16" Poodle Dog with lead ribbon and chain. 14.90 per doz.

Wisconsin Deluxe Co. 1902 No. 3rd St., Milwaukee 12, Wis.

EVERSHARP RETRACTABLE BALL POINT PEN Assorted colors. Nationally advertised at \$1.49 per pen. 1 doz. to self-correcting display box—\$4.50 per doz. 8-PIECE BKGY KITCHEN TOOL SET Nice individual box, 6 to a master carton. \$1.50 ea.

3-WAY SAW SET including 14" Panel, Miter and three assorted Sawing Blades. Packed 6 to unit. \$9.00 per doz. 2 1/2" HAND SAW, 8 POINT, SUPER SAW STEEL Packed 6 to package. \$9.00 per doz. 14" JACK PLANE—3" CUTTER Individually boxed. \$2.75 ea.

SPRING RETURN STEEL TAP Metal case, 4-ft. length, \$2.50 per doz. 25% deposit with order. Bank check or money order. F.O.B. Chicago. Wholesale Only. COOK BROS. 916 S. Halsted Chicago 7, Ill.

HEART DISC CLOVER NECKLACES \$16.50 Gross and up Miller Creations

Origination of the All-Aluminum Identity 7730 30 AVONON AVE. CHICAGO 19, ILLINOIS Phone WAterfall 8-8855 DAY AND NIGHT SERVICE

The Best Sales Boards and Jar Games Write for information and prices. GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

LA FERARITA — WORLD'S GREATEST sex enigma! Miracle singing, posing artist! Feature inimitable, dance halls, clubs, sponsored benefit shows, Delores, Capitol Hotel, Richmond, Va.

VAUDEVILLE ARTISTS

TRUMPET DOUBLE ACCORDION; PLAY both well; also play reasonable trombone and clarinet; do vocals; read and fake all styles; can cut shows. Glenn Tomlinson, Rt. #1, Box 236, Eagle Point, Ore.

THREE PIECE HILLBILLY WESTERN Band Steel, rhythm, lead Guitar, and double on Saxophone, Bass, twin Fiddles; radio, TV, stage show dance experience; sober, dependable, good equipment, transportation; would join another band or work as a unit. Write Dude Fellows, Gen. Del., Marshall, Mo. Phone 2310m74. fe11 collect please.

TOP FLIGHT RINK ORGANIST WANTS connection good rink, any location. Contact Organist, c/o 771 Sea Street, Quincy, Mass. PResident 3-3513. ja28

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

A-1 BASSMAN FOR COMBO; MUST SING, no characters or drunk notes. Write, wire Leader, 5323 H. M. C. Street, #5, Houston 21, Tex. ja28

DANCE TEACHER (BALLET, TAP) Fresno, California; unusual opportunity to develop program in new school; partnership offer to right person; give qualifications, previous employment. Box C-364, c/o Billboard, Cincinnati 22, Ohio. fe11

GIRL MUSICIANS FOR NATIONALLY known dance and show bands, write immediately. Box C-365, c/o Billboard, Cincinnati 22, Ohio. fe11

LEAD ALTO AND TROMBONE FOR MOD-ern territory band, home every night; all other chairs write. Dance Band, Box 224, Ames, Iowa. ja28

MUSICIANS — EXPERIENCED. ALL chairs, year-around guarantee, traveling Midwest orchestra; one-nighters, sleeper bus, include telephone. Box 1460, Edgewater, Colorado. ja28

MUSICIANS EXPERIENCED ALL CHAIRS, guarantee salary, deluxe sleeper bus, cut or no notice. Dick Mango Orchestra, 1640 Clarkson, Fremont, Neb. ja28

OLD TIME GUITAR SINGER FOR BUSK-ing; 3,000 monthly loyal customers. Write M. R. Brundage, 839 N. Dearborn, Chicago 10. ja28

PHONE SALESMEN—ATTRACTIVE PROP-osition, start work immediately. Box 64, Bluefield, W. Va. Ed Campbell & Doug Gosselin, contact me. ja28

TRUMPET, TENOR SAX (DOUBLING Clarinet & Alto; Piano to play electric piano furnished, Drummer; starting Feb. 13, 1956, location; no drinkers and have good personality and be able to read and fake. Write Paul Wireman, 109 Hazel Ct., Creve Coeur 8, Ill. Phone 4-6382. fe11

WANTED — CARNIVAL TO PLAY OUR sixtieth anniversary, June 7, 8, 9. Contact W. J. Devlin, Aneta, N. D. fe4

AT LIBERTY—ADVERTISEMENTS 5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column No charge accounts.

Forms Close Thursdays for the Following Week's Issue

AGENTS & MANAGERS DO YOU NEED AN ADVANCE AGENT? I have recently sold Cinemas in Europe; advance work with top flight European Circuses, Bertram Mills, etc.; Wallace Bros. Shows coast-to-coast in Canada. Capable press, radio and general exploitations. Box 34, The Billboard, 1564 Broadway, New York, N. Y. fe11

CIRCUS & CARNIVAL BOZO WARD, PRODUCING CLOWN WITH props for one or more clowns, walks around, come-ins for indoor, outdoor circus; now playing night clubs, don't drive. 624 Clinton St., Brooklyn 31, N. Y. ja28

DRESSAGE HORSES—UNUSUAL, FLASHY and impressive riding cat; never have been shown commercially. Capt. Victor A. von Alenitch, Stanley, Kan. fe11

MISCELLANEOUS CHARACTER READINGS, PALMISTRY. I, hobbyist turned semi-professional, by dependable nice looking young man, available for hotel and clubs, however, only best locations acceptable, preferably Miami Beach area; will be Florida January 22, February 5 for interview if interested. Reply by mail only to Box C-363, c/o Billboard, Cincinnati 22, Ohio. fe11

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh1796

INSTRUCTIONS BOOKS & CARTOONS

READ BRAD LEE'S PAMPHLET ON "COR-poration Sociology" and "Pluto's Ring," 25¢ at Dept. B, Box 8, Forest Hills 75, N. Y. ja28

MAGICAL APPARATUS A BRAND-NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic, 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. fe18

BUY, SELL NEW, USED MAGIC TRICKS, apparatus; dealers send catalogues. Milford Magic Shop, 3329 North Pulaski, Chicago, Ill. Avenue 3-5606. fe11

PROFESSIONAL VENTRILOQUIST FIG-ures made to your order, send 25 cents for price list. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. fe9

SUB MINIATURE RADIOPHONE FOR MEN-talists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 S. High St., Columbus, Ohio. fe18

TRICKS-MAGIC-FUN—BIG PROFESSIONAL catalog, 10¢. Free! Show Business Book Catalog, Jasper Joke Shop, 804 SouthWest ley, Oak Park, Ill. np

MISCELLANEOUS BEAUTIFUL CHARCOAL PORTRAIT DONE from your photo, \$10. Unusual gift for your loved ones. John Walencik, 17 North State St., Chicago 2, Ill. fe11

BECOME A HYPNOTIST! JUST ABOUT anyone can learn in a few days; earn big money! enter details, help doctors and dentists, a thousand uses. Mail \$2 for easy instruction booklet. Albert, P. O. Box 668, South Miami 42, Fla. fe4

BOGEN 30-WATT AMPLIFIER. BRAND new; with tubes and case, \$75. 1/3 with order. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa. fe11

CARNIVAL WANTED FOR JULY 3-4, 1956. Large enough to cover 2 blocks of main street, write immediately. Steve Schneider, Scotland, S. D. fe11

GENUINE DIAMOND CUT ZIRCONS. ONE color, white or blue, \$5 value, special price \$2 each; money order or check; limit two. Field Bros., 6 East Monroe St., Chicago 3 ch-ja28

JUGGLING CLUBS AND ROLLING GLOBES made to order. Finest craftsmanship and material. Jack Miller, 1896 N. Kansas Ave., Springfield, Mo. fe4

M. P. FILMS & ACCESSORIES PANORAM FILMS FOR SALE. PIN-UPS & Burlesque; treated for continuous projection; silent or sound; send for complete list. Box C-346, c/o Billboard, Cincinnati 22, O. fe11

16MM. 5,000 SOUND REELS, DIRT CHEAP. New flat Features, Westerns, Serials, War films. Sell, rent. Rooshon, 335 Fifth Ave., Pittsburgh 22, Pa. fe11

TRADE US YOUR 16MM. FILMS—WRITE for list of good films; we handle no junk, three dollar exchange fee. Bobo Wilder, Careroco, La. fe11

PHOTO SUPPLIES DEVELOPING-PRINTING COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1335 Franklin, St. Louis 6, Mo. mh10

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cor-tes Chicago 22, Ill. ch-1fn

PHOTOMOUNTS FROM MANUFACTURER. 3x5, \$3.80/100; 5x7, \$5/100; 8x10, \$11/100; 70 styles, 350 types; ask Department B for free samples Penn Photomounts, Glen-olde, Pa. ap7

PRINTING ALWAYS LOWEST PRICES. FASTEST service, attractive three-color 14x22 window cards, \$8 hundred; larger 17x26 size, \$12.50. Posters for all occasions, many illustrated; also bumper cards and stickers. Tribune Press, Dept. W-56, Earl Park, Ind. mh31

ATTRACTIVE BUSINESS CARDS. \$2.95 per 1,000; 100 letterheads, \$1; 100 6 1/2 envelopes, \$1 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. ja28

LABELS THAT STICK TO ANYTHING without moistening, 1 1/2x2", 3 lines, 500, \$1 postpaid. Main Line, 709 Flatbush Ave., Brooklyn 25, N. Y. fe11

LETTERHEADS, ENVELOPES, BUMPER Signs, Decals, Tickets. Mailo Press, 767-B Leith, Flint 5, Mich. ja28

NEARGRAVURE EMBOSSED LETTER-heads! Sparkling! Dynamic! Special en-gravings, golds and colors, for midways, circuses, orchestras, magicians, acts. Sam-ples, dime. Solidary's Colorprint, ja28

100 BUSINESS CARDS, 75¢. MADE TO order rubber stamps, 50¢ up. E. C. Kimmel, 292 Valley St., Dayton 4, Ohio. ja28

FROM ALASKA TO THE VIRGIN ISLANDS and all stops between Butterfly Jewelry is a Tremendous Money Maker! Butterfly Wing Jewelry is made of genuine butterfly wings. It comes individually boxed in a wide variety of styles. Exquisite Workmanship! Beautiful Design! Gorgeous Finish!

Selling Like Wildfire!! COMPLETELY NEW & DIFFERENT!!! Terrific NEW Jobe Novelty!!! ATOMIC SMOKE BOMBS Looks Like a Cigarette! Light one in an ashtray, and Watch The Fun!!! A column of thick white smoke rises to the ceiling, mushrooming out into dense clouds like an A-Bomb! Smoke fills the room, but blows away quickly. Use it in Bar, Restaurant, Home, or Anywhere!

Trudelle Creations, Inc. 137 Greene St. • New York 12, N. Y. 24-Hr. Phone • SP 7-2377 25% required on C.O.D. accounts. 1956 catalogue now available.

"Happy" the TRAMP "Happy" is 24" high and comes in 2-tone shaggy and plain plushes. Has flexible arms, legs, vinyl hands, also boots, hat and jacket. "Happy" ... with no worries or cares ... will be waiting to greet you at all the fairs. \$30 Dozen

BEARS AND POODLES FROM K. C. WAREHOUSE No. 4613-27" Bear ... \$21.50 per doz. No. 4615-30" Bear ... 25.60 per doz. No. 4652-16" Sitting Poodle Dog with hat and chain 17.25 per doz. No. 4719-16" Dalmatian, same as 4652 ... 17.25 per doz.

HEART DISC CLOVER NECKLACES \$16.50 Gross and up Miller Creations

The Best Sales Boards and Jar Games Write for information and prices. GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

MILLS FOR VALUES

- HIT CAMERAS. Original, miniature, candid. What a buy. Sample 85c. DOZ. ... \$ 8.40
- FILM for above Hit Camera. 12 rolls. 120 EXPOSURES .. 95
- RAINCOATS. In case. Sample 90c. Big value. DOZ. .. 9.25
- RAINFALLS. Magic rain bonnets. Gross \$21.00. DOZ. ... 2.00
- LEATHER WALLET. Boxed. Finely made. Sell fast. Bargain. DOZ. 6.60
- BALL PENS. Papermate type. Dozen \$1.40. GROSS... 15.84
- REFILLS for above pens, long size, fits popular pens. GROSS
- CIGARETTE Lighters. Ronson type. Sample 65c. DOZ. ... 6.00
- BOBBY PINS. 75 count. Gross cards \$15.00. DOZEN CARDS
- ROLL CAPS. Loud firing, repeater. 250 shots in box. 60 BOXES
- SUN GLASSES. In plastic case. Sample 70c. DOZ. ... 6.60
- SAW SETS. 4-piece. Sample 85c. DOZ. SETS. ... 7.50
- ICE CREAM SCOOPS. Unbeatable. Sample 95c. DOZ. ... 9.00
- FLASHLIGHTS. 3-color. 2-cell. This number is really hot. DOZ. 7.20
- CANNISTER SETS. 7-piece. Aluminum. Big flash. SET... 2.15
- FRYERS. Electric. Copper. Retail \$39.95. Sample \$7.95. 3 lots, EACH
- CARVING SETS. 3-piece, stainless. SET
- STEAK KNIFE SETS. 6 in box, stainless. SET
- COMIC COASTER SETS. 4-piece. Beautifully boxed. Terrific. Dozen sets \$14.40. SET ... 1.45
- BOOKS. Beauty for you. Bargain at \$1.00. DOZ. BOOKS ... 3.00

MILLS SALES CO.
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

NEW TWO-TONE STYLING
Fully Automatic No Clip Action
Press Top To Write Press Again To Retract
\$18.72 per gross
REFILLS, \$7.20 GR.
Send for New 1956 Catalog
MODERN PEN MANUFACTURING CO., INC.
384 Broadway New York 13, N. Y.

HOTTEST ITEMS
Large 12-inch Westinghouse Ther. Automatic Skillet. \$7.50 each in lots of 4.
G. E. OR WESTINGHOUSE EQUIPPED FRYER
Holds the most! Costs the least! each in lots of 4 \$7.50
25% dep., bal. C.O.D., F.O.B. Chicago warehouse. Add \$1.00 to the above price for samples.
STAR SALES CO.
1391 Milwaukee Ave., Chicago 23, Ill.

You Can't Beat BRODY for Merchandise
We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.
84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY
1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years

ALL-WEATHER Plastic Pennants
Durable—Tough—Brilliant
48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long only \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.
A & A NOVELTY CO.
Cincinnati 36, Ohio
GIVE TO DAMON RUNYON CANCER FUND

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

- 2160 Patterson St. Cincinnati 22, O.
- Adams, Forest
 - Adkins, Buster E.
 - Agin, Benj.
 - Albians, Joe
 - Albrecht, Dee
 - Allen, Casey P.
 - Allen, Frank
 - Allen, Jimmie
 - Allen, Leander T.
 - Amel, John O.
 - Andes, Jr., W. G.
 - Andreano, Frank
 - Annis, Ralph J.
 - Archer, Whitey
 - Ashley, Earle
 - Baby Tramp
 - Backensto, Alden Ray
 - Baker, Jack
 - Bakke, Russell Robt.
 - Baldwin, Wm.
 - Barb, John Calvin
 - Barefield, Sally
 - Barnett, David
 - Barr, John Calvin
 - Bawers, Edw.
 - Beamer, Robert
 - Bech, Fritz
 - Beckhard, Arthur E.
 - Beckwith, Doris
 - Beede, Bob
 - Bennett, Miss Terry
 - Bennett, Tom
 - Bergman, Leo
 - Bernard, Victor J.
 - Beroušek, Mike
 - Best, Rudolph
 - Beverly, Wm.
 - Bishop, Daniel
 - Bixler, Walter F.
 - Black, Wm. D.
 - Blackley, Robt.
 - Blakely, Benton H.
 - Blaidell, Joe Oscar
 - Blakely, Benton H.
 - Bloom, Wm.
 - Bly, Edw.
 - Boley, James E.
 - Bowman, Sam
 - Boylan, C. J.
 - Bradley, J. R.
 - Brady, F. J.
 - Brady, Henry S.
 - Braunstein, Benj.
 - Brennenan, N. C.
 - Briggs, Tommy & Judy
 - Brindley, Myron
 - Broeffle, H. J.
 - Brookway Star
 - Brooks, Boyd Bryant
 - Brooks, Boyd Bryant
 - Brown, Donna Mae
 - Brown, Mr. Jessie
 - Bryant, Lucille
 - Buckanan, T. R. (All Star Circus)
 - Buckley, Mr. Marion
 - Burridge, Jewel
 - Burton, J.
 - Butler, Clint
 - Butler, Willard
 - Byrd, David C.
 - Byrd, Thos. C.
 - Caldwell, F. R.
 - Callahan, Mike
 - Campbell, Mr. (From Flying Allens)
 - Campbell, H. W.
 - Campbell, Wm. H.
 - Campl, John
 - Cantrill, Fred
 - Carlyle, Malcolm
 - Carlyle, Mike
 - Carpenter, Leonard
 - Carroll, Al
 - Carter, Kenneth
 - Casdorff, Calvin
 - Casey, Jimmy
 - Cave, Lester G.
 - Chaussett, Ray
 - Cheminant, Mrs. D.
 - Cheminant, L. & Mrs.
 - Chicotella, Matthew
 - Childers, Alfred
 - Chidester, Wm. J.
 - Chord, Guy E.
 - Christensen, Geo. & Mrs.
 - Claire, Hans
 - Clark, Earl
 - Layton, Duke
 - Colbert & LaPearl
 - Collins, Jimmie
 - Conater, L. C.
 - Converse, Art
 - Cook, Thomas
 - Cooper, Jesse
 - Cooper, Ruth
 - Costello, James J.
 - Courtney, John Wm.
 - Craft, James
 - Craig, Lula
 - Crawford, L. B.
 - Crider, Robt. L.
 - Cristo, Pete
 - Crouch, Claude
 - Cuban Mack
 - Cummings, Ray A.
 - Cunningham, Geo.
 - Cunningham (Sim)
 - Dale, Arthur Stephen
 - Dale, Wm.
 - Datio, Tony
 - Daves, Louis F.
 - Davidson, J. E.
 - Davis, Clarence
 - Davis, Clyde
 - Davis, Mrs. Esther
 - Davis, Ned
 - Davis, Roland
 - Day, Andy
 - Day, L. Bert
 - DeBald, Eddie
 - DeLong, Loretta
 - DeLong, Wilma
 - DeRio, Duke & Margie
 - DeSilva, Geo.
 - DeWaime, Ted
 - DeWald, Freida
 - Dean, Aloha Bobby
 - Decker, Joyce
 - Delap, Robt. & Mrs.
 - Del Grosso, Daniel
 - Demetro, Steve
 - Demeter, Frank
 - Detwiler, Dick
 - Dilling, Loretta
 - Dilore, Lester
 - Docen, Chas.
 - Donahue, Danny
 - Donald, Geo. M.
 - Donohan, Frances
 - Donnelly, Russell
 - Dougherty, Chas.
 - Dowling, Harold R.
 - Downs, Geo. (Red)
 - Drake, Robt. B.
 - Duckett, Wm. R.
 - Duchene, Mrs. Lewy
 - Duchene, Lewis
 - Dumond, Maurice
 - Dunn, Orville
 - Eagle, Ed W.
 - Eagles, Mrs. Faye
 - Elias, Tyler, Carl
 - Emery, Joe Tracy
 - Emery, John
 - Erreco, Domanick
 - Evans, Louis C.
 - Evans, Ted
 - Evans, Zellis
 - Fa, Arthur
 - Farmer, Wm.

MAIL ON HAND AT NEW YORK OFFICE

- 1564 Broadway New York 36, N. Y.
- Bar, Jack
 - Bar, James Don
 - Bar, Thomas
 - Carbonni, Alfred S.
 - Clancy, Pat
 - DeBaron, Leah
 - Dell, Billy
 - Benning, T.
 - Dixon, John
 - Evans, Edward
 - Fineman, Bernie
 - Garghn, Harry
 - Hicks, Robert W.
 - Jolly, Dolly
 - Karp, V.
 - Klippel, Jack
 - LaMare, Grant
 - Reichard, Aetelnde
 - Label, Hilda
 - Lorraine, B.
 - McCall, J. K.
 - McGary, W. C.
 - Clavis, William
 - Mayerston, S.
 - Maxwell, Charles D.
 - Milone, Giuseppe
 - Mitchell, Thomas
 - Morales, Pedro
 - Oberwater, Sol
 - O'Brien, Wilmer J.
 - Ray, La Belle Troupe
 - Hains, Joseph Henry
 - Reddy, Elaine
 - Roose, Maurice
 - Rustine, Louis
 - Scenck, Jack
 - Scheel, Glen
 - Sears, George Robert
 - Starnes, Harry
 - Sutton, Vivienne Van
 - Taylor, Danny
 - Ulivi, Ilio
 - Van Dyke, Leona
 - Whitmer, Ken
 - Yates, Robert
 - Youngbauer, John
 - Nelson, Edward C.
 - Perz, Frank
 - Rice, Ruth
 - Ray, Mr. & Mrs.
 - Smith, Joseph
 - Sealo, Charles R.
 - Tobell, Allen
 - Zelda, Madan
 - Atterburg, Charles J.
 - Collins, C. F.
 - Frawford, Kelly
 - Dixon, John
 - Du Pont, Clifford
 - Hannigan, Lora
 - Hagen, Orville
 - Jones, Jesse
 - Kobacker, Robert
 - Menzel, Mrs. Shirlee
 - Nelson, Edward C.
 - Perz, Frank
 - Rice, Ruth
 - Ray, Mr. & Mrs.
 - Smith, Joseph
 - Sealo, Charles R.
 - Tobell, Allen
 - Zelda, Madan
 - Chambers, Ralph 7c
 - Ackley, James
 - Albert, Les
 - Allen, Louis
 - Alvarez, John A.
 - Amburn, Arthur L.
 - Ansher, Joe (Dutch)
 - Bar, John Harvey
 - Bailey, James
 - Baker, Mrs. Jean
 - Bennett, James T.
 - Benson, E. W.
 - Black, Miss Mickey
 - Boswell, Elza
 - Bowman, Roscoe
 - Branum, Lester P.
 - Brenneman, Nelson C.
 - Bryer, Mr. & Mrs.
 - Burns, W. J.
 - Bynum, Frank
 - Caldwell, Sam
 - Caloian, Carl A.
 - Campbell, Sam'l
 - Canipe, Walter
 - Carlyle, Malcolm A.
 - Cecil, Clifford R.
 - Cecil, William Francis
 - Chambers, Ralph
 - Chambers, Frank
 - Chidester, William
 - Chisholm, Dave
 - Colbin, Buzz
 - Cramer, Ray
 - Crye, J. D. & M. P.

MAIL ON HAND AT CHICAGO OFFICE

- 188 W. Randolph St. Chicago 1, Ill.
- Bar, Jack
 - Bar, James Don
 - Bar, Thomas
 - Carbonni, Alfred S.
 - Clancy, Pat
 - DeBaron, Leah
 - Dell, Billy
 - Benning, T.
 - Dixon, John
 - Evans, Edward
 - Fineman, Bernie
 - Garghn, Harry
 - Hicks, Robert W.
 - Jolly, Dolly
 - Karp, V.
 - Klippel, Jack
 - LaMare, Grant
 - Reichard, Aetelnde
 - Label, Hilda
 - Lorraine, B.
 - McCall, J. K.
 - McGary, W. C.
 - Clavis, William
 - Mayerston, S.
 - Maxwell, Charles D.
 - Milone, Giuseppe
 - Mitchell, Thomas
 - Morales, Pedro
 - Oberwater, Sol
 - O'Brien, Wilmer J.
 - Ray, La Belle Troupe
 - Hains, Joseph Henry
 - Reddy, Elaine
 - Roose, Maurice
 - Rustine, Louis
 - Scenck, Jack
 - Scheel, Glen
 - Sears, George Robert
 - Starnes, Harry
 - Sutton, Vivienne Van
 - Taylor, Danny
 - Ulivi, Ilio
 - Van Dyke, Leona
 - Whitmer, Ken
 - Yates, Robert
 - Youngbauer, John
 - Nelson, Edward C.
 - Perz, Frank
 - Rice, Ruth
 - Ray, Mr. & Mrs.
 - Smith, Joseph
 - Sealo, Charles R.
 - Tobell, Allen
 - Zelda, Madan
 - Chambers, Ralph 7c
 - Ackley, James
 - Albert, Les
 - Allen, Louis
 - Alvarez, John A.
 - Amburn, Arthur L.
 - Ansher, Joe (Dutch)
 - Bar, John Harvey
 - Bailey, James
 - Baker, Mrs. Jean
 - Bennett, James T.
 - Benson, E. W.
 - Black, Miss Mickey
 - Boswell, Elza
 - Bowman, Roscoe
 - Branum, Lester P.
 - Brenneman, Nelson C.
 - Bryer, Mr. & Mrs.
 - Burns, W. J.
 - Bynum, Frank
 - Caldwell, Sam
 - Caloian, Carl A.
 - Campbell, Sam'l
 - Canipe, Walter
 - Carlyle, Malcolm A.
 - Cecil, Clifford R.
 - Cecil, William Francis
 - Chambers, Ralph
 - Chambers, Frank
 - Chidester, William
 - Chisholm, Dave
 - Colbin, Buzz
 - Cramer, Ray
 - Crye, J. D. & M. P.

MAIL ON HAND AT ST. LOUIS OFFICE

- 390 Arcade Bldg. St. Louis 1, Mo.
- Atterburg, Charles J.
 - Collins, C. F.
 - Frawford, Kelly
 - Dixon, John
 - Du Pont, Clifford
 - Hannigan, Lora
 - Hagen, Orville
 - Jones, Jesse
 - Kobacker, Robert
 - Menzel, Mrs. Shirlee
 - Nelson, Edward C.
 - Perz, Frank
 - Rice, Ruth
 - Ray, Mr. & Mrs.
 - Smith, Joseph
 - Sealo, Charles R.
 - Tobell, Allen
 - Zelda, Madan
 - Chambers, Ralph 7c
 - Ackley, James
 - Albert, Les
 - Allen, Louis
 - Alvarez, John A.
 - Amburn, Arthur L.
 - Ansher, Joe (Dutch)
 - Bar, John Harvey
 - Bailey, James
 - Baker, Mrs. Jean
 - Bennett, James T.
 - Benson, E. W.
 - Black, Miss Mickey
 - Boswell, Elza
 - Bowman, Roscoe
 - Branum, Lester P.
 - Brenneman, Nelson C.
 - Bryer, Mr. & Mrs.
 - Burns, W. J.
 - Bynum, Frank
 - Caldwell, Sam
 - Caloian, Carl A.
 - Campbell, Sam'l
 - Canipe, Walter
 - Carlyle, Malcolm A.
 - Cecil, Clifford R.
 - Cecil, William Francis
 - Chambers, Ralph
 - Chambers, Frank
 - Chidester, William
 - Chisholm, Dave
 - Colbin, Buzz
 - Cramer, Ray
 - Crye, J. D. & M. P.

MAIL ON HAND AT NEW YORK OFFICE

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 - Reichard, Aetelnde
 - Label, Hilda
 - Lorraine, B.
 - McCall, J. K.
 - McGary, W. C.
 - Clavis, William
 - Mayerston, S.
 - Maxwell, Charles D.
 - Milone, Giuseppe
 - Mitchell, Thomas
 - Morales, Pedro
 - Oberwater, Sol
 - O'Brien, Wilmer J.
 - Ray, La Belle Troupe
 - Hains, Joseph Henry
 - Reddy, Elaine
 - Roose, Maurice
 - Rustine, Louis
 - Scenck, Jack
 - Scheel, Glen
 - Sears, George Robert
 - Starnes, Harry
 - Sutton, Vivienne Van
 - Taylor, Danny
 - Ulivi, Ilio
 - Van Dyke, Leona
 - Whitmer, Ken
 - Yates, Robert
 - Youngbauer, John
 - Nelson, Edward C.
 - Perz, Frank
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 - Smith, Joseph
 - Sealo, Charles R.
 - Tobell, Allen
 - Zelda, Madan
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 - Bowman, Roscoe
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 - Brenneman, Nelson C.
 - Bryer, Mr. & Mrs.
 - Burns, W. J.
 - Bynum, Frank
 - Caldwell, Sam
 - Caloian, Carl A.
 - Campbell, Sam'l
 - Canipe, Walter
 - Carlyle, Malcolm A.
 - Cecil, Clifford R.
 - Cecil, William Francis
 - Chambers, Ralph
 - Chambers, Frank
 - Chidester, William
 - Chisholm, Dave
 - Colbin, Buzz
 - Cramer, Ray
 - Crye, J. D. & M. P.

COMING EVENTS

- Alabama**
Mobile—Mardi Gras, Feb. 2-14.
- Arizona**
Chandler—Southside Sheriff's Posse Rodeo, March 29.
Mesa—Junior Rodeo, Jan. 26-29.
Mesa—Rawhide Round-Up, March 21-25.
Phoenix—Western Saddle Club Stampede, Feb. 11-12.
Phoenix—Indian Dance Show, Feb. 17-18.
Phoenix—Arabian Horse Show, Feb. 25-26.
Phoenix—Maricopa Co. Sheriff's Posse Rodeo, March 11.
Phoenix—Specialty Dog Show, March 6.
Phoenix—All-Breed Dog Show, March 7-8.
Phoenix—World's Championship Rodeo, March 15-18.
Tucson—La Fiesta de los Vaqueros and Rodeo, Feb. 22-26.
Tucson—Tucson Rodeo, Feb. 23-26.
Wickenburg—Gold Rush Days, Jan. 27-29.
Yuma—Yuma Rodeo, Feb. 11-12.
- California**
Los Angeles—General Motors Motorama, March 3-11.
San Diego—All-Breed Cat Show, Jan. 28-29.
San Diego—Camelia Show, Feb. 11-12.
San Francisco—General Motors Motorama, March 24-April 1.
San Francisco—Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Sesson, c/o Cow Palace.
- Colorado**
Denver—Auto Show, Feb. 6-10.
- District of Columbia**
Washington—Home Show (Armory), Feb. 18-26. James W. Pearson.
Washington—National Capitol Flower and Garden Show, March 3-9. Al Harloff
- Connecticut**
Hartford—Autorama, Feb. 22-26. Joe Kizis, Autorama Corp., 215 Broad St., Milford.
- Florida**
Davie—Davie Rodeo, Feb. 6-12.
Daytona Beach—Volusia County Home Show, March 17-21. Jean MacDuff, Pilot Club.
Homestead—Homestead Rodeo, Feb. 4-5.
Kissimmee—Kissimmee Valley Livestock Show, Feb. 15-18. Carysle Brunson.
Madison—Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr.
Miami—General Motors Motorama, Feb. 4-12.
Ocala—Southeastern Fat Stock Show and Sale, March 5-10. Louis Gilbreath.
Plant City—Pla. Strawberry Festival, Feb. 20-25. F. W. Nutter.
Tampa—West Coast Dairy Show, Jan. 28. Charles E. Loer Jr.
- Georgia**
Atlanta—Southeast Sports, Boat and Vacation Show, March 3-10. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1. Minn.
- Illinois**
Chicago—National Boat Show, Feb. 3-12.
- Louisiana**
Lake Charles—Lake Charles Rodeo, Feb. 23-26.
- Maryland**
Baltimore—Kennel Club Dog Show, Jan. 28-29.
- Missouri**
Kansas City—Kansas City Sports Show, Jan. 28-31.
- New Jersey**
Teaneck—House, Garden and Hobby Show, March 10-17.
- New York**
Bronx—Sports, Travel and Vacation Show, Feb. 17-26.
New York—International Flower Show, March 5-12.
- Ohio**
Cincinnati—Home and Flower Show, March 3-11. Earle W. DeLaitre, Home Builders' Assn.
Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Feb. 5. W. S. Bain, c/o Cincinnati Garden.
- Davis, Clarence
Del Mar, Lisa
Ellon, Leonard L.
Easley, Nannis Hubert
Enquest, Clarence L.
Ferguson, Jack
Followell, L. M. & M.
Foltz, Russell N.
Ford, Harvey Leroy
Franker, Charles
Frets, Robert E.
Garman, Florence
Good, Okie
Good, William
Glick, Jack
Graves, Floyd Andrew
Gruss, Mr. & Mrs. Mike
Guillemette, H. P.
Hagen, E.
Hall, Edward L.
Hall, John (Whitey)
Hanson, Nat
Hanvie, Horace J.
Harrell, Eugene
Harrison, James R.
Harsh, Leo M.
Hendricks, Clyde
Hill, Earl
Hunt, Bill
Hyman, Harry J.
Johns, Billy Ray
Johnson, J. J.
Johnson, Marvin
Jones, J. R.
Jones, Willie
Judson, Ben F.
Kahle Jr., Mrs. Charles
King, Larry M.
Kirkpatrick, Tommy
Kling, Lawrence
Kraeger, Walter
Krouche, LeRoy
Ladgon, Howard
LaFever, Jesse
Lamb, Lloyd R.
La Nison, Harry
Lane, Thomas H.
Legan, Mrs. Eldon
Lehman, Marie
Lloyd, Russ
Loxson, Walter
Lowe, Thomas Alva
Lynn, Miss Kathy
McCrary, W. H. Tex
McDaniel, LeRoy
McDugold, Mac
McFadden, Ben F.
McHenry, Myron F.
McLean, Clarence R.
Maloney, H. E.
Melbye, Virgo
Miller, Paul H.
- Miller, Adella M.
Miller, Sidney
Mitchell, Dolly Sue
Mitchell, Red
Morgan, Lorne E.
Moshier, Llewellyn
Mortensen, Charles
Mogovan, Dan
O'Dell, Jim
Olender, Harvey Louis
Osborne, Walker
Payton, William
Peterson, James
Phalen, Leo F.
Piger, William L.
Pope, Ernest H.
Pruitt, Gean
Radford, Mrs. Lela
Radford, Ronell A.
Randolph, W.
Rash, Thomas Eugene
Ray, Eddy
Reynolds, Duke
Richardson, Mrs. Joe G.
Roell Jr., Bill
Rohr, H. E. & L. M.
Rosenfield, Timmie
Rubertello, Raymond
Ruscito, Emil B.
Saunders, Orville P.
Sims, Joe
Smith, Aaron B.
Smith, J. V. & M. L.
Sokolowski, Peter V.
Starr, Andy
Stueve, Robert
Swords, J. D.
Taylor, W. C.
Teska, Adam
Veator, Mrs. Wm.
Waddie, Roy E. (Caryl)
Wallace, Vernon, Max
Wells, Sam
Whalen, Ed
Whitson, L. W.
Wingfield, Harry D.
Winningham, W. K.
Wild Bill (Caddillac)
Williams, Willard & Ruby
Womack, Charles
Woodruff, Ernest
Woods, Larry Jr.
Wyrick, John (Dee)

- Oklahoma**
Oklahoma City—Antique Show, Feb. 22-26.
- Tennessee**
Morristown—4-H Fat Calf Show and Sale, March 20. Jesse E. Francis.
- Texas**
Austin—Austin Livestock Show, March 6-11.
J. R. Thacker, P. O. Box 998.
Brownville—Charro Days, Feb. 9-12. M. G. Dennis, 1096 E. Buren St.
Dallas—Automobile Show, Feb. 4-12. J. N. Whitehurst, Mercantile Bank Bldg.
Dallas—Exposition of Modern Living, Feb. 19-26. Louis L. Young, 4611 Cole Ave.
Dallas—Southern Gift Show, Feb. 19-24.
Fred Sands, 3108 S. Joplin, Tulsa, Okla.
Dallas—Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
Dallas—Garden Center Flower Show, March 10-18. J. B. Rucker Jr., State Fair of Texas.
Dallas—Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1. Minn.
El Paso—Southwestern Livestock Show & Rodeo, Feb. 6-12. Chamber of Commerce.
El Paso—Better Homes Exposition, Feb. 22-26. Patrick J. O'Toole, Hilton Hotel.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. W. R. Watt.
Houston—Houston Fat Stock Show & Livestock Exposition, Feb. 27-March 4. Herman Engle.
Houston—Houston Sports, Boat & Travel Show, March 17-24. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1. Minn.
Laredo—Washington Birthday Celebration, Feb. 18-26. J. George Loos, Box 455.
Mercedes—Rio Grande Valley Stock Show & Rodeo, March 4-12.
Mission—Texas Citrus Fiesta, Jan. 25-29.
San Antonio—San Antonio Livestock Exposition, Feb. 10-20. W. L. Jones
- Wisconsin**
Milwaukee—Milwaukee Sentinel Sports Show, March 17-25.
- CANADA**
Alberta
Edmonton—Spring Livestock Show and Sale, March 26-30.
- Haiti**
Port Au Prince—Mardi Gras, Dec. 22-Feb. 20.

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You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

Rockaway Boom in Offing

• Continued from page 65

rising assessments will force the selling of many summer bungalow colonies for new construction purposes.

The future will likely solidify the position of the few remaining boardwalk concessionaires, the bathhouses, kiddie parks, miniature golf courses, and of Rockaway's Playland, which offer to the section its sole outdoor amusement facilities beside the beach itself. Playland stands the best chance of remaining unaffected by any plans the city might have to encroach upon amusement territory, for the park in recent years has poured vast sums on midway paving, steel and concrete foundation work, new structures, conduit work, and ultra-modern concession stores.

New Operations Eyed

Outside of a few scattered possibilities there is little chance of new amusement construction, altho conversion of Rockaway Beach Boulevard and side street frontage along concession lines is being contemplated by some property owners. In anticipation of the boom, Playland converted one of its street holdings into a half-dozen modern games last year, and holds at least one other parcel suitable for a ride installation.

The only serious drawback to transit construction now is the Westinghouse strike, which prevents construction of power station equipment. The city, however, said at the banquet that the June 28 date would be met, either by

using diesel-powered rolling stock, or portable diesel units built by General Motors for the power stations.

There will definitely be an additional fare above the 15-cent ride now basic in the subway system, it was said. Estimates are that the fare from Manhattan to Rockaway will be 40 or 45 cents, for the one-hour ride.

George Ward was emcee and chairman of the 31st installation dinner, and Queens Borough President James A. Lundy was installing officer. New president is Municipal Court Justice Abe Margulies, who succeeds Irving Klein, new chairman of the board.

Missouri State

• Continued from page 65

"Holiday on Ice" will hold forth in front of the grandstand for five nights. Night auto racing will be introduced for the first time by Al Sweeney's National Speedways, Inc., with a Friday night program of stock car races under portable lights. Sweeney auto races will also be presented on two other afternoons.

The five-day harness race program of former years has been revised to a four-day program, mixing harness and running races on Tuesday and Friday afternoons. AMA-sanctioned motorcycle races will be held the other days. Aut Swenson Thrillcade will be in for one thrill show performance and Tournament of Thrills in for a second day. "Grand Ole Opry," booked in by Fred H. Kressmann of the Barnes-Carruthers Theatrical Enterprises, will be the final night's feature.

G. M. Motorama

• Continued from page 68

Kiddie is offered six times daily. It consists of a 22-piece orchestra, 14-voice chorus, dancers, and others rounding out the 50-person entertainment cast. A Technicolor film is used as show kickoff on a screen 50 feet by 27. It shows visitors what a ride in the experimental Firebird II, a gas turbine model, will be like along a "highway of tomorrow."

A national TV program will show the Motorama on CBS on the closing night, from 10:30-11 p.m., EST. Then 125 vans will carry the production on tour.

The Waldorf is again decked out in color, turntables, draperies, and every other modern decorative aid.

Trout Tank's

• Continued from page 68

this month. The 1955 dates were the Morris County Fair in Troy Hills, N. J., and the Barrington (Mass.) Fair.

Bookings for the coming season of indoor sports shows are encouraging, Shilling said. He will have several acts at the show in Hartford, namely log-rollers, canoe tilters, Chief White Cloud's Indian troupe, and trick golfer Jack Redmond.

Survey Results

• Continued from page 65

thought the fair better than any other they had seen, 42 per cent; learned of the fair from newspapers, 81.7 per cent; read these stories, 82.2 per cent; first heard of the fair thru newspapers for the largest group, 42.6 per cent; those who heard of it by word of mouth, 19 per cent.

The Knight questioning showed that in September 3,308,660 people lived within 90 miles of the fairgrounds; the annual total income of these people in 1953 was \$6,869,775,000; they owned 1,221,078 automobiles; income of the average family attending the fair was \$5,148, and an estimated 118,742 families attended the 1955 event.

Edmonton Ex

• Continued from page 65

to the various attractions on the fairgrounds.

It was also reported that the city pound, now situated on one corner of the grounds, will be moved by spring. The city is also prepared to run a 10-inch water main across the north end of the grounds and install five more hydrants for additional fire protection. This, along with an added storm-sewer system, will be done at a total cost of \$50,000.

Blueprints and sketches of the three proposed plans will be sent out to each director for individual comments.

The rodeo will be held May 21 to 26, and Rex Allen has again been signed as the show's star.

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Money Making Volume
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L-50 Plastic Pen in 18 different colors. Gold cap and 14K gold plated clip. \$18.00 per gr.

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1000 25c Charley Tk.	Prof. \$52.00	\$1.79
1000 5c J.P. Boards	Prof. 24.00	1.99
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200 N. Y. Ops, Distribs Attend First Gotham Dime Play Forum

NEW YORK, Jan. 21.—More than 200 operators from the New York area, with delegations from New Jersey and Connecticut, gathered at the Henry Hudson Hotel Tuesday night (17) for the first of a series of open forums sponsored by the New York juke box distributors. Purpose of the meeting was to discuss methods of increasing 10-cent play in the area.

Representing the distributors on the dias were Joe Young, Young Distributing (Wurlitzer); Barney

lobbies, with all the take going to the charity.

Disk jockey plugs helped the conversion effort, and advertisements in local newspapers explained to the public why the move was taken. Equipment was cleaned up and upgraded, and some EP records were placed in converted machines as a gimmick.

But, said Tolisano, the most important thing was not any or all of these moves—it was the co-operation that existed among the operators. The operators all decided it

was time to go to dime play, and they stuck to their decisions.

\$13-\$17 Average

Before the conversion move, said Tolisano, his locations were averaging from \$9 to \$10 a week. Today, with the conversion complete, he said the average is between \$13 and \$17 weekly.

Abe Fish, also representing the Connecticut operators, took a friendly dig at the Gotham group by pointing out that while the Music Operators of New York may be

(Continued on page 102)

SHOW AMI-120 IN ORIENTAL CABINET DRESS

CHICAGO, Jan. 21.—A tailor-made oriental designed cabinet currently houses one of Automatic Phonograph Distributing Company's 120-selection AMI Model G phonographs on display here.

The phonograph is decorated in red and black lacquer, with gold trim. Other decorations include hand-painted lotus blossoms, ming trees, pagodas and oriental sirens.

Purpose of the new addition is to show operators what can be done with custom cabinet decorations and also to get their reaction to various new ideas in cabinet design.

Mike Spagnola, manager of Automatic, said that the cabinet is one of several specially made by AMI, Inc., being displayed around the country.

Ops Up Jukes To Dime, Add Pools in Mpls.

Minnesota Pin Law Forces Price Hike, Pool Game Build-Up

MINNEAPOLIS, Jan. 21.—Some 20 operators here this past week began to shift their juke box operations to dime play.

While the venture, done in a hit-miss fashion by each operator, still isn't 100 per cent here, the movement is catching on and each day a new operator or two moves into the dime fold.

Some have switched to 10 cents, three plays for a quarter, others five plays for 25 cents.

The changeover from 5-cent play is a direct result of the highly unsettled games situation in Minnesota since Miles Lord, State attorney general, ruled in December that pinballs giving free replays were gambling machines and therefore illegal in the State.

Games have been down and jobbers' space in the Twin Cities has been crowded almost to the walls as operators turn in such equipment for credit.

The early switch to dime play on juke boxes was predicted in The Billboard immediately after the attorney general's decision.

"We have no alternative if we want to stay in the coin machine business," one operator said. "Frankly, I prefer straight dime play and I believe that eventually it will come. But for now, at least, each operator is deciding for himself what to charge."

Location owners, who increased juke box play prices, reported their customers were taking the boost in "stride," with few if any complaints.

The changeover to dime play has not yet been started in St. Paul. However, operators there are watching developments in Minneapolis, and if the increase continues to go along without any hitch, similar action is expected there.

Meanwhile jobbers report the demand for pool tables continues to grow so fast that they are hard pressed to keep up with them.

"Pool tables definitely have been the salvation of this business," said a distributor. "Operators are buying this equipment almost faster than any other type of machine ever introduced in this field. It's a clean, fast operation and they seem happy with it."

Another location owner said that

(Continued on page 96)

Atlas Names English

BOSTON, Jan. 21.—Ralph R. English has joined the staff of Barney and Lou Blatt's Atlas Distributors, local AMI outlet. English had been with Trimount Distributors, Seeburg agency here, as credit manager and floor salesman for six years. He will go on the road for Atlas.

W. Va. Assn. Directors to Mull Regionals

CHARLESTON, W. Va., Jan. 21.—A series of regional operator meetings to be held by the West Virginia Music Operators' Association will be scheduled by the organization's board of directors here on April 1 at the Daniel Boone Hotel.

According to Dana M. Hicks, executive secretary of the association, meetings will probably be slated in Williamson, Huntington, Wheeling, Morgantown, Fairmont and Clarksburg.

The association is currently pushing the March of Dimes campaign thruout the State thru special juke box installations in public places with all collections being turned over to the fund.

J. A. Wallace, president, said that many operators were turning over one day's proceeds from their machines in addition to the special installations.



JAMES TOLISANO AL DENVER

Sugarman, Runyon Sales (AMI), and Art Herman, Herman Distributors (Rock-Ola). Chairman was Meyer Parkoff, Atlantic-New York (Seeburg).

Leading off the discussion on dime play, James Tolisano, president of the Music Operators of Connecticut, said the State was solidly on 10 cents, with 95 per cent of the juke boxes in Hartford converted. The only stops left at 5 cents, he added, were locations with 20 and 24-selection jobs, where the machines were left for "old times sakes."

March of Dime.

Tolisano told how the Hartford operators launched dime play in January, 1955, pegging the effort on the March of Dimes drive and placing juke boxes—all set at 10-cent play—in banks and theater

Launch Wurlitzer Centennial Days, Unveil Model 1900

Distribs Report Op Enthusiasm, Attendance Hitting New Records

CHICAGO, Jan. 21.—The Rudolph Wurlitzer Company officially launched its 100-year anniversary celebration Sunday (15) when its entire distributor organization opened their doors and launched into the first week of Wurlitzer Centennial Phonograph, Model 1900, trade showings.

Operator turnout and enthusiasm at distributor showrooms was reported greater than at any previous Wurlitzer unveiling. According to distributors, the design of the new phonograph grabbed the spotlight (see The Billboard, January 21, for complete description).

While initial unveilings got under way Sunday, most distributors have scheduled additional showings in other cities in their territories during the next two weeks.

Following are on-the-spot reports of some of the showings held thruout the country this week:

Sierra Hosts 300 From 150-Mile Radius

LOS ANGELES, Jan. 21.—Sierra Distributing Company was host to 300 music machine operators here Sunday afternoon (15) when the Wurlitzer Centennial Model 1900 was unveiled.

According to Wayne Copeland, head of Sierra, operating firms within a radius of 150 miles were represented. The guest book showed that operators from Bakersfield to the north and San Diego to the south attended.

The Sierra party, which marked the launching of "Wurlitzer Centennial Days," began promptly at noon. Scheduled to end at 6 p.m. the event was kept going until about 10.

Gary Sinclair, Western regional

Wurlitzer representative, headquartered in San Francisco, was on hand to assist the Sierra staffers.

A Model 1900 will be displayed the remainder of this month at the California Music Merchants' Association, Los Angeles division. The association displays a different make of phonograph each month.

Milw. Showing Draws Big Wis., Mich., Crowd

MILWAUKEE, Jan. 21.—A steady stream of operators from all over Wisconsin and Upper Michigan turned up at the week-long showing of the new Wurlitzer Centennial Model 1900 at the United, Inc., showrooms, starting Sunday, January 15.

According to United, Inc., president, Harry Jacobs Jr., the trade

(Continued on page 87)

Palmer Warns Ops On EP Emphasis

Wurlitzer Exec Charges Too Many EP's Reduce Selectivity, Thwart Dime Play

• Continued from page 18

charge. Nat Schaffer, the operator, told The Billboard that he could get all the pop singles he could pay for. He added that he couldn't always get the classical singles he wanted, but that was because a great many classical selections are pressed in EP versions only.

No Trouble

Al Hartel, record buyer for the Midwest Radio Company, Milwaukee one-stop, said that outside of a few selections by the Three Suns or Jackie Gleason which were released on EP's, the juke box operator can get all the pop singles he wants without any difficulty.

Palmer said that operators banking too heavily on EP's as a wedge for 10-cent play were making a mistake.

He pointed out that juke box costs have tripled since before World War II, with record prices doubling, and vehicle costs and salaries keeping pace.

Therefore, he added, the operator solves little when he offers twice as much play as he once gave for a nickel in order to get a dime. Moreover, said Palmer, the patron is forced to hear a selection he may not like in order to hear one he does like.

Would Irk Patrons

Palmer maintained that a complete substitution of EP's at 10 cents for singles at 5 cents would result in scant additional revenue for the operator, but it would

antagonize the juke box players.

However, Palmer admitted, judicious programming of EP's, with a preponderance of singles, could stimulate play. He added that use of EP's have helped in the initial conversion from nickel to dime play.

But, concluded Palmer, the juke box operator must base his 10-play hopes on singles and not look to EP's for his salvation.

Boorstein Tells N. Y. Ops To Study Patrons' Taste

NEW YORK, Jan. 21.—Lou Boorstein, head of Leslie Distributors, local one-stop, emphasized the importance of proper programming before more than 200 operators in the first of a series of operator forums at the Henry Hudson Hotel here Tuesday night (17) (see separate story).

He said the basis of programming was to please the customer, and the only way to do this was to discover what the customer wants to hear. Boorstein suggested analyzing the traffic at locations, and asking customers and bartenders what type music, what orchestras and what tunes are favored.

In particular, he advised oper-

ators to watch the foreign language market closely. Boorstein explained that while many second and third-generation Americans no longer speak the tongue of their ancestors, they still may love the music their forebears appreciated and they will drop their dimes in the juke box to prove it.

Special Events

Another revenue source that operators often overlook, he added, was the special event field. Every day is somebody's birthday or anniversary, he explained, and the operator who doesn't take that into consideration is losing revenue. Besides, he added, the special event

(Continued on page 98)

No Action in Juke Copyr't Says BMI Veep

HOLLYWOOD, Jan. 21.—Broadcast Music, Inc., Vice-President Bob Burton predicts that legislation aimed at removing the juke box exemption from the 1909 Copyright Act will not be enacted this year.

Burton's prediction came during his speech at the monthly meeting of the California Copyright Society here Tuesday.

In elaborating, Burton declared that this legislation, commonly referred to as the "Juke Box Bills," would not be enacted because it is an "extension of rights and not of public interest at this time."

Op Phono Insurance Bowed By Wurlitzer

NORTH TONAWANDA, N.Y., Jan. 21.—A low-cost, one-year policy covering individual phonographs has been introduced by the Rudolph Wurlitzer Company.

The entire Wurlitzer distributor organization, with the exception of one or two distributors who previously worked out insurance plans of their own for their customers, is handling the details and issuing the policies.

The insurance plan was launched by Wurlitzer in conjunction with its Centennial Year Celebration which officially got under way Sunday (15) with the unveiling of its 1956 phonograph line.

According to Bob Bear, phono-

graph sales manager, the plan enables all operators to protect "Wurlitzer Model 1900 phonographs for the period of one year from the date of purchase."

Cost is \$2.50

Underwritten by the American Home Assurance Company, the insurance policy covers juke boxes for everything from collapsing bridges and sinking vessels to theft and damage-in-transit. Each policy is effective for one year from the date the policy is written.

The cost of the policy is \$2.50 per phonograph.

Bear said that the low rate was made possible thru quantity buying

(Continued on page 99)



It's AMI "G's" exclusive, multi-horn high-fidelity tonal superiority that keeps customers everywhere paying to listen...

But there's *something more* for you and your customers...

Whether it's the blue-jean set or the grown up crowd, today's juke box players go—and spend—where the look of fashion is.

And AMI "G" cabinet design *is* fashion...the look of tomorrow that attracts more coins today...and every day.

You get the most for your money...longer...with AMI "G."

AMI Incorporated /

General Offices and Factory:
1500 Union Avenue, S.E.,
Grand Rapids 2, Michigan

(originator of the automatic selective juke box in 1927) Model "G"—
120, 80, 40 selections for more plays in less time.

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Osear Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

TODAY'S NEWS

**WURLITZER CENTENNIAL
MODEL SCORES BIG HIT**

**OPERATORS ACCLAIM
CENTENNIAL MODEL BEAUTY**

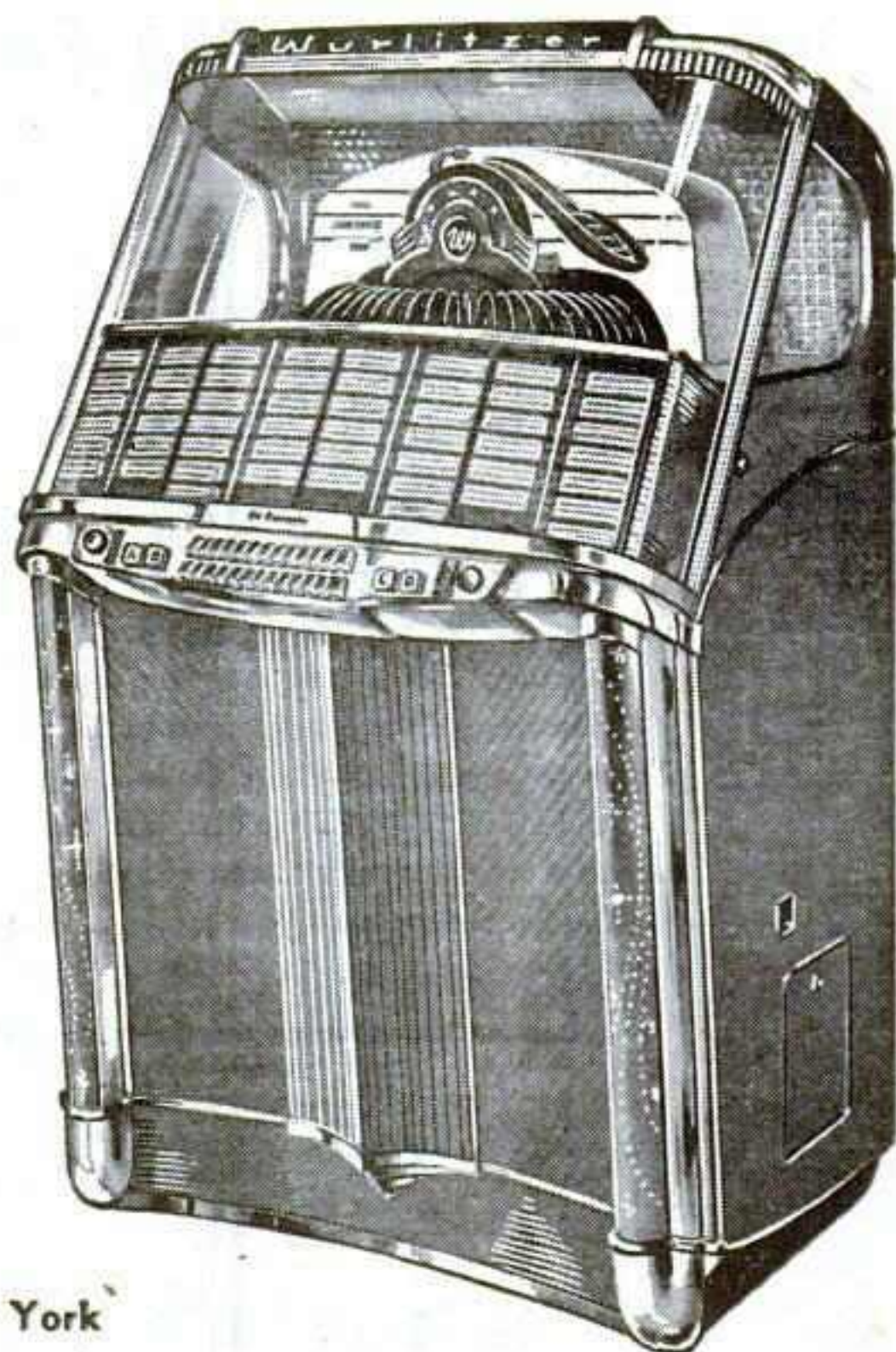
**WURLITZER CENTENNIAL
TONE IS TOPS**

**CENTENNIAL MODEL
HAILED BY THOUSANDS OF OPERATORS**

HEADLINES FROM THE HEART OF THE AUTOMATIC MUSIC BUSINESS

"WONDERFUL" was the word most heard from operators as they viewed the sensational Wurlitzer Centennial Phonograph. From its style-studded cabinet to its glorious tone, it spelled location acceptance, patron acclaim and record-setting profits to them.

The first Centennials to go into action proved what every Centennial will do—make more music and more money than any phonograph in history.



WURLITZER
Centennial
MODEL 1900

**URNS A CENTURY OF PROGRESS
INTO A GREAT YEAR OF PROFIT
FOR WURLITZER OPERATORS**

**The Rudolph Wurlitzer Company, North Tonawanda, New York
Established 1856**

WURLITZER'S CENTENNIAL

• Continued from page 84

reception of the new model was "very enthusiastic."

Previous United unveilings had always been weekend affairs. "This time," Jacobs said, "we departed from custom and extended our 'open house' thruout the entire week. "By doing this," Jacobs said, "we were able to spend more time with individual operators. It also helped many operators beat the normally heavy weekend highway traffic."

Factory visitors during the early part of the week included Wurlitzer Sales Manager Robert Bear; Bert Davidson, regional sales manager; Al Dietrich, credit manager, and Reid Whipple, factory service engineer.

United, Inc., staffers on hand, in addition to Harry Jacobs Jr., were: Harry Jacobs Sr., Walter Fischbach, Woody Johnson, Syl Kindler, Leo Krenz, Marcelline Bartol and Charlie Rydberg.

Out - of - State operators and guests attending the showing included Tom Strong, Iron Mountain, Mich.; Frank Sager, Ahmeek, Mich., and Art Cohen, Chicago.

Wisconsin operators included John Anderes, Charles Miller, Casper Sittig and M. L. Engstrom, all of Racine; C. G. Bookmeier, Roger Bookmeier and Art Weidner, Green Bay; Mr. and Mrs. R. F. Suchomel and Earl Lyda, Madison; Mr. and Mrs. Hy Turmire, Soldiers Grove; Clem Weinandt, Menasha; Mr. and Mrs. George Brixius Jr., Manitowoc, and John Barros, Merrill.

Milwaukee guests attending the showing included Vincent Waters, Otto Hadrian, Frank Miles, Arnold Jost, David Jakubowski, Sam Hastings, Earl Lindle, Harry Morre, Kenneth Kulow, Leonard Casper, Milton Wudtke, Carl Klein, John Eber, Harold Guthrie, Ralph Strasina, E. A. Tarman, Jerome Jacomet, John Jacob, Raymond Bates, Edwin Walker, Bert Liesch, Don and Rus Brede, Leonard Sheehan, Charles Ryberg, Carole Jacobs and Robert Smith.

Angott Staff, Record Artists Host Mich. Ops

DETROIT, Jan. 21.—An estimated 450 operators, their servicemen and guests packed the salesroom of Angott Distributing Company, Inc., Sunday (15) from 10 a.m. to 7 p.m. to view the new Wurlitzer Centennial phonograph. Approximately 100 additional operators visited the showing on Monday.

Personnel who served as hosts for the occasion included Carl Angott, owner; Ted Parker, sales manager; Charles Andrews and John Bailey, salesmen; Phil Jones, record manager; and Billy Angott, son of the owner, now associated with the record department. Various record artists also helped greet operators.

The distaff side was well represented with official hostesses from the company, including Mrs. Carl Angott, Mrs. Madeline Andrews and Mrs. Frances Rouen.

A second Michigan showing is scheduled tomorrow (22) at the Pantlind Hotel in Grand Rapids. Burt Davidson, Wurlitzer field representative, is to be on hand at Grand Rapids.

Reception of the new model by the trade was enthusiastic. Carl Angott declared that "The reaction was terrific."

Recording artists who made personal appearances on Sunday included Billy Farrell, Mercury Records; the Four Lads, Columbia, and Jimmy Work, Dot Records.

Record distributors attending included Donald J. McDonald and Robert S. Krueger, RCA Victor; Larry Owens, Capitol, and Harry and Iz Levin, Cadet Distributing Company.

Ohio operators were well represented at the gathering. Sunday's crowd included Mr. and Mrs. George Grabe, Mr. and Mrs. H. C. Vogeli, Leon Ladd, Gene Bykowski, Mr. and Mrs. Abe George, Adam Najarian and George Tamber, all of Toledo.

Michigan operators and guests included Mr. and Mrs. Fred Warner, Saginaw; Mr. and Mrs. Cliff

Irwin, Port Huron; Ray Averill, Adrian; Mr. and Mrs. Harold Shank, Kalamazoo; Mr. and Mrs. James Heiss, Muskegon; Mr. and Mrs. Fred Zemke and family, Ann Arbor; Mr. and Mrs. Bud Cocking, Century Coin, Flint; William E. Bufalino, president of Teamsters' Local 985; Mr. and Mrs. Henry Hopkins, Brighton; W. L. Taylor, Jack Taylor and Douglas Brooks, Century Novelty Company, Mount Pleasant; J. W. Trentham, Lansing; Frank Alluvot, Frank's Music, Detroit; Mr. and Mrs. Irving Moss and Mr. and Mrs. Harry Rich, Moss Music, Detroit.

250 N.Y. State Ops Pack Bilotta Newark Showing

NEWARK, N. Y., Jan. 21.—An estimated 250 operators, their wives and friends packed the showroom of Bilotta Distributing Company here Sunday for the initial unveiling of the new Wurlitzer line. A similar showing was held by the firm's branch office in Albany, N. Y.

John Bilotta, head of the firm, said: "We were tremendously impressed by the results of the showing and have every reason to expect our biggest year." He stated that operators were particularly interested in the cabinet design, sound system and the printed wiring circuit in the amplifier.

The event got under way at noon and continued until midnight. Guests were served refreshments thruout the day, with a buffet table set up around dinner time. Hosts of the event were Mr. and Mrs. John Bilotta, Jack Shawcross, Mary Zappia, Leonard LaBaron, Wilford Wurtenberg, Harry Reinders and James Bilotta, all of the Bilotta Distributing, and Donald K. Beyer, assistant advertising manager of Wurlitzer.

Operators from the entire western half of the State attended the Sunday event. Among those present were Sandy Goldstein, Carl Goldstein, Charles Winters, Jack Portno, Mr. and Mrs. Charles Wagner, Jerry Polina, Sam Polina and Mr. and Mrs. A. Schokett, all of Rochester; Bud Maxwell, East Rochester; Mr. and Mrs. Allen Grant, Mr. and Mrs. Lloyd Hilmire, Mr. and Mrs. Richard Hilmire, and Mr. and Mrs. Charles Wheeler, all of Geneva.

Mr. and Mrs. Patrick Tarantelli and Mr. and Mrs. Anthony Pisoli, of Ithaca; Joseph Toper and John Macial, of Utica; Mr. and Mrs. William Thorpe and Mr. and Mrs. Ernest Thorpe, Seneca Falls; Mr. and Mrs. Michael Boswitch, Mr. and Mrs. Chester D'lugozima and John Burdick, Fulton; Ralph Denby, Canadawaga; Mr. and Mrs. Ralph Schribner, Binghamton; Mr. and Mrs. Joseph Shortino, Owego; Kenneth Filippello and Anthony Comella, Newark; Maurice Benware, Malone; John Sullivan, Montour Falls; Charles Center Jr., Brownville, and Ed Stanton, Auburn.

Sandler Draws Big Op Turnout Despite Storm

MINNEAPOLIS, Jan. 21.—Sandler Distributing Company introduced Wurlitzer's Centennial 1900 juke box model here Sunday to a large crowd of operators in spite of a severe snowstorm.

Irving Sandler, firm head, said, "The weather definitely was bad, with heavy snow falling and travel difficult from outside the Twin Cities area."

"Nevertheless, we had over 50 operators in on Sunday and all week they have been coming in, 15 or so nearly each day."

Sol Rose, of the Sandler firm, said: "Operator reaction to the new 1900 was exceptionally good. Many were impressed with the appearance of the new machine, commenting on its streamlined compactness and easy accessibility to changer and mechanism."

Avis Fike and Clara Rodie, Sandler office staff, were hostesses all week to the visiting operators. Sunday a buffet luncheon was served visitors.

Robert Bear, sales manager, and Al Dietrich, credit manager, of the

Wurlitzer factory in North Tonawanda, N. Y., and Bert Davidson, of Chicago, Wurlitzer regional manager, visited the Sandler headquarters during the week.

Special showings of the new line were scheduled for next week in Minot, Fargo and Grand Forks, N. D.

150 See New Wurlitzer At Bilotta N.Y. Branch

ALBANY, N. Y., Jan. 21.—Over 150 music operators attended the initial showing of the new Wurlitzer phonograph line at Bilotta Distributing Company's branch office here Sunday.

Host for the event was Bob Catlin, manager. John Bilotta, owner, and Don Beyer, assistant advertising manager of Wurlitzer, were on hand later during the week to assist the Albany staff.

Operator enthusiasm for the new model was reported to be greater than at any previous showing held by the firm.

Among those attending were Ogden Whitbeck, of Mohawk Skill Games; De Witt Coager, Elmer Weatherwax and Walter Rice, all of Schenectady; Jack Wilson, Modern Vending Company, Newburg; Chester Cutlet, Bennington; James Gaglardi, Troy; Michael Garrazone, Michael Robelotta and Harry Collegian, of Albany.

Op Enthusiasm High At Florida Showing

JACKSONVILLE, Fla., Jan. 21.—Bush Distributing Company held its first showing of the new Wurlitzer Centennial phonograph, Model 1900, Sunday.

According to Joe Barton, manager of the firm, the new model stirred more interest and enthusiasm than any previous showing held by the firm. Over 200 operators and their servicemen jammed Bush's Riverside Avenue headquarters for the event.

Hosts at the showing were Ted Bush, owner of the firm; Barton; Bud Shields, salesman; Carol Jones, Roberta Young, Carl Jonas, Bob Obar, Gene Jeansonne, Eddie Brunke and George Carter.

Harry Gregg, Wurlitzer field engineer, was on hand to help point out the highlights of the new model.

Ops From 12 Cities Attend T & L Showing

CINCINNATI, Jan. 21.—Music operators from more than a dozen cities converged on the T & L Distributing Company here Sunday when the firm unveiled the new Wurlitzer phonograph line.

Operator reaction to the new models was labeled as more enthusiastic than ever by T & L staffers. Typical comment was voiced by Robert Cooper, operator in Greenville, O.: "The simplicity of the new phonograph makes it the best Wurlitzer to date."

Hosts for the event were Leonard J. and Paul Goldstein, owners of the firm; John Richey, Robert Fogle and Wilson Heffner.

Among the out-of-town operators attending the showing were Mr. and Mrs. Robert Cooper and Mrs. Stamper, of Greenville, O.; Mr. and Mrs. Jerry Distel, Portsmouth, O.; Mr. and Mrs. William F. Fasnadet, Brookville, O.; Charles Murray, Washington Court House, O.; Carl Keller, Newport, Ky.; Earl Stevens, Maysville, Ky.; Mr. and Mrs. William Blankenship, Wolf Marcus and Ben Logan, all of Dayton, O., and Clarence Patterson, of Bethel, O.

Cliff Brafford and Ernest Cullette, of Hamilton, O.; Virgil Webster, Batavia, O.; Niles Hayes and Norman Lewis, Cozaddale, O.; Charles Kirk and William Burger, Williamsburg, O.; Mr. and Mrs. Herb Donaldson, Covington, Ky.; Charles McKenney, Park Hills, Ky.; Ellis Hurd, Newport, Ky., and Alvin Lakamp, Batesville, Ind.

Local operators included Norton Robinson, Elmer Meyers, Art Mechler, Ray Bigner, Charles Kanter, Lester Husman, Pete Scales, Earl Silvernell, Nat Bartfield, Frank Michaels, Paul Pusateri, Al

Dalladio, Ed Schwartz, Tony Kayata, Sam Chester and Erv Endlerle.

300 View New Wurlitzer At Nashville Showing

NASHVILLE, Jan. 21.—Rock City Amusement Company drew a record operator turnout at its showrooms Sunday and Monday when it introduced the new Wurlitzer Centennial phonograph line.

"Between 250 and 300 operators and guests dropped in to view and inspect the new line," declared Thomas Watts, general manager.

Watts also announced that similar showings would be held in Knoxville and Chattanooga within the next 30 days. Both showings will be held in local hotels.

Special guests at the Nashville showing included engineers and field representatives of the United

Manufacturing Company of Chicago. Nine Rock City officials and employees were on hand to greet visiting coinmen.

On Sunday, two door prizes were awarded: a 21-inch television set, won by Robert Sisk, of Huntsville, Ala., and a \$100 prize, pre-

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MUSIC OPS SEE ROSY FUTURE. Operators, distributors, manufacturers have big 1955. Dime play scores marked headway in past year. Reviews presents advances in many endeavors with public relations program a major leader. (Page 72, The Billboard, January 21.)

CIG TAX, PRICE HIKE HARASS OPS. 1956 forecast calls for increased volume, however ops predict conversion, expenditures to collect additional costs will slash profits. Listed are problems facing industry. (Page 82, The Billboard, January 21.)

MEDIUM, GIANT MANUFACTURERS WOO AUTOMATIC VENDING INDUSTRY. Advancements in machines, improved merchandise catches eye of multi-million dollars firms to rapidly expanding industry. Listed are firms that entered the field in 1955. (Page 1, The Billboard, January 21.)

TENNESSEE GRANTED BREATHING ON TAX BOOST. Ops cite need of time necessary for changeover period and to gain public approval. List additional burdens to small operators. (Page 76, The Billboard, January 21.)

POOL GAMES RAPIDLY BECOMING NO. 1 AMUSEMENT. Manufacturers concentrate on pool game output as game sweeps nation. Shuffle board still strong second. Legal moves hit pinball games. National picture depicts cross nation movement. Page 86, The Billboard, January 21.)

BULK OPS STUDY COMMISSIONS. Rising over-all costs along with commissions reach new peaks ops inform The Billboard. Competitive situation in Midwest poses question: "Are bulk ops commissioning themselves out of business?" Discussed are reasons for prediction. (Page 82, The Billboard, January 21.)

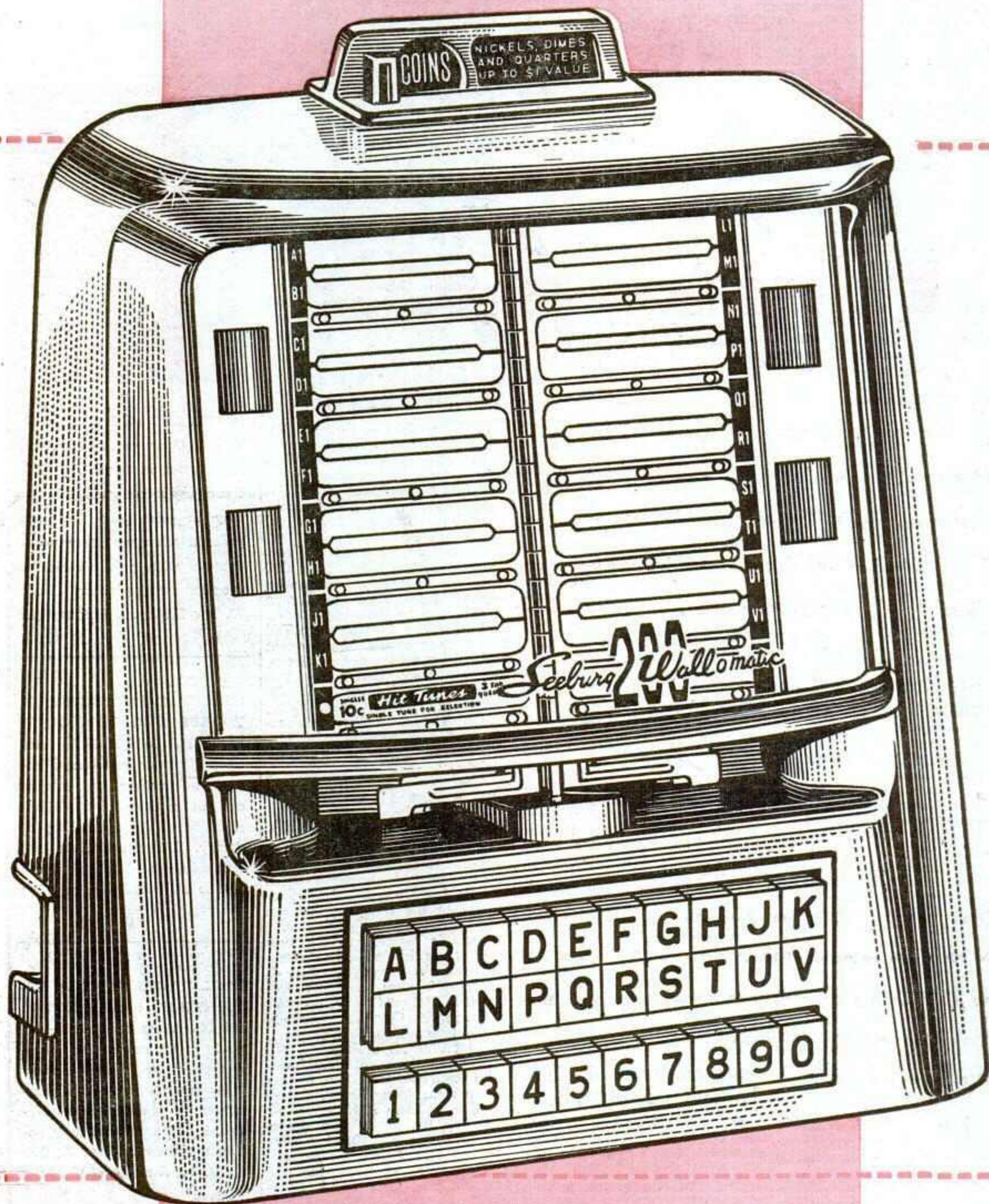
IF YOU MISSED READING THE JANUARY 21 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action

...ultimate in



America's finest and most complete music systems

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois

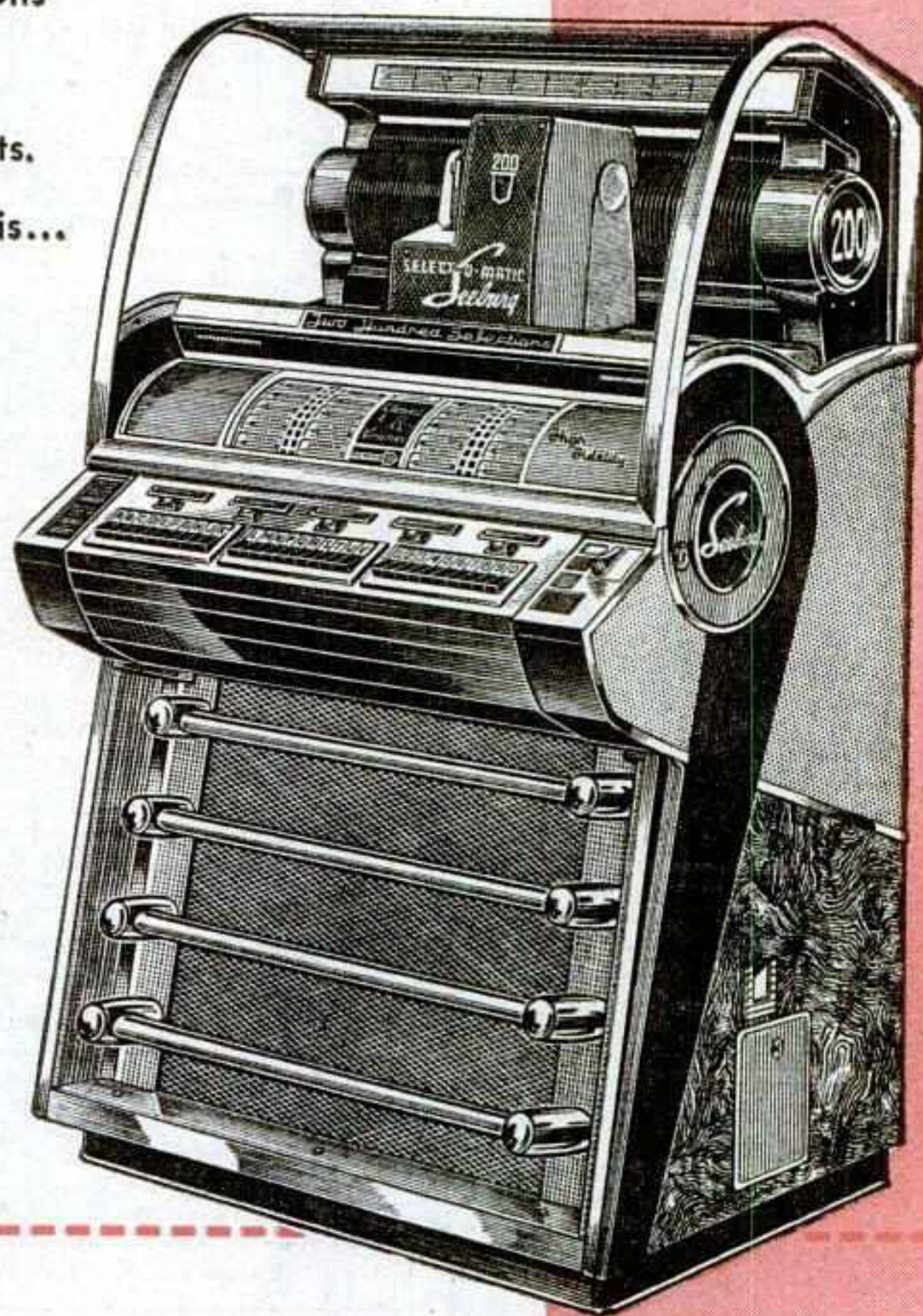
remote control

Wall-o-matic 200

Here is music merchandising at its best. Just think. With the Wall-O-Matic "200" you bring 200 selections of music—40 each under the five basic musical classifications—right to the finger tips of guests. It's an integral part of the Seeburg V-200 because it is...

designed exclusively
for use with the
SEEBURG V-200

The music system that has everything — it's V-200. 100 records—200 selections. Plays both 45 RPM Single Records and 45 RPM Extended Play Records with a separate credit system for each.



...world's first dual music system!

Harriman Attacks Quart Milk Dating

Removal of Requirement Would Bolster N. Y. Vending Sales, Pare Service Costs

NEW YORK, Jan. 21. — The fight to remove the dating requirement on New York City quart milk sales this week drew the support of Gov. Averell Harriman. Recently the dating requirement on half-pint and third-quart packs was lifted.

As far as automatic merchandising is concerned, the elimination of dating has spurred sales in industries and institutions, where the smaller container is generally dispensed.

However, quarts, which are dated, may not be sold in the city more than 48 hours after pasteurization. This means that outdoor and apartment-house stops must be serviced daily, with all unsold milk used for manufacturing cheese, butter or other dairy products.

Cites Vending

Governor Harriman referred specifically to vending in his plea for dropping the dating requirement. Pointing to the dating requirement removal on half-pint and third-quart packs, he said:

"With the co-operation of the New York City health authorities, the dating requirement, which made it often impractical to sell milk thru vending machines, was removed and a result there already has been a rapid increase in the use of these machines."

City Milk, leading milk vending

Agenda, Dates, Places Set for NAMA Meets

Pierson, Werne Speakers; Open To Non-Members

CHICAGO, Jan. 21.—Practical operating procedures, new opportunities and the latest challenges confronting vending operators will highlight the eight regional meetings of the National Automatic Merchandising Association.

Built around the theme, "This Is Your Life . . . Where Do We Go From Here?" the audience-participating discussion will deal with on-the-route operating problems and solutions. Employee relations also will be discussed.

Carried over from last year's agenda will be a group of speakers who are scheduled to appear at each meeting. Major C. Bush, of the Beech-Nut Packing Company, Canajoharie, N. Y., chairman of the regional meeting committee, announced.

Speakers Listed

The speakers will include John T. Pierson, president, Vendo Company, Kansas City, Mo., who is president of the NAMA; Benjamin Werne, NAMA labor relations counsel, and John W. Mock, Chicago, business consultant.

The regional meetings this year will also be open to non-members whose companies have not previously been represented at the regional gatherings, Bush disclosed.

All of the meetings have been slated for Saturday with the sessions to open at 10 a.m. and concluding at 5 p.m.

Program

The program will be as follows: 10 a.m.—Call to order by the regional chairman.

10:05 a.m.—"This Is Your Life . . . Where Do We Go From Here?" An outline of what has happened to bring the vending industry to where it is today, including profits.

(Continued on page 93)

BRACH DOUBLES EARNINGS, SETS RECORD IN '55

CHICAGO, Jan. 21.—E. J. Brach & Sons reported record sales in pounds and dollars for its recently ended fiscal year. Manufacturing profits remained about the same as in 1954, but net earnings of \$2,163,547, equal to \$11.24 a share, more than doubled the previous year's figure.

The gain in profits was attributed to variations in the cost of coca beans and other raw materials, Edwin J. Brach, chairman, stated.

Brach maintains an inventory on the last-in, first-out method. This adversely affected profits in 1954 when the cost of coca beans zoomed from 33½ cents to a high of 72 cents a pound.

"This year the situation was reversed," Brach stated. "The coca beans declined about 35 cents a pound, and the method worked in our favor."

(Continued on page 91)

'55 Progress Booms Ops' Opportunities

Developments Open Entirely New Look, More \$\$ in Vending Field

CHICAGO, Jan. 21.—Development of new types of food and beverage machines dispensing both hot and cold meals and drinks marked the opening for an entire new era in the vending field in 1955.

So rapid was the progress in automatic vending machines that there is no need to look into the future to see that the industry will prosper for years to come.

Full meals—both hot and cold—soups, salads, desserts are available thru venders, as are sandwiches and pastries. Hot and cold drinks along with soups and sandwiches can be dispensed from one machine.

Milk vending, still in its infancy, accounted for more than \$18 million in sales from indoor machines. As a result of the developments,

1955 opened the door for the industry's greatest expansion program it has ever experienced.

However, operators agree commissions must be revised for automatic feeding. Payments must be cut or eliminated, otherwise product costs must go up due to over-all increases in machines, installations, service and merchandise.

It was estimated that the past year's vending sales was more than \$1.8 billion, about 10 per cent higher than 1954's \$1,650,000,000.

Following are highlights as they developed during 1955:

JANUARY: Automatic Canteen Company of America buys 262,500 common shares—52 per cent—of the Rowe Corporation. Cost, \$4,000,000. . . . Kleenex manufacturer granted court order against second blue sky firm. . . . Seaman Brothers, Inc., slate tea drive. . . . NCA launches study in candy consumption decline. . . . Capitol rolls with new balloon vender. . . . Nestle reports chocolate, coffee sales in-

(Continued on page 92)

Universal Match Acquires Nat'l Vendors in Cash Deal

By BILL MASLOWE

ST. LOUIS, Jan. 21.—Sale of National Vendors, Inc., a 22-year-old firm specializing in the manufacture of cigarette vending machines, to Universal Match Corporation was announced this week.

While the actual sale price was not disclosed, it was reliably reported to be "several million dollars." National, according to Leonard V. Finder, vice-president and secretary of Universal, will operate as a wholly owned subsidiary of Universal.

"The acquisition of National Vendors was a part of our program for broadening and better integrating the scope of Universal's operation," Finder stated.

"This is our first venture in the vending field, and the acquisition of National cements a natural relationship of cigarettes and matches in the vending field."

Based on National's past earnings, Finder disclosed, the move would add approximately \$1 per share to Universal Match's net earnings.

Universal is the third company outside the industry to enter the field thru outright purchase of established manufacturing firms in the past two months.

During December Atwood Vacuum Machine Company, Rockford, Ill., purchased A.B.T. Manufacturing Corporation of Chicago, a pioneer in the vending field, and Harmon Machine Company, Inc., Wichita, Kan., acquired the 57-year-old Advance Machine Company, also of Chicago, (The Billboard, December 24).

"There will be no change in National's management, personnel or policy," Finder said. "Albert F. Diederich will remain as president; Thomas B. Donahue, vice-president

and treasurer, and Thomas B. Hungerford, merchandising director."

To Expand

National Vendors, it was reported, has been planning an expanded program of production and development of new vending machines other than cigarette units, a move which Universal has approved.

Universal's net income for 1955 is estimated at being in the range of \$1,200,000. Its net income in 1954 was \$833,575.66. Consolidated gross sales for the year was \$29,815,337.66.

The company was founded in 1926 in St. Louis and has sales offices in 48 key cities. It is one of the largest producers of specially designed match books in the world.

In 1955 Universal acquired International Tag & Salesbook Company of Chicago, one of the country's major producers of factory system and shipping tags, order books and one-time carbon forms.

Sell Candy Firm

Last fall the firm sold the Shutter Candy Company of Chicago, which it purchased 10 years ago, to U. S. Hoffman Machinery Company of New York, which recently entered the vending industry.

Other Universal subsidiaries include Ferguson Machine & Tool Company, Unitronics, Inc., and Impax, Inc., all located in Ferguson, Mo.

In addition to its match divisions, Universal has an extensive armament division centered in Ferguson which operates the Loughorn Ordnance Works in Marshall, Tex.; the Maynard Armament Division, Maynard, Mass., and the Crab Orchard Ordnance Works, Carbondale, Ill.

Coke May Expand Sirup Flavor Line

NEW YORK, Jan. 21. — The Coca-Cola Company, which up to now has only furnished cola sirups to cup drink operators, may soon come up with a line of other flavors for the vending trade.

Altho the trade has known for some time that Coke has been experimenting with non-cola flavors, the company recently made its first public acknowledgment of these experiments.

The disclosure was made by William E. Robinson, Coca-Cola president, in a talk before the New York Society of Security Analysts.

Production Soon

Robinson's announcement was taken by trade sources as an indication that Coke's move in the multi-flavored sirup field will be soon. Generally, firms the size of Coca-Cola refrain from making public announcements of new products unless they are fairly certain they will go ahead. Like the tobacco companies, they will refuse comment on a development which is generally known in the trade. But when they do tip their hand, they are generally close to the production date.

According to Robinson's figures, Coca-Cola has been making greater strides in industrials and institutions—which is largely a vending market—than in home consumption.

He explained that since 1948, when sugar rationing ended, home

consumption has risen from 49 per cent to 62 per cent of the soft drink market and is still rising. During the same period, soda drinking in the at-work market has risen from 8 to 14 per cent of total consumption.

Using these figures as a background, Robinson said that Coke's share in the home market has been less than half the industry's gain, but it has more than doubled its sales in the at-work market.

He added that the company's 1955 profits are estimated at \$28,000,000, an increase of \$2,000,000

(Continued on page 91)

Teamster Union Ready For N. J. Vending Drive

NEWARK, N. J., Jan. 21. — Vending operators in the North Jersey area are awaiting the drive of the International Brotherhood of Teamsters and Chauffeurs to organize their employees.

Richard Kleber, secretary-treasurer of Local 680 here, said the union was currently making a survey to learn how many are working in the field; whether or not automatic merchandisers are replacing men, and to what extent, and what working conditions in the industry are.

He added that Local 680 will attempt to organize all workers in the industry, from file clerks in the office to drivers on the route. The union has jurisdiction from Trenton north to the New York State line and east to the ocean.

N. J. Cig Service

The only major operating firm which has a contract in effect with the union is John Sharenov's New Jersey Cigarette service. Proposals have been made by the

(Continued on page 93)

Conn. Cig Ops Explain Raise Over Flood Tax

By ALLEN M. WIDEM

HARTFORD, Conn., Jan. 21.—State legislators, irritated over rumored reports that operators intend to hike prices of cigarettes above the 1-cent tax increase, were reminded of the cost increases operators have absorbed during the past few years.

Nathan Weil, legislative spokesman for the vending machine men, pointed out to the lawmakers that recent increased costs of cigarettes, matches and operation expenses were not passed on to the consumer public.

He also called attention to the heavy expenses involved in converting the coin mechanism of each machine to collect the flood tax (The Billboard, January 21).

State Attack

Weil's defense of the contemplated price hike followed the at-

(Continued on page 91)

R-M Operator Counter Sues Parent Firm

KANSAS CITY, Mo., Jan. 21.—Rudd-Melikian has been charged with fraudulent conspiracy and unfair competition in a countersuit filed in the United States District Court by Kwik Kafe of Kansas City, Inc., Independence, Mo. The suit also asks a \$75,000 judgment against the Kansas City Kwik Kafe Coffee Service, Inc.

In an original action lodged January 5, Kwik Kafe of Kansas City was named defendant in a suit filed by Kwik Kafe Coffee Processors of America, Inc., and Rudd-Melikian, Inc., of Hatboro, Pa. Both are seeking damages and a permanent injunction against alleged trade-mark infringements.

The countersuit by Kwik Kafe of Kansas City states it purchased coffee venders manufactured by Rudd-Melikian and that the processing firm agreed to dispense its product thru the units.

The agreement, the complaint alleges, insofar as it required the

(Continued on page 93)

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

SIDMOR VENDING CO.
2137 Fifth Ave., Pittsburgh 19, Pa.

FIGHTING ROOSTERS

Bright colored Roosters joined with a rubber band—wind them up and enjoy the fight.

Send 35c for regular sample kit of charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



Penny King Company
2538 Mission St. Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

Northwestern MACHINES AT

RAKE

N. W. MODEL 49 NUT VENDOR 1c or 5c \$18.15



5c N.W. Package GUM VENDOR \$29.95 | 1c N.W. TAB GUM VENDOR \$29.95

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

Silver King, 1c or 5c	\$ 8.50
Victor V—Cab. Type	9.50
Victor V—Globe Type	8.50
Acorn, 5c	10.00
Model 49's, 1c or 5c	12.50
Toppers	9.95
Mills & Col. Tab	17.50




Ajax 5c Hot Nut Vendors, recond., incl. stand and c.u.p. dispenser. Write for SPECIAL price! \$55.00 EA.

Pop Corn Sizer—clean, ready for location, 10c mechanism. Write for SPECIAL price! \$55.00 EA.

1/3 deposit, balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street Philadelphia 23, Pa. Lombard 3-2676

GIVE TO DAMON RUNYON CANCER FUND

Harriman Attacks

• Continued from page 90

hour service wouldn't be worth maintaining.

Then, too, said Lachowitz, the company makes a lot more money selling whole milk than it would be selling unused milk for dairy product manufacture. All told, he added, the dating requirement removal would cut down operating costs and increase volume.

In Albany, Assemblyman Orin S. Wilcox has introduced a resolution to drop dating, pointing out that nearly \$1,000,000 of "perfectly wholesome milk" is wasted each year in the city because of the requirement.

The dating requirement, he said, may have been necessary when refrigeration was a problem. But, he pointed out, under modern refrigeration, milk can remain safe and wholesome for at least four days.

State health authorities in New York and New Jersey have publicly said that modern refrigeration and improved methods of reducing the bacteria at milk processing plants eliminate the dating necessity.

Conn. Cig Ops

• Continued from page 90

tack by Senator Harold Borden, Hartford, and Representative John M. Griffith, East Hartford.

In slashing out at the cigarette operators, Senator Borden declared: "They're taking advantage of the tax increase. It is atrocious and outrageous."

An active union man, Representative Griffith contended: "If they are going to charge 27 cents a pack for regular size, the operators will be making 100 per cent profit on the flood tax."

The flood tax was passed at a special session of the State Legislature recently to help pay for the State's flood recovery program. It becomes effective February 1, and is to continue for nine months, thru October 31.

However, operators expressed the opinion the tax might very well be reimposed after that time to raise additional operating revenue for the State.

Coke Expanding

• Continued from page 90

over 1954, with 1955 sales volume the greatest in the firm's history.

While the company has been canning Coca-Cola for overseas shipments, Robinson said it had no plans to introduce canned drinks into the domestic market.

Robinson said that 40 per cent of the nation's Coca-Cola bottlers have introduced the larger-size Coke bottles, and he predicted that 85 per cent of them will have done so by the end of the year.

COINMEN YOU KNOW

Chicago

By KEN KNAUF

GAME OPS PICK RAYNOR AS COUNSEL. The Chicago Independent Amusement Association has chosen attorney Milton T. Raynor as their legal counsel. Raynor is also counsel for the National Vendors Association. At a meeting Tuesday (17) at the Pine Room of the Congress Hotel, association officers, including Sam Greenberg, Joe Stella, Billy Knapp, Dave Brodie and Eddie Mohill, Don Mitchell and Harry Salat gave short talks and introduced Raynor. (See separate story in Amusement Machines section). . . . Bill Garrett, Allied Vending Company, made a quick trip to St. Louis this week, and may open up a food vending line there.

Al Simon, Simon Distributing Company, New York, and Dave Rosen, Al Rosen, Inc., Philadelphia, were visitors at Genco Manufacturing & Sales Company this week. Al Warren, Genco sales manager, tripped to Atlas Music Company, Des Moines and Omaha offices, and is now back at the Genco plant. Avron Gensburg, Genco vice-president, is touring Texas this week with George Wrenn of the Texas office. Ralph Sheffield, director of sales, is back from a recent jaunt to Baltimore.

Joe Kline, First Coin Machine Exchange, has been wearing a new tie every day since Christmas. He'll be exhibiting new Christmas ties thru the rest of January. Wally Finke was glad he got his Florida vacation in (over New Year's) before the chill set in down South. New voice from the First switchboard belongs to Ruth Livesay, who has a year and a half of coin machine experience behind her, formerly working with the J. P. Seeburg Corporation.

Visitors at First during the week included Ed Blumenfeld, Michigan City, Ind.; Matt Pohl, Hammond, Ind.; Bill Brennan, Gary, Ind.; Mickey Green, Wausau, Wis.; R. C. Martin, Omro, Wis.; Art Ondrus, Union Pier, Mich., and Bob Keller, Rockford, Ill.

Los Angeles

By SAM ABBOTT

OPERATOR HOSTS FRIENDS AND CUSTOMERS. Following his usual custom, Clyde Denlinger had his annual party in Balboa. The menu featured venison and elk meat, with approximately 1,000 pounds served. Each year, after a hunting trip, Denlinger has the shindig. When it is mentioned that it is a game dinner, there is a play on the word "game." . . . Charlie Koski in town from Long Beach to do some buying along Pico way.

Work on the grounds for the new one-stop record building for California Music is under way. Sam Ricklin is unofficially supervising the demolishing of the present houses there, with leveling and the excavation work soon to start. The structure will be on the corner of West Pico and Harvard. . . . Jack Simon, of Simon Distributing Company, is in Palm Springs on a combination business and pleasure trip. Henry Leyser, Oakland operator, joined Simon in the resort city and will make the trip to Los Angeles with him. . . . Matt Baron, who is in charge of inventory and shipping departments at Sierra Distributing Company, is making plenty of trips to the hospital lately. Mrs. Baron is there and the stork is expected momentarily. However, Baron said, this has been going on since right after Christmas. . . . R. E. Smith, of Automatic Enterprises, is just back from Reno, where he went in connection with the Cole-Spa and Dariomatic lines which he handles with Larry Granfield in San Diego.

Dave Wallach, sales manager for C. A. Robinson Company, is on the road and currently making calls in Arizona. According to C. A. Robinson, Wallach reports a large demand for the three models of United's pool game. Robinson said that United's bingo game, Caravan, is expected to arrive here next Monday. . . . Russ Morgan, Rex Allen, and Bill Haley visited Mary and Kay Solle at the William Leuenhagen Company to discuss their new recordings. Morgan's platter, "A Lover's Rhapsody," is soon to be released.

The many friends of Carl Hertz were saddened by the news of his passing. He was well known along Coin Row. . . . Jimmy Williams was a recent visitor from 29 Palms, where he operates. . . . George Lacolley, of Ontario, in town, and stopping off at Badger Sales Company. . . . Gene DeVilbiss, of Big Bear, reports that large crowds are expected at the resort—once it gets some snow. Up to now, (Continued on page 94)

CAMERA CHARMS

Colorful Plastic body and metallic lens effect.

\$12.50 Per M
F.O.B. N.Y.C.

At your distributor or . . .

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393



48" height, 24" width, 13" depth

\$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

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

ATTENTION, VENDING OPERATORS!!!

UNEEDA MODEL A

8 cols., 240 cap. \$82.50

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for:

ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS | NATIONAL 930, 950, 750, 9A

Also Available:
• ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 930, 9 Cols., 270 Cap.	110.00
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
DuRenier Champion, 9 Cols., 370 Cap.	100.00
Eastern Electric, 8 Cols., 280 Cap.	110.00
Uneeda Model E, 6 Cols., 180 Cap.	70.00

CANDY MACHINES

Stoner Candy Prewar, 160 Cap.	\$135.00
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap.	165.00
Uneeda Candy, 5 Cols., 102 Cap., Wall Model	60.00

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED





DU GRENIER CANDYMAN
72 Bar Cap. \$62.50
With Base \$57.50
Without Base

ROWE IMPERIAL
8 Cols., 240 Cap. \$80.00

UNEEDA MODEL E
8 Cols., 240 Cap. ONLY \$72.50

Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

Uneeda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

750 Meserole Street • Brooklyn 6, N. Y. • HEGEMAN 3-6295

OPERATORS' OPPORTUNITIES

Continued from page 90

creased in '54. . . VenDime launches new op system of table testing to find customer preference. . . 95 venders feed 7,000 employees in Detroit plant. . . '54 vender exports hits seventh straight record, up 6 per cent. . . FTC drops charges against Canteen, no violation of Clayton Act seen. . . Milk vending keys Louisiana dairy meet. . . Indiana mulls \$1 license for venders.

FEBRUARY: Coffee break crisis may provide wedge for package vending ops. . . NAMA sets new type program for first '55 regional meet. . . N. Y. milk price freeze mixed blessing to ops. . . Venders gross record \$1.65 billion in 1954. . . Big drink ops use Pepsi concentrate. . . Ticket vender tested in Grand Central Station. . . VenDime merges with Chesterfield. . . Vending to play heavy role at NATD meet. . . NAMA launches op financing study. . . All-charm vender wins in Gotham court case. . . Mr. Robot Milk unit wins Chi-

cago health okay. . . Coin-operated circulation studies, Life and N. Y. Times conduct tests. . . Cole, Hebel, Mills to hold combined show. . . NVA schedules conclave in Chicago.

MARCH: Milk dating scored by New York governor. . . Kleenex blue-skyers named in eight warrants. . . Wisconsin U gets milk venders for first time. . . Theater concessionaires to look at vending at N. Y. popcorn confab. . . N. J. milk price drop should aid venders. . . Three firms offer financing on national basis. . . Vending ops sing Lenten blues as cig, soft drink, candy sales slump. . . Vending execs participate in N. Y. Catholic drive. . . Union News tests dime candy bars. . . Theater concessionaires see need of venders to complement stands. . . Op surveys show low-cost cup unit good expansion tool—variety, soup vending is a must.

APRIL: Fresh brew coffee new vending facto. . . Supermarts top

spots for cigarette vending despite counter sales. . . New L. A. firm, Coffee-Break-O-Matic, bows 400-cup coffee unit; Vend Film new AMC division. . . NATD state venders vital factor in tobacco distribution future. . . New Du-Grenier line unwrapped at NATD meet, Stoner shows new sandwich unit. . . ABC grosses record \$48 million—venders account for 25 per cent. . . Vending is cornerstone of Florida Citrus Mutual program, director announces. . . L. I. tobacco execs fight direct sales; caterer-operator teamwork cited by NAMA in offering packages to factories; Rowe sales dip slightly, earnings constant. . . First draft of vender sanitation code slated to be completed in May by NAMA and U. S. Public Health Service officials. . . U. S. cookie boom ups vend volume. . . Wholesale prices on king-size cigs. . . Venders sell 12 per cent of all soft drinks. . . Cig ops to stay at 25 cents, cut commissions, survey shows. . . "Today, Not Tomorrow" theme of Kwik Kafe annual confab attended by 125 operators.

MAY: Coke bottlers move on pre-mix vender. . . New Valcor valve to preem in June. Sanitation, built-in fittings are features. . . Full-line feeding increases in plants, offices, schools across the country. . . N. Y. ops plan boost in cig price rates. . . Wall Street syndicate plans vending bid, \$450,000 in kitty; \$600,000 stock issue set; merger series contemplated. . . Canteen sells operations in Texas and Ohio. . . N. J. milk op appeal nix on venders. . . Top management studies vending at week-long Kenilworth Clinic session. . . Tobacco wholesalers eye full-line vending. . . Caterers told to work with ops, venders in plants spell extra sales. . . Canteen moves to acquire remaining stock in Rowe. . . American Motors bows three-selection bottle unit. . . Hot chocolate selection added to Bert Mills coffee units. . . Farm Fresh Food products enters consumer field with canned white and chocolate milk. . . Taxes and profits to key NVA convention. . . Venders slated to play major role in the American Dairy Association's promotion. . . Dr. Pepper bows can in 200 cities.

JUNE: Milk vending firm wins opening round in N. Y. Supreme Court. Lackawana case may set pattern for State. Right to ban challenged. . . Proposed California cigarette tax bills withdrawn. . . Referendum asked to block Oregon cig tax. . . House votes move to halt peanut control. . . Newark hits venders on zoning regulations. . . Aussies eye new salesmen venders. . . Fresh Foods Products Corporation, canned milk manufacturer, seeks vending deal. . . Cigarette slump checked as cancer scare fades. . . C. C. McMillan, exec sec of National Candy Wholesalers' Association, hits secret buying deals. . . Coffee vending to get a boost from the Pan-American Coffee Bureau. . . Vending Developments, Inc., is formed to design, make special-purpose units. . . Vending machine sales in cigarette climb. . . William S. Fishman, Automatic Merchandising Company, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, warn ops to watch commission structure. High capacity machines, not dime vend, is solution to candy problem. . . Grand Rapids Textile & Manufacturing Company, Grand Rapids, Mich., announced its entry into the vending field with a new outdoor milk vender. . . N. J. ops dig in to stem wave of anti-vending legislation thru public relations campaign. . . Keeney steps up vending machine output, plans new candy, cookie, cig units.

JULY: Standards Factors Corporation see industrial vending as prime source of growth potential in the automatic field. . . West Coast ops hit State, local taxes. . . The Conditional Sales Credit Corporation, a factoring firm, announced plans for greater financing of vending machines. . . Milk vending firms win major victory in N. J. . . Report Norris to make milk vender. . . Profits, taxes to

key NVA conclave. . . Western Vending Machine Operators slate action on L.A. bulk ban. . . Rolfe M. Lobell points to bulk vending as rich field for small capital to thrive. . . NAMA convention designed around management problems, products, in-plant feeding. . . Standard Factors doubles vending financing volume. . . Sunroc plans bulk milk drive in fall. . . Coin-A-Matic bows new coin changer. . . Growth thru diversification keynotes NVA conclave. . . Rowe, Bert Mills agree to sell each other's lines.

AUGUST: Supermarket growth spells new horizons for ops. . . Rowe-Spacarb bows new 600-cup line. . . Ops buy more candy, U. S. Department of Commerce reports. . . P. W. Bullock, president, North Carolina Automatic Merchandising Association, cites urgent need for vending machine sales. . . NTD analysis maintains sloppy warehousing can cost cig vender \$4,000 per man a year. . . Dr. Pepper bows two-selection unit. . . Miami milk operator opens advice bureau. . . Continental announced plans to double plan area. . . Ex-Cell-O enters milk vending field with giant machine. Wisconsin discovers there's nothing like a vender to sell milk. . . Packing is key to greater sales, survey shows. . . Heat spell cuts coffee sales as dairy items sales hit new peaks. . . N. J. towns continue anti-vending laws. . . Still drink sales show steady climb. . . Automatic food store is opened in Minneapolis suburb.

SEPTEMBER: A B T develops new rejector for vend units. . . ICA urges members to install venders. . . N. Y. cig vending increases well ahead of national rise. . . Vendo mapped stock offer for public. . . Ops earn 3.7 per cent profit before taxes in 1954, an operating report by Price Waterhouse & Company revealed. . . Vend-A-Check, Inc., developed answers to loan question with a \$5 certified check dispensed thru a vending unit. . . Foodco announced sale campaign, appoints 30 distributors. . . Canteen sale net up 5.6 per cent for the third quarter. . . The nickel cup of coffee was fading in the Midwest. . . Vended fresh fruit dispensers click at Michigan fair. . . Vender boom demands reported geared to bank loans. . . New Jersey milk operators set public relations drive to combat anti-vending legislation. . . Midwest ops report record '55 plant, office expansion. . . N. Y. ops expect biggest fall in history for industrial growth. . . U. S. Hoffman enters vending, acquires Apco and affiliates. . . Silco wins first round in court battle with Apco.

OCTOBER: Operator cites need of candy manufacturers over-all ad program for venders to increase sales. . . Rowe-Canteen merger okayed. . . ABCB to meet for seventh year, only bottles, no cups. . . Bread vender bows at baker conclave. . . NVA members offered hospitalization and surgical insurance coverage. . . N. J. towns use new strategy in effort to outlaw milk units. . . Cigarette smoking up 3 per cent. . . Tom King, Chicago, cites need for public, op campaign to spur bulk unit sales. . . Chicago Coca-Cola ups full-line vending to hold drink stops. . . Mills, Heinz bow hot food vender for lease to operators. . . Expect 5,000 to attend NAMA convention. . . Survey discloses big rise in plant vending. . . Annual vended milk sales soar to \$18 million, rise to continue. . . Robert Z. Greene, president, Rowe Manufacturing Company, sees \$5 billion vending industry in foreseeable future. . . Hoffman acquires four can manufacturing firms. . . New coin changers developed, makes 5 to 48-cent sales. . . Mel Rapp, Apco executive, says vending to play prominent role in theater concessions.

NOVEMBER: Tomorrow is here already in venders. Coin food dispensers make such rapid strides public can't keep pace. . . National bulk product ad tie-in seen as sales builder. . . Variety of food—hot, cold—venders to debut at NAMA convention. . . Bulk operator doubles grosses with brilliant paint, black light. . . Greene charges excessive commissions cripple trade. . . New food units open

(Continued on page 93)

EMPTY MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!

NORTHWESTERN SALES & SERVICE CO.
446 W. 36th St.
New York, New York

SCHOENBACH STAMP VENDORS
Folder Type



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
1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

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

Stop Fishing Around
For the Right Item
THIS IS IT!!



1 Lb.—7 Lb. FISH

These brilliantly vacuum plated charms come in assorted colors. The fish have poundage marked on side from 1 to 7 pounds and stand on end so they can be hooked for games, etc. A versatile charm . . . a terrific seller.

\$8.00 M

For All Types of Vending
IMMEDIATE DELIVERY!
Stickers available . . . contact your local distributor or:

paul a. Price co. inc.
55 Leonard St., N. Y. 13, N. Y., COrtlandt 7-5147-B

Precision-Built for PROTECTION & PROFITS!



ACORN
The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Western Office
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.
Eastern Sales Office
M. J. ABELSON
2023 Fifth Ave.
Pittsburgh 19, Pa.

Completely & Thoroughly Overhauled Equipment At THE LOWEST PRICES

P.X.—10 Col., King size and/or Regular, 30¢ vend	\$125.00
Eastern Elec.—All comb., chrome top & light wood grain finish	155.00
National 9-50—King Size & Regular, 25¢ & 30¢ vend	125.00
National 7-50—King size & Regular, 25¢ & 30¢ vend	115.00
Royal—10 Col., 5 King size, 25¢ & 30¢ vend	115.00
Royal—8 Col., 4 King size, 25¢ & 30¢ vend	105.00
Royal—6 Col., 3 King size, 25¢ & 30¢ vend	95.00
P.X. Elec.—8 Col., King size and/or Regular, 30¢ vend	95.00

All bases cut down. Machines refinished in Baked Enamel, two-tone combinations of your choice.

Write for prices on straight 25¢ operation.
Special prices on machines just taken off location.
Quantity buyers, write for special discounts.

25¢ & 30¢ Vending Combination Mechanisms for All Machines Ready for Delivery: National, Rowe & Uneda-Pak.
WRITE OR PHONE FOR PRICES.

1/3 Deposit, Balance C.O.D.
CENTRAL VENDING MACHINE SERVICE CO.
3967 Parrish St. (EV. 6-4244) Philadelphia 4, Pa. (BA. 2-8710)

SPECIAL! ALL MACHINES COMPLETELY REBUILT AND REFINISHED READY FOR LOCATION—ORDER WITH COMPLETE CONFIDENCE

Presidents, 8 cols., 25c straight	\$ 65.00
Presidents, 10 cols., 25c straight	75.00
Crusaders, 8 cols., 25c straight	85.00
Crusaders, 10 cols., 25c straight	95.00

All stands cut down
\$17 extra for 25¢ & 30¢ operation

Diplomat Electric, 8 cols.	\$ 60.00
Diplomat Manual, 8 cols.	110.00
Eastern Electric, 8 cols., 25c straight	60.00
Eastern Electric, 8 cols., all comb.	100.00
Keeney	85.00
Smokeshops	85.00

1/3 Deposit, Balance C.O.D.
F.O.B. Westbury, N. Y.

NATIONAL VENDING CORP.
956 Brush Hollow Road Westbury, L. I., N. Y. Phone: Edgewood 4-7200

COIN MARKET PLACE

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00.

CASH WITH ORDER

IMPORTANT INFORMATION

In determining cost of regular Classified Ad 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

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.

COINMEN YOU KNOW

Continued from page 91

The snowfall has been very light and not sufficient for the fine skiing for which it is known. . . . Walt Mura, of Barstow, was tied up with business assignments so Mrs. Mura came in to town to do his regular parts and equipment shopping. . . . News circulating is that Harry Hansford, of Lompoc, is another operator interested in uranium prospecting and has staked a sizable claim in Arizona. . . . Jimmy Jackson a visitor from Palm Springs.

New York

By AARON STERNFIELD

WURLITZER SHOWINGS. Joe Young and Abe Lipsky, Young Distributing, are busy showing the new Wurlitzer. On January 14 it was at the New York showroom, and last Saturday (21) it was at the new Freeport, L. I., branch. Next week it's at the Newark, N. J., office. A showing in Bridgeport, Conn., has been scheduled tentatively for January 31. A. D. Palmer and Hank Barber were in for the showings.

Claire Morano, of the Associated Amusement Machine Operators of New York, reports that the group holds a membership meeting Thursday (26) to nominate officers for 1956-'57. . . . Herb Chacone, C&L Amusements, Stamford, Conn., was a 10th Avenue visitor last week.

Phil Steckel, Leslie Distributors, became father of a boy Tuesday (17). . . . Harold Horner, Leslie, is home with water on the knee. . . . Jack Rowan, Koenig Bros., Kingston, N. Y., was on the avenue looking over equipment.

Al Schlesinger, head of the National Coin Machine Distributors' Association, was in New York last week. He conferred with Barney Sugarman, Runyon Sales, and Dave Lowy. . . . Morris Rood, Runyon Sales, reports that attendance has been good at the service schools conducted each Saturday morning at the Newark, N. J., office.

A. D. Palmer, Wurlitzer advertising manager, was in town last week conferring with Joe Young and Abe Lipsky, Young Distributing. . . . John Boyle, veteran New Jersey juke box operator, died in Morris-town recently. . . . Nathan Marks, Emerson Music, returned from a six-week stay at Presbyterian Hospital, Newark, N. J.

Dick Steinberg, head of the Music Guild of New Jersey, announced that the organization will hold its 19th anniversary celebration April 15 in the Elizabethan Room of the Hotel Essex House, Newark.

New Orleans

By R. J. DEMPSEY

BAYOU OP HOST TO FISHERMEN. Down in the bayou country of South Louisiana, where most of the male population prefers "fishing to eating," a 49-year-old pinball and juke box operator has parlayed two speed hulls and a 30-footer shrimp boat into a worthwhile avocation. William J. Peacock operates pinball games at 10 locations and music machines at two popular New Orleans spots. For location good will he operates the "Shamrock," a converted shrimp trawler, and two speed hulls on which he entertains his friends from the route locations.

Peacock has his boat berthed in a canal, just a stone's throw from the court house at Pointe-A-La-Hatche, in Plaquemines parish, about 42 miles downstream along the Mississippi River from New Orleans. He takes his guests fishing in Bay Gardene, Nigger Lake, American Bay, and dozens of bayous and man-made canals carved in the marshlands by the big oil companies. The catch? Speckled trout, claimed by many fishermen to be the "fightiest" fish that swims; red fish, sheephead, drum, channel mullet and white trout.

An average party is made up of six guests, Peacock and a Negro pilot-guide, Harvey. If the party returns to shore with less than 300 fish, Peacock considers it a "bad day." And that's no exaggeration either. Take the word of Tony Matrana, one of the regular guests: "Fishing on the Shamrock is fishing at the finest. Tangle with one of those big speckles, mister, and you've got a fight on your hands. I use a slaughter pole (cane pole about 12 feet long) most of the time.

"When the fishing gets fast and furious, I catch three on my slaughter pole to every one landed by the boys using the rods and reels."

A native of Blountstown, in Calhoun County, Florida, Peacock is also an ardent hunter and takes his guests duck hunting or rabbit hunting in the same general locale of lower Plaquemines parish. During the recent hunting season Peacock reports he and his guests bagged two dozen wild geese plus the regular limits of ducks and poule d'eau . . . not to mention rabbits. He broke into the amusement game and music box business as an employee of Dan Cohen, widely known New Orleans operator. In 1941 he went into business for himself and now has a dozen locations. He is married to the former Evelyn Delaune, of Thibodeaux, La., and they have three daughters and a son.

Milwaukee

By BENN OLLMAN

COIN RECEIPTS TAKE SLIGHT DIP. Cash box receipts are down slightly, according to most coinmen, but all seem agreed that the lull was only temporary. "It usually is a bit slow at this time of the year," says Sam Hastings. "But the over-all picture for the balance of the year is a bright one." Pool game sales to operators, mainly those located out of Milwaukee, have been a bright spot. Only a few of the Milwaukee operators, according to Hastings, have been exploiting the full profit possibilities of the new pool table games. Callers at Hastings early in the week included Melvin (Red) Jacomet, West Allis; Roger Bookmeier, Green Bay; Ralph Dietrich, Madison, and Art Bartz, of Bartz Music in Mount Horeb.

"Lisbon Antiqua" is the record responsible for a big share of the nickels being tossed into the Red's Amusement Company's juke boxes, says disk buyer Mrs. Ray Lax. . . . Building plans are being checked, says Sam Cooper, head of the Paster Distributing Company's office. In he works are plans for an addition to the new building, in use for less than half a year. "We need more floor space to show new equipment and also for the record one-stop outlet we have in mind," said Cooper.

Ed Gronowski, route foreman for the Red's Novelty Company, took an active part in the televised Poliothon for the March of Dimes held here last weekend over WISN-TV. An avid radio ham, Ed Gronowski put in many hours with a mobile unit that went all over the area picking up cash donations and pledges for the fund. His unselfish efforts aided in pushing the campaign over the top.

Barney Kuehn, disk retailer of the Music Mart, reports that he is in the process of remodeling and rearranging his store layout. One of the reasons, he says, is that he finds it necessary to put more rhythm and blues records out in the open for operators to serve themselves.

(Continued on page 98)

G. L. Latten Leaves Chi Candy Company

CHICAGO, Jan. 21.—G. Lloyd Latten has resigned as vice-president and production manager of the Schutter Candy Company, makers of Old Nick, Bit-of-Honey and other well known bars.

Latten is still associated with Schutter on a consulting basis and will join McAfee Candy Company, of Macon, Ga., and Indianapolis in a similar post February 1.

A member of the Candy Industry's technology panel, Latten is a former president of the American Association of Candy Technologists. In 1951 he won the Kettle award.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!

ACME VENDING MACHINE CO.
1888-90 W. Washington Blvd.
Los Angeles 7, Calif.



VICTOR'S TOPPER
1¢ BALL GUM MACHINE

\$13.25
each

TIME PAYMENT TERMS
in lots of 6 or more. Payments as low as \$5 weekly. Write for details.

Friendly Service & Financing Operators on Liberal Terms Since 1910.

ROY TORR
LANSLOWNE, PA.

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 8-COLUMN CANDY, 160 capacity, postwar model	165.00
STONER 6-COLUMN CANDY, 102 capacity, postwar model	90.00
ROWE CANDY 8-COLUMN, 120 capacity	60.00
NATIONAL 9-18, 162 capacity	75.00
UNEEDA 6-COLUMN CIGARETTE, king size	50.00
DUGRENIER V.D. CIGARETTE, king size	55.00

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

RAIN OR SHINE YOUR BEST BUYS ARE AT PIONEER!



VICTOR Standard TOPPER
Case of 4
\$53

SPECIAL!
4 Standard TOPPERS plus 25 lbs. of GUM, plus 1,000 CHARMS \$64

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

PIONEER VENDING SERVICE
590 Albany Ave., Brooklyn 3, N. Y.

Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$8 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire Street, Dept. B.C., Providence, R. I.

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J.

Help Wanted

ATTENTION — DISTRIBUTORS — SALESMEN. New 5-cent Musical Confection Charm Vendor featuring ballet dancer. Exclusive. Triple earnings for you and operators you sell. If you're tired of working worn-out vendors and other junkies, this unusual machine is the answer. Our company 20 years in business. Finest bank and other references guarantee your success. Write Box M-157, c/o Billboard, 2160 Patterson, Cincinnati 22, Ohio.

ATTENTION — VENDOR SALESMEN — DISTRIBUTORS. New high-speed Hot Sandwich Dispenser for route sales. Not a vendor. Retalls at half the price of infra-red machines to operators. Cooks twice as fast. Electrical operation. Semi-automatic. Salesmen earn top commissions, no inventory to buy. We drop ship your orders. A new deal for men willing to sell a clean deal clean. Able to finance self. Write, state experience. Box 838, c/o Billboard, Chicago, Ill.

MANUFACTURER WANTS ESTABLISHED, RELIABLE PROMOTIONAL SALES ORGANIZATIONS
Exclusive distributorships available. Manufacturer with proven coin machine, vending volume items with excellent sales manual (bank references, trade associations, photos, etc.). Has some valuable territories open for BIG PRODUCING, selling organizations. Write fully, giving experience and background. Our distributors know of this ad. Write **BOX M-156, c/o The Billboard 2160 Patterson St., Cincinnati 22, Ohio**

WANTED

A-1 Bingo, Music and Pinball Mechanic for route work. \$150.00 per week starting wages; 8 hrs. a day, 6 days a week. Located in Western Pennsylvania.

BOX M-158

c/o The Billboard Cincinnati 22, Ohio

WANTED — BINGO AND SHUFFLE MACHINES; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill.

Parts, Supplies & Services

COIN-OPERATED TIMERS — ELECTRONIC; automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City.

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veeco Sales Co., 3124 Market St., Philadelphia 3, Pa. ECcut 7-1448.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 28 years.

MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

ARCADE MACHINES, CARD VENDORS with 1,000 cards, \$10; A.B.T. Shooting Gallery complete, \$300; send for list. Long, 301 South West 3rd, Richmond, Ind.

BARGAIN, MANGELS LIVE GALLERY with duck pond, 5 Remington rifles, 4 cases shells, at less than half value. For details write Playland, Charleston, W. Va.

CIGARETTE MACHINES — REAL LOW prices; DuGreenier, Uneeda, Rowe, quarter or 30-cent operation; candy machines, U Select It; DuGreenier, Mills 5 column, all machines, \$20 each. Klein Vend, 2717 N. Park Ave., Philadelphia, Pa. JA28

FOR SALE — 3 AMERICAN SHUFFLE boards complete with overhead lighted scoreboards and side lights, \$195 each. Crated f.o.b.; \$250 each with refinished top like new. J. & L. Music, Caro, Mich.

FOR SALE — 30,000 USED 78 RPM records; best offer takes all. Write or call Graham Amusement Company, Lake Ozark, Missouri. Phone 8481.

MERCURY 13-WAY STRENGTH TESTERS, and parts, springs, gears, other parts, dial decals, \$200; complete machines good condition, \$75. Playland Arcade, Macon, Missouri.

PANORAMS FOR SALE, WITH PEAKS, extra nice condition; also some good Arcade machines. Send for list. H. E. Loebback, 211 W. Douglas Ave., Wichita, Kan. JA28

TWO LATEST MODEL HARVARD METAL Typers, slightly used, \$350 each; one Standard Metal Typewriter, \$270. Banner Specialty Company, 199 W. Girard Avenue, Philadelphia 23, Pa. GA 3-2700 ch-JA28

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1¢ 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¢ 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 Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. fe18

100 LIKE NEW PACKARD BOXES — 5¢ or 10¢ play, \$10 each or entire lot for 1 Seeburg Model G Phonograph, Modern Music, 3348 Euclid, Cleveland, Ohio. fe18

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. fe11

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-pn

WANTED — 50 LATE MODEL SEEBURG 100 Wallboxes, Seeburg Model B-C or G Phonographs. Modern Music, 3348 Euclid, Cleveland, Ohio. fe18

5¢ CAPSULE VENDORS — MUST BE reasonably priced and of make desired; state price and particulars. Peoria Chip and Nut Co., 3105 S. Adams, Peoria, Ill.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

VEND — PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$8) 720

Name

Address

City..... Zone..... State.....

Occupation

THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

ABC
CIRCULATION

Oct. Exports Over \$1 Mil; Dip From '54

Vending Machine Shipments Double; Jukes, Games Below Last Year's Level

CHICAGO, Jan. 21.—U. S. coin machine shipments to world markets hit \$1,323,089 during October, but fell below October, 1954's, \$1½ million volume. Vending machine exports, totaling \$164,258 in October, more than doubled their volume over the same month of 1954. Juke box shipments, however, dropped from \$1,053,802 to \$906,109. Amusement games similarly dropped, from \$403,142 to \$252,722. Totals during October, the latest month for which U. S. Department of Commerce figures are available,

brought the 10-month volume to \$12,313,038. Shipments must reach \$14,941,849 to equal the record volume of 1954. The total at the end of the first 10 months in 1954 was \$12,513,551.

Canada led all other markets as an importer of U. S. coin machines during October, posting a \$249,259 total (see accompanying chart). Following Canada were Venezuela, Belgium, Mexico and West Germany, in that order, all hitting over \$100,000.

Mexico was the surprise topper in the juke box field during October, bringing in \$142,275 in music machines. Mexico paced Venezuela, Belgium and Canada in juke imports.

Canada led both the amusement game and vending machine markets with totals of \$75,424 and \$73,804 respectively. The Canadian game and vender import totals were almost double that of any other country in these fields.

Some 1,043 coin machines were shipped to world markets during October, compared to 5,399 in October, 1954. Average price of juke boxes shipped was \$484. Games averaged \$211, vendors \$173. This compares with averages of \$510 for juke boxes, \$174 for games, and \$65 for vendors in October, 1954.

Gottlieb Ships Gladiator, New Five-Ball Game

CHICAGO, Jan. 21.—Gladiator, a new five-ball pinball game with a double match feature, was shipped to distributors this week by D. Gottlieb & Company.

Either one or two players can play the game, each depositing a dime.

Two ball holes near the center of the playfield award double bonus scores to players landing a ball in either hole.

Match numbers light up for each of the players at the end of the game, giving them the chance to match the number with their scores.

Gladiator has two ball targets above the bonus holes, two button-operated ball flippers at the bottom of the playfield, two ball bumpers, four roll-overs.

Separate scoring reels on the backglass record each player's scores.

The game scores over 1,000. It is adjustable for three or five-ball play, and is available with twin dime and three-for-quarter coin chutes.

11,610 Games, Jukes Licensed Thru '55 in Chi

CHICAGO, Jan. 21.—The City Collector's Office reported here this week that 1955 licenses issued for coin-operated amusement games and juke boxes totaled 11,610.

At the \$25 license fee per machine, this would come to \$290,250 in revenue for the city.

A breakdown of the number of (Continued on page 100)

Chi Coin Game Preems New Style Pool Play

CHICAGO, Jan. 21.—A new style of play on coin-operated pool games was introduced this week with Chicago Coin's latest electrical scoring model, Hooligan Pool.

Like its predecessor, Automatic Pool, Hooligan Pool is played from one end only, but the new model features play on just three playfield holes. List price was reported at about \$375.

One of the ball holes—the Hooligan hole—serves as both a ball trap and a means of getting bonus scores on shots. It is located at far-center of the playfield.

Two players, or two teams, com-

pete. One player or team shoots for the red ball hole, the other for the white hole. These holes are located nearer the far end of the table.

The Hooligan hole lights up for the player sinking the first ball in (Continued on page 100)

'B' NAMES BOOM FOR BALLY BINGOS

CHICAGO, Jan. 21.—With the market success of Broadway, latest Bally Manufacturing Company pinball game, company officials are convinced that "B" is a lucky letter for them.

Game names with initial letter "B" stand out in the list of the best Bally pinballs.

First in the list is Ballyhoo, premier game introduced in 1932. Bumper, first game with spiral scoring-bumpers, made a big notch for itself in the industry in 1937. . . . Bally-Reserve, the following year, shot earnings upward again.

Bright-Lights, first in-line game, started a boom in this type of game in 1951. . . . in 1952 Bally-Beauty soared to a new high, unmatched until Beach Club appeared in 1953. And in 1955 Big-Time broke all previous Bally records for sales and earnings.

Dime Play Up; Pool Subs for Pins in Minn.

Continued from page 84

while pool tables "will never take the place" of pinballs, the new game is attracting considerable attention from his patrons and the one unit in his place is going "almost all the time."

There has been a minor surge in bowler interest, too, but nothing like what had been anticipated, one distributor said. The cost of these machines is such that operators are hesitant to make the investment because it "takes a longer time to get your investment out of them."

Meanwhile, on the legal front, Judge Edward J. Devitt in Minneapolis Federal Court Monday (16) ordered two tavern employees here to answer all questions of government agents on pinball operations except those that might incriminate the bar employees personally.

Earlier Judge Devitt had ruled that five Minneapolis pinball players answer the questions. The Internal Revenue Bureau is seeking to determine whether certain taverns and recreation places have been paying off on pinball games.

The judge's decision was made after he heard the transcripts of questions asked two tavern employees by the agents. Neither will have to testify that he personally made payoffs to game winners or whether he was authorized by his employer to make them.

Chi Game Op Group Sets Plans, Action

New Association Names Raynor Counsel; Adopts Decals, Maps Licensing Move

CHICAGO, Jan. 21.—The newly formed Chicago Independent Amusement Association is off to a fast—and what looks like a successful—start.

This week the group appointed Milton T. Raynor as its counsel, and at an open meeting Tuesday (17) at the Congress Hotel, showed its intentions of bringing as many Chicago game operators as possible into the association by adopting low membership and machine sticker fees.

After some debate, more than 40 operators attending the meeting voted overwhelmingly in favor of a \$5 membership fee and a sticker fee of 15 cents per machine per quarter-year.

Set Fees

Debate centered over whether the fee should be charged at a per-location basis or a per-machine basis. The per-machine basis was adopted as in the better interest of the majority of the operators.

Sam Greenberg, president of the association, introduced Raynor, the new counsel, and said action had already begun for more favorable city licensing laws.

The association is in favor of obtaining the right to transfer and

pro-rate licenses on amusement games. At present, under city law, the \$25 license which must be obtained for each game on location cannot be transferred from one game to another, and operators must buy new licenses after the turn of the year regardless of how late in the year they may have been purchased.

Operators feel this license system is an injustice because in many cases it discourages them from exchanging or moving new equipment into a location, and from making needed changes in their (Continued on page 106)

Expect 500 at Baltimore Op Banquet Feb. 5

BALTIMORE, Jan. 21.—More than 500 operators and guests, including a number of top local political figures and congressmen, are expected to attend the Amusement Machine Operators' Association of Greater Baltimore's eighth annual banquet at the Lord Baltimore Hotel February 5.

The event will as in the past feature entertainment by top recording artists and other professional talent. It was at the Baltimore banquet a few years ago that Eddie Fisher made his first appearance here while still in Army uniform.

The complete program is still undecided, according to Gabe Camby, major domo of this year's event.

Irvin Goldner, of Chase Vending Service, is beginning his seventh consecutive year as president of the AMOA. Other officers elected recently include Sam Gensler, Venture Vending, vice-president; Harry Morgenstein, Crane Novelty, secretary, and Moe Kaminsky, Evans Sales & Service, treasurer.

Bally Ships 7-Hole Model Pin-Pool Game

CHICAGO, Jan. 21.—The new seven-hole coin pool game, Pin-Pool with Hazard Holes recently introduced by Bally Manufacturing Company, has been shipped to distributors.

The new game, according to Herb Jones, Bally vice-president, speeds up play and introduces added skill features.

The seven-pocket model is (Continued on page 100)

Coin Union Plans Drive To Organize Repairmen

By JOSEPH KLEIN

GARY, Ind., Jan. 21.—A national drive for the unionization of coin machine repairmen will be launched in the near future, John Testo, national organizer of the Automatic

Equipment and Coin Machine Operators' Union with headquarters in Gary, announced this week.

Organized in 1947 and chartered by the State of Indiana, the independent union will press for the expansion of its activities into every section of the country. Testo, who also heads an A.F.L. terrazzo (flooring) workers' local, stated.

At the present only three locals are in the union, one in Eugene, Ore., another in Lake Geneva, Wis., and a third in Lake County, Indiana. Testo said that he has received applications for admission (Continued on page 101)

United Bows New In-Line Pin, Caravan

CHICAGO, Jan. 21.—Caravan, a new in-line pinball game featuring diagonal scoring and rotating card numbers, was shipped to distributors this week by United Manufacturing Company.

The game has a single large 25-number backglass card, with eight numbers in the middle of the card (Continued on page 101)

Genco Rounds Out Pool Line With New Game

CHICAGO, Jan. 21.—Genco Manufacturing & Sales Company this week filled out its line of coin pool games with a new standard play model to compete in the lower price field.

Avron Gensburg, Genco vice-president, said the new game, (Continued on page 100)

Coin Machine Exports Leading Countries

October, 1955

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	171	\$100,031	339	\$ 75,424	533	\$ 73,804	1,043	\$ 249,259
Venezuela	161	125,438	30	8,887	144	42,423	335	176,748
Belgium	301	123,315	208	23,589	20	17,190	529	164,094
Mexico	309	142,275	309	142,275
W. Germany	229	95,142	61	15,910	2	2,257	292	113,309
Netherlands	118	50,405	157	38,968	275	89,373
Switzerland	43	30,388	43	13,688	10	4,018	96	48,094
Colombia	107	47,508	107	47,508
Austria	55	39,877	55	39,877
Peru	56	23,865	17	510	100	1,175	173	25,550
Dominican Rep.	13	7,743	19	10,997	32	18,740
Cuba	63	18,582	63	18,582
British Malaya	55	11,791	51	5,861	106	17,652
Panama	10	7,470	21	9,953	31	17,423
France	2	1,385	19	13,240	21	14,625
Other Countries	174	80,894	247	49,655	123	10,151	544	140,700
TOTALS	1,867	\$906,109	1,193	\$252,722	951	\$164,258	4,011	\$1,323,089

WURLITZER'S CENTENNIAL

Continued from page 87

sented to Leroy Goodall, of Nashville.

Kenneth S. Brake, owner of Rock City, said that operators were especially enthusiastic over the styling and sound reproduction of the new phonograph.

Rock City covers sections of Alabama and Kentucky in addition to a major portion of Tennessee.

Mid-South Music Ops Jam Williams Offices

MEMPHIS, Jan. 21.—Memphis and Mid-South music operators jammed the showrooms of the Williams Distributing Company throughout the week to see the 1956 Wurlitzer phonograph line.

BINGO MECHANIC WANTED

For route work. Regular hours—good pay and vacation. No drifters. Write to
BOX 837
The Billboard, Chicago, Ill.

We Have the Best POOL GAMES

- Bally Pin Pool
- Keeney Fascination Pool
- Williams Bank Pool
- Williams Score Pool

WRITE • WIRE • PHONE

RUNYON SALES COMPANY

593 Tenth Avenue
New York 18, N. Y.
LO 4-1880

221 Frelinghuysen Avenue
Newark 8, N. J.
BI 3-8777

FOR COIN OPERATED POOL TABLES

2 1/8" POOL BALLS

Set of Ten . . \$14.50

(4 red, 4 white and 1 each red spot and white spot)
Solid red, each \$1.45
Solid white, each 1.45
Red or white w/spot, each 1.75

48" POOL CUES, minimum order one doz. . . \$19.80

Cue Tips, per doz. \$ 35
Clamps for Cue Tips, per doz. 2.35
Billiard Chalk, per gross 3.75
Tip Cement, 2-oz. tube, each35
Pool Cloth Write
Write, wire or phone for all your bumper pool game supplies. Quantity prices on request. Immediate delivery.

CASH WITH ORDER

300 illus. Catalog on Request

MIKE MUNYER

577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677

43 YEARS SERVICE • EST. 1912

Operator enthusiasm was reported running higher than at any previous showing by the firm. Particularly praised were the model's color combinations and styling.

Williams, Wurlitzer outlet in Northern Mississippi, Eastern Arkansas and Western Tennessee, held operator open house every day this week.

More than 150 operators, many with their wives, attended the first showing Sunday, and between 40 and 50 attended on each of the following days.

Edward H. Hewell, vice-president and general manager, said that business was exceptionally good.

On hand to greet operators were Newell; R. E. Williams, president; Coy Mullinax, service manager, and John McDonald, William A. Biggs and Leon McLemore, salesmen.

Operators attending included Mr. and Mrs. J. A. Butcher, of Dyersburg, Tenn.; Mr. and Mrs. N. E. Adams, of Forrest City, Ark.; Mr. and Mrs. Odean Craig, of Ripley, Tenn.; Mr. and Mrs. D. E. Jones, of Paragould, Ark.; Mr. and Mrs. Don Jackson, of Paragould, Ark.; Mr. and Mrs. Robert Brunner, of Marked Tree, Ark.

Mr. and Mrs. A. G. Williams, of Monticello, Ark.; Mr. and Mrs. Chester Richardson, of Greenville, Miss.; Roy Morris, of Somerville, Tenn.; Clarence Spain, of Tunica, Miss.; Jack Morgan, of New Orleans; Sidney Rush, of Jackson, Tenn.; C. C. Buchanan, of Columbia, Miss.; Clifford Ferguson, of Little Rock.

Edward Schubach, of Helena, Ark.; Lavon Johnson, of Corinth, Miss., and the following from Memphis: Edward Bodenheimer, William Fitzgerald, Guy Canipe and Milo Solomito.

Miami Showing Draws Near 100% Attendance

MIAMI, Jan. 21.—Despite persistent bad weather, Bush Distributing Company presented the Wurlitzer 1900 Sunday to an almost 100 per cent gathering of local juke box operators.

Greeting the many operators were Ted Bush, Ozzie Truppman and Ken Willis. Bush Distributing also held a showing in Jacksonville, Fla., on the same day.

Among those present were William Mullins, Mullins Amusement Company; Willie Levy, Mellow Music Company; Willie Blatt, Music Makers; Joe and Eloise Mangone, Mangone & Mangone; Marty Olsen, Mars Amusement Company; Mr. and Mrs. Lucky Skolnick, Music Makers, Inc.; C. L. Griffith and Mr. and Mrs. Chuck Griffith, C. L. Griffith Company; Mr. and Mrs. Morris Marder, M&M Service; Buddy Cohen, B&B Vending; Harry Steinberg, Stirling Amusement Company; Mr. and Mrs. Jimmy Bonni; Eddie Leopold, Towne Amusement Company, and Mr. and Mrs. Bobby Schwartz, B&B Vending.

Mr. and Mrs. Sammy Lano, S&L Amusement Company; Harry Zimand, Acme Vending Company; Mr. and Mrs. Bill Haller, Haller Amusement Company; Jimmy Byrd and Hugh Higgs, All Coin Amusement Company; XY Zevery, Radio Center; Mr. and Mrs. Dave Engel, County Amusement Company; Harry Silverman, Ace Music Company, and Mr. and Mrs. Ed Mercer.

Ted Bush, president, exclaimed that this was the best attended and most successful showing in his ex-

perience as a music machine distributor.

Redd Finds Boston Snow No Showing Handicap

BOSTON, Jan. 21.—Braving the heaviest snowfall of the season more than 150 operators converged on Redd Distributing Company, Inc., during the week-long showing (16-21) of the Wurlitzer Centennial Model 1900. Additional showings were scheduled by the firm in Springfield, Mass.; Providence; Hartford, Conn., and White River Junction, Vt.

Operators were enthusiastic over the new phonograph, called it an excellent piece of equipment. Many said they thought one of the biggest features of the machine was its compactness and appearance.

Sales Manager Bob Jones said orders were coming in fast and reported that it was making buyers out of some operators who hadn't bought a new machine in four or five years.

Operators were also interested in the insurance feature whereby the machine is insured against almost any exigency for a full year. There was also the prospect of an all-expense trip to the Wurlitzer Centennial Celebration in Buffalo next summer.

Si Redd, president of the firm, also commented on the enthusiasm over the new phonograph. He pointed out that orders spoke louder than words and said they had the signatures to prove that the Model 1900 was going over in a big way.

Because of the big New England territory covered by Redd, four additional showings will be held next week. These are: Springfield, Mass., at the Shelton Hotel, Tuesday, January 24; Providence, Narragansett Hotel, Monday, January 23; Hartford, Conn., Hotel Statler, Wednesday, January 25, and White River Junction, Vt., Coolidge Hotel, Thursday, January 26. For the time being New Hampshire operators will be invited to the Vermont showing. Demonstrations in New Hampshire towns will be scheduled later.

On hand to greet the operators along with Si Redd and Bob Jones were John McIlhenny, regional sales manager of Wurlitzer; Hank Petit, Wurlitzer field engineer; Charles Brant, credit manager; Emanuel De Stefano and John Hawkins, salesmen; Errol Schultz, service chief, and Margaret Floyd, receptionist and secretary.

Among Massachusetts operators were Peter Pedonti, of Allerton; Clarence Brazil, Mansfield; Thomas Libbey, Haverhill; Arthur Sturges, Jamaica Plain; Lawrence Bettincourt, Danvers; Steve Pielock, Worcester; John Di Stefano, Greenwood; James Westcott, Beverly; Arnold Blatt, Allston; Errol Graham, Methuen; Russell McMillam, Lowell; Al Coulter, Worcester; Jack Turcotte, Williamansette; Charles Tieman, Cambridge; Bob Campana, Somerville; Jim and Ray Magee, Winthrop; Harry Deshowitz, Chelsea, and Bert Thomson, of Quincy.

Out-of-staters were Mr. and Mrs. Bernard Michaud and their son, Brian, of Waterville, Me.; A. Denault, Quebec; Mike Pascovitch, Nashua, N. H.; Bill Hamil, Concord, N. H., and Harry Baker and Charles Sharpe, Portland, Me.

Attendance Tops 250 At Baltimore Showing

BALTIMORE, Jan. 21.—More than 250 juke box operators, their wives and guests attended the unveiling of the new Wurlitzer phonograph line at Winters Distributing Company's headquarters here Sunday (15).

From noon until after 11 p.m., a parade of visitors looked over the new equipment and enjoyed drinks and a buffet luncheon. Host for the event was Charles A. Winters, president.

Operator reaction to the new line was reported to be "greater than ever before."

Special guests during the day included Richard Ledinski, secretary to Mayor D'Alesandro, and City Councilman C. Lyman Schueler.

Operators... from all over the world Buy From INTERNATIONAL SCOTT CROSSE because...

- We know the needs of your country.
- We carry one of the largest inventories on Pins, Music, Shuffle Alleys, Bingos, Kiddie Rides, Target Guns, Arcade Equipment, etc.
- All our equipment is fully reconditioned; cabinets re-finished; ready for location.
- We have a most efficient Packing and Crating Department to insure against damage while in transit.
- We can supply expert advice about Shipping Companies . . . and save you money.
- We are distributors for BALLY MFG. CO., for all Western Europe with the exception of West Germany . . . KEENEY and GENCO.
- We have one of the largest Spare Parts Departments in the world and carry parts for all types of machines.
- We carry a most complete line of Premiums.

WRITE NOW FOR FULL PARTICULARS, INCLUDING OUR SPECIAL CLOSEOUT LIST NOW AVAILABLE

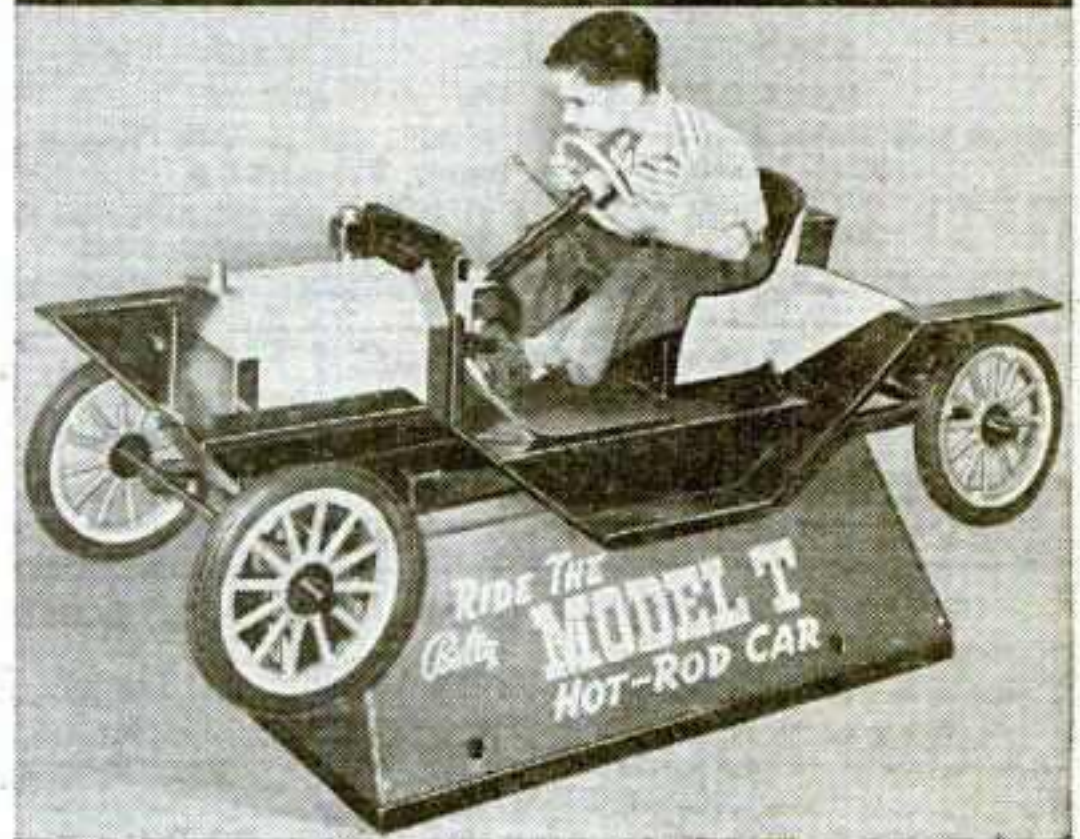
CORRECTION: Genco Big Top was listed incorrectly last week. Correct price is \$360.00

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET

SCOTT-CROSSE COMPANY
PHILADELPHIA 30, PA.

Bally Kiddie-Rides EARN BIGGEST PROFITS

MODEL T COIN-OPERATED AUTO-RIDE



THE CHAMPION COIN-OPERATED HORSE-RIDE



BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE., CHICAGO 18, ILL.

Your ticket to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

COBRA CARTRIDGES
 Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.
ELECTRONIC INDUSTRIES
 P. O. Box 2008 Mesa, Arizona

One reason why advertisers in **THE BILLBOARD** get all they pay for.

PINBALL GAMES	Rock-Ola 1436-A Fireball \$275.00 Seeburg M-100A 250.00 Seeburg M-100B 450.00	C.C. Super Home Run \$220.00 Waltling Scales 75.00
Atlantic City \$ 75.00 Dude Ranch 160.00 Spot Lite 50.00 ABC 50.00 Tahiti 100.00	ARCADE	SHUFFLE GAMES
MUSIC	Ex. Dale Gun \$ 50.00 C.C. Goalie 95.00 Heavy Hitter 35.00 Home Run 225.00 Jumping Jack 70.00 Wms. Star Series 60.00	Un. Banner \$275.00 Un. Cascade, 6 Pl. 150.00 Un. Chief 140.00 C.C. Holiday Match 330.00 C.C. Hollywood 400.00 Un. 6-Pl. Deluxe 40.00 Un. Super Six 100.00

Mountain Distributors
 3630 Downing St. Denver, Colorado AComa 2-8518

ROANOKE VENDING EXCHANGE, INC.
 DISTRIBUTORS FOR WILLIAMS AND KEENEY POOL GAMES
 THE GREATEST AMUSEMENT SENSATION IN YEARS
 CALL OR WRITE FOR YOUR NEW OR USED GAME NEEDS

PIN GAMES	SHUFFLE ALLEYS	ARCADE
Got. Arabian Knights \$160.00 Got. Hit & Run 60.00 Wms. Army & Navy 75.00 Wms. Slug Fast 50.00 Wms. Spark Plug 60.00 Wms. Daffy Derby 175.00 Wms. Disc Jockey 65.00 Wms. Gun Club 85.00 Wms. Lazy Q 100.00 Wms. Silver Skates 65.00	CC Feature \$250.00 CC Hi Speed 175.00 Triple 175.00 Criss Cross Target 225.00 CC Advance 175.00 CC Super Frame 225.00 Keeney Bonus 175.00 Keeney Mainliner 175.00 Keeney Diamond. 225.00 United League 195.00 United Speedy 195.00	CC Round World Trainer \$350.00 Ex. Star Shooting Gal. 195.00 Ex. Card Vendor & Stand 50.00 Un. Jungle Gun 225.00 Un. Carnival Gun 295.00 Genco Rifle Gal. 250.00 Genco Big Top 395.00 Wms. Safari Deluxe Gun ... 350.00 Mutes, Voice-o-Graph 500.00 Mutes, Dr. Mobile 600.00

4920 W. BROAD STREET
 RICHMOND, VIRGINIA. TEL. 6-4909.

ROCK-OLA WALL BOXES—\$49.50
 120 Sel., Chrome, Used

ROCK-OLA	SPECIALS
1446, 45 rpm \$645 1442, 45 rpm 525 1438, 45 rpm 545 1436, 45 rpm 250 1434, 45 rpm 225 1432, 45 rpm 175	HF 100-R \$800 M-100-G 695 M-100-C 550 M-100-BL 450 M-100-B 425 Wur. 1700 549

All Machines Guaranteed... Reconditioned Like New
 WRITE FOR COMPLETE LIST AND QUANTITY PRICES
 Terms: 1/3 down, balance C.O.D.
S & K DISTRIBUTING CO.
 Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey.
 808 N. BROAD STREET, PHILADELPHIA 30, PENNSYLVANIA PO 5-6384

Sensational Clearance Sale
UNITED SHUFFLE ALLEYS
CLIPPERS \$259.00 **LIGHTNINGS \$229.00**
 each each
 MANY OTHER REAL BARGAINS—WRITE
 Increase your Shuffle Alley income 25% to 50% with our 1956 "Tournament Kits"—Price \$5.00 ea. 1/3 Deposit, Balance C.O.D.
WEST SIDE DIST. CORP. 612 10th Ave., New York Circle 6-8464

POOL GAME PARTS and ACCESSORIES
 Immediate Delivery

Cue Sticks Ea. \$2.50 Phenolic Resin Balls, Ea. \$1.95 Cue Tips, Elk Leather Package of 25 .75 Novo-Ply Panels, complete w/ cloth and holes. Ea. 35.00 Novo-Ply Panels, w/ rubber bumpers and cups. Ea. 42.50 Tip Clamps Ea. 25¢ Chalk Per Gross 3.00 Ku-Bumpers Ea. .25	SPECIALS! Anodized Aluminum HOLE CUPS—Unbreakable! Red or White. Ea. 90¢ 100% Wool Billiard Cloth, Regulation Size \$7
---	---

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR COIN POOL by FISCHER WRITE
 Marked for 3 or 4-Side Play! for BEST PRICES!
 IMMEDIATE DELIVERY
 ALSO AVAILABLE FOR IMMEDIATE DELIVERY...
 JUMBO SIZES—18" Longer!
 CHARLEY PIERI Get Our List, New-Used Games, All Types
Monarch Coin Machine, Inc. Lincoln 9-3996-7
 2257 N. Lincoln, Chicago 14, Ill.

ELECTRIC SCOREBOARDS
SLIM JIM Model

Maple Cabinet	Natural Finish
✓ Two-Faced	✓ Coin-operated — 10¢ 1 Player or 10¢ 2 Player by simple plug switchover.
✓ Fits any Shuffleboard	✓ Aluminum Button Blocks
✓ 2 Models 15-21 pts. 15-21 and/or 50 pts.	✓ Chrome Tube Supports
✓ Large metal ABT Coin Receptor Box	

Also Available WALL MODELS
 Horseshoe (15-21-50 pts.)
 Marvel Score (15-21 pts.)
 \$39.00 each

IMMEDIATE DELIVERY... \$139.50
 Terms: 1/3 deposit, bal C.O.D. or S.D.

MID-STATE COMPANY
 2369 MILWAUKEE AVE. Tel.: Dickens 2-3444 CHICAGO 47, ILL.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

January 28-29—Kansas Music Association, monthly meeting, Salina, Kan.
 January 30—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.
 February 1—Summit County Music Operators' Association, monthly meeting, Akron.
 February 1—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.
 February 2—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
 February 7—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
 February 7—Washington Music Merchants' Association, monthly meeting, Seattle.
 February 7—West Virginia Music Operators' Association, monthly meeting, place to be announced.
 February 7—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
 February 10—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
 February 10—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
 February 13—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
 February 20—Worcester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
 February 21—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
 February 25—National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.
 March 10—National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.
 March 24—National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.
 April 1—West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston.
 February 5—Amusement Machine Operators' Association of Greater Baltimore, annual banquet, Lord Baltimore Hotel.
 February 25—Region IV National Automatic Merchandising Association, regional meeting, Biltmore Hotel, Atlanta.
 March 10—Region VI National Automatic Merchandising Association, regional meeting, Congress Hotel, Chicago.
 March 24—Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.
 April 7—Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit.
 April 21—Regions I, II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.

Badger Sales Co. To Concentrate On Coin Trade

LOS ANGELES, Jan. 21.—Badger Sales Company will concentrate on coin-operated equipment sales and service, with the appliance lines being discontinued, William R. Happel Jr., head of the firm, said.

Badger is the Southern California distributor for AMI, Genco, Gottlieb, Keeney, Fisher, Watling, and Standard Manufacturing.

The company will remain in its present location. The discontinuance of the appliance lines will allow for the expansion of both sales and service in the coin machine field. At the present time, Badger operates its shop in another location. The service and sales departments are expected to be combined.

'Memories' Retains Top MOA Spot

NEW YORK, Jan. 21.—"Memories Are Made of This," with Dean Martin in Capitol, again was named the nation's top juke box tune on "National Juke Box," the ABC radio program which is prepared by the Music Operators of America.

Other current favorites played on tonight's (21) show were "Great Pretender," with the Platters on Mercury; "Are You Satisfied?" with Rusty Draper on Mercury, and "It's Almost Tomorrow," with the Dream Weavers on Decca.

Named as the most promising disks were "Band of Gold," with Don Cherry on Columbia, and "The Stars and Strips Merengue," with Gloria Parker on Glorio.

COINMEN YOU KNOW

Continued from page 94

"I'm selling more and more r.&b. records to the juke box trade. They are no longer looked on by the operators as novelty items."
 As soon as his son Roger returns from his vacation jaunt to California, coinman Frank Bartnik plans to take his plane out of the hanger for a flight to Florida. Meanwhile Bartnik reports busying himself on his music routes. Top tunes of late, he says, are "Seven Days," by the Crew Cuts, and "No, Not Much," by the Four Lads.

Boston
 By CAMERON DEWAR

INTEREST HIGH IN NEW PHONOGRAPH. Redd Distributors are all set for the showing this week of the new Wurlitzer 1900. Sales Manager Bob Jones plans a big swing all thru the territory with Hank
 (Continued on page 99)

CLEANED—CHECKED—READY for LOCATION!

BINGOS	
ATLANTIC CITY	\$ 75
BEAUTY	100
BEACH CLUB	125
ICE FROLICS	150
VARIETY	225
GAYETY	225
BIG TIME	350
GAY TIME	350
BOWLERS	
CLASSIC	\$ 75
TARGETTE	175
COMET	225
BANNER	225
HOLIDAY	295

ALLIED COIN MACHINE CO.
 786 Milwaukee Ave.
 Canal 6-0294
 Chicago 22, Ill.

'55 Game Revenue In Nashville Dips

NASHVILLE, Jan. 21.—Amusement games accounted for less revenue in privilege licenses and fees here last year than in 1954.

Games located in Nashville and Davidson County brought in \$17,825. These included pinball machines, shuffleboards and Arcade items.

In 1954 this classification netted \$19,283 from the \$15 and \$30 fees. Strangely, the fee to operate one of these machines in the County area—one mile beyond the City of Nashville limits—is \$15. Within the municipality, it is \$30, plus the customary clerk's fee of 50 cents.

Records show there are 679 games here now. A year ago these totaled 744.

All payments to Clerk John B. Cobb's office are due one year from the date of purchase or location of the game.

State inspectors—working out of the department of finance and taxation and Cobb's office—make constant surveys of the field.

To date they have found operators and distributors co-operating fully in the tax program.

Privilege taxes — which include some 140 items ranging from advertising to cleaning buildings — supply the county with one of its principal sources of income.

Boorstein Tells

Continued from page 84

record is one that doesn't need changing often.

Boorstein advised taking the season into consideration in programming—for instance, using "Because" in June, when weddings are in fashion, and being prepared for Christmas and St. Patrick's Day.

He scored the practice of buying special event records and selling them as used disks when the season passes, only to buy them back the following year.

Keep Disks

Boorstein explained that the operator was a lot better off by keeping the record—particularly as 45's may be filed and cataloged with comparative ease.

"True," he said, "we get more business if you sell a disk one year and buy the same record back the next year, but this constitutes waste, and waste doesn't help the record manufacturer, the dealer or the operator."

Boorstein advised operators to have as the largest section of their libraries old standards. He suggested that they keep their top pop disks, rather than sell them, only to buy them back at a later date.

The two cornerstones of successful programming, he said, are a thoro knowledge of the patrons and a careful study of the trade papers.

TOP VALUE BUYS
 READY TO OPERATE

BINGO GAMES	
BEACH CLUB	\$115.00
CONY ISLAND	45.00
GAYETY	245.00
ICE FROLICS	145.00
PALM SPRINGS	125.00
YACHT CLUB	75.00
HAWAII	95.00
MEXICO	125.00
NEVADA	135.00
RIO	85.00
TAHITI	75.00
TROPICS	75.00
DUDE RANCH	125.00
SHUFFLE ALLEYS	
CLOVER	\$ 95.00
CRISS CROSS TARGET	175.00
CRISS CROSS	195.00
FLASH	275.00
SUPER FRAME	175.00
PHONOGRAPHS	
AMI, Model A	\$ 95.00
ROCK-OLA 1436	245.00
ROCK-OLA 1446 HI-FI	645.00
WURLITZER 1250	125.00

Authorized Rock-Ola Distributor

J. ROSENFELD CO.
 4701 Washington, St. Louis 8, Mo.
 Phone: FOrest 7-5730

when answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

GOOD BUYS

GAYETY	\$210.00
MIAMI BEACH	350.00
BIG TIME	325.00
GAY TIME	310.00
VARIETY	225.00
SURF CLUB	125.00
PALM SPRINGS	100.00
BEACH CLUB	110.00

1/2 deposit, balance sight draft

GENERAL DISTRIBUTING CO.

1609 Orleans Avenue
New Orleans, Louisiana
TUlane 6729

FINEST RECONDITIONED EQUIPMENT

VARIETY	\$275
GAYETY	275
TAHITI	100
HAVANA	125
HAWAII	140
HI-FI	140
BEAUTY	100
SHOOT BEAR GUN	125
WILLIAMS STAR POOL	180
WURLITZER 1500	250
UNIVERSAL BOWL-O-MATIC (New)	300
MUTOSCOPE CHAMP	300
MAJOR LEAGUE BASEBALL	190

ONE-THIRD DEPOSIT

THE HUB ENTERPRISES

32 S. Charles St., Baltimore 1, Md.
LEX 9-6446-7

OHIO SPECIALTY Best Buys

3 BEACH CLUBS. Ea.	\$ 95.00
3 HI-FI. Ea.	100.00
1 PALM SPRINGS	125.00
1 ICE FROLIC	125.00
3 SURF CLUBS. Ea.	150.00
1 GAYETY	250.00
1 HAWAII	150.00
1 BIG TIME	375.00
1 GAYTIME	395.00
1 ARABIAN KNIGHT	115.00
1 CORONATION	50.00
2 MILLS 1c SCALES. Ea.	40.00
1 UN. CLOVER SHUFFLE ALLEY	75.00

CLOSEOUT—CHEAP
8,000 SALESBOARDS
WRITE FOR LIST
1/2 deposit with order.

OHIO SPECIALTY COMPANY, INC.

539 S. 2nd St. Louisville Ky.
WAbash 2465

BINGO BARGAINS

15 Bally Dude Ranch	\$115.00
10 Bally Palm Springs	135.00
5 Bally Variety	295.00
5 Bally Beauty	95.00
5 Bally Ice Frolics	145.00
5 Bally Beach Clubs	125.00
2 Bally Yacht Clubs	85.00
1 Bally Atlantic City	65.00
2 Evans Saddle & Turf (Club Model, 10¢)	205.00
15 Genco Jumpin' Jacks	35.00

BOWLER SALE

2 United Clover Bowlers	\$65.00
3 United Classic Bowlers	85.00
1 United Deluxe League (10¢ & 3/25¢ play)	185.00

Also Other Bingos and Bowlers.
Completely Reconditioned—Guaranteed. Ready for Your Locations.

MICKEY ANDERSON
314 E. 11th St., Erie Pa.
Phone 5-7549

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 98

Petit, field engineer. They will start January 23. Jones, excited about the new machine, says operators who have had a peep at it are enthusiastic. Jones is just back from a business and pleasure trip to Vermont. Did some skiing at Stowe in the heart of the snow country.

Things are humming again at Trimount Automatic Sales Corporation (Seeburg). Now that inventories are over with, everyone is settling down to handle the business which is starting out with an upswing. . . . Sales chief Irwin Margold reports a brisk demand for music machines and a good turnover in pool games.

Ed Ravreby, of Associated Amusements, Inc., is happy about the outlook in the new year for Rock-Ola phonographs. Says United's Hi Score pool games moving well. . . . Ravreby announces that Richard Mandell, formerly sales manager, has been promoted to general manager. . . . Secretary Connie Bianca off on a trip to Albany, N. Y., to visit with her family. . . . Dick Mitchell, of Dick's Records, says he's been so busy taking care of operators since the year began that he hasn't had time to make any news.

Operators visiting the Hub this week included Anthony Grazio, of Quincy; Tom Libbey, of Haverhill; Larry Bentoncourt, of Danvers; Kenneth Brogin, of Fitchburg; Steve Pielock, of Worcester; Mark Ferraro, of New Bedford, and Ray Faini, of Framingham. Among those from out-of-State were Martin Oliver and Charles Sharpe, of Portland, Me.; Elmer Laughton, of York Beach, Me.; George V. Couture, of Danielson, Conn.; John Lazar, of Manchester, N. H.; Bill Hamil, of Concord, N. H., and Pliney Burrows, of Brattleboro, Vt.

Detroit

By HAL REVES

MOSS BACK ON JOB. Irving Moss, of the Moss Music Company, is back in the office on a part-time basis after being hospitalized four times in a year for a heart condition. He is planning a trip to Rochester, Minn., shortly to consider cardiac surgery. His associate, Harry Rich, has been managing the business during his illness.

Mrs. Dorothy Moss reports The Billboard is her favorite reading matter on her visits to her husband's office. . . . Frank Alluvot, head of Frank's Music, confides that Mrs. Alluvot is only a rare visitor to the office. . . . Mickey Powers, juke box operator, demonstrated his terpsichorean abilities at the Wurlitzer showing Sunday at Angott Distributing Company.

Twin Cities

By JACK WEINBERG

EXPANDING MUSIC ROUTE. Neil Van Berkon, of Minot, N. D., was in the Twin Cities to view the new Wurlitzer Centennial 1900 juke box and reported he was planning early expansion of his music route. He contracted for new equipment. . . . Jack Tomar, of Two Harbors, Minn., was here to buy pool tables. Mr. and Mrs. Bernard Misch, of La Crosse, Wis., journeyed here to add new equipment to their operation. Music was the prime interest of Bud McKechnie, of Westhope, N. D., on his trip to town. Mr. and Mrs. Floyd Shaw, of Eden Valley, Minn., were in town shopping.

Sol Stone, of the Gopher Novelty Company, Minneapolis, bought new music this past week. So did Stanley Baeder, of New Rockford, N. D., on his visit here. Joe Reali, of Cornell, Wis., was interested in pool tables on his trip in. Darwin Holzman, of Big Fork, Minn., was a shopper this week, as was Walter Witt, Minneapolis operator.

Frank Mager, of Grand Rapids, Minn., came in to pick up new music. Frank Phillips, of Winona, Minn., bought pool tables on his visit, as did Russell Cherty, of Baldwin, Wis. Fred Norberg, of Mankato, Minn., and Eugene Hoerth, of Herried, S. D., were shoppers. Cecil Terveer, of Winona, took time out to come in and buy music.

Bowlers were the prime interest of Harold Thiesen, of Minneapolis, on his visit among jobbers this week. Mike Young, of Soldiers Grove, Wis., came in to buy both music and pool tables. Leo Landsberger, of Minneapolis, added pool table equipment to his operation. Red Wilbur, of Duluth, Minn., bought music and pool tables on his trip to the Twin Cities.

Shoppers were Lloyd Williamson, of Winona, and Sam Karter, of Minneapolis, who expressed interest in new music. Jack Karter, of St. Paul, contracted for pool tables. Danny Heilicher, of Minneapolis, made the marts, "just looking," he said. Roy Stone, of Rice Lake, Wis., came to town for pool tables. So did Martin Kalleston, of Worthington, Minn., and Leo Berkowitz, of Superior, Wis. Mr. and Mrs. Arnold Tessner, of St. Paul, were shopping around but doing no buying this week.

Wurlitzer Phono Insurance

Continued from page 84

power. The plan called for each Wurlitzer distributor to buy no less than 100 policies. Future distributor purchases must also be made in lots of 100 or more.

According to Bear, a comparable insurance policy would cost operators approximately \$10 if taken on an individual contract.

\$10,000 Limit

Under the policy, an insured juke box is covered for fire, smoke, lightning, wind storm, hail, riot, vehicle damage, aircraft damage, sprinkler leakage, riot attending a strike, civil commotion, theft of entire phonograph, vandalism and malicious mischief (subject to \$10 deductible), theft of money—provided there are marks on coin box—or entire phonograph is stolen (limit \$75 subject to \$25 deductible).

A policy limit of \$10,000 has been set for insurable damage occurring on an operator's premises and a limit of \$2,500 for insurable damage occurring on a specific location.

In transit coverage includes all of the above perils and risks of transportation, such as overturn, upset or collision of transporting vehicle, collapse of bridges, stranding or sinking vessels. A limit of \$10,000 is set on any one shipment and is subject to \$25 deductible.

Covers All Makes

The insurance policy, altho being introduced by Wurlitzer and being distributed by Wurlitzer distributors, is not restricted. That is, no provisions have been made to insure only one type of phonograph.

Operators interested in the policy can, therefore, take out insurance on equipment previously purchased, any make any model. However, depreciation of equipment would certainly be a factor in deciding which equipment to take policies on.

A letter to music operators explaining the policy is scheduled to go out from distributors later this month.



ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

WANTED BALLY ICE FROLICS

J. J. PARKER
211 Turk St., San Francisco 2, Calif.
Phone: GRavstone 4-2636

POOL GAMES

ALL MAKES AND STYLES

Greatest Game Since 1932. Manually Operated—Nothing to Get Out of Order. Immediate Delivery. Low Prices—Write, Wire, Phone.

LOGAN DISTRIBUTING CO.

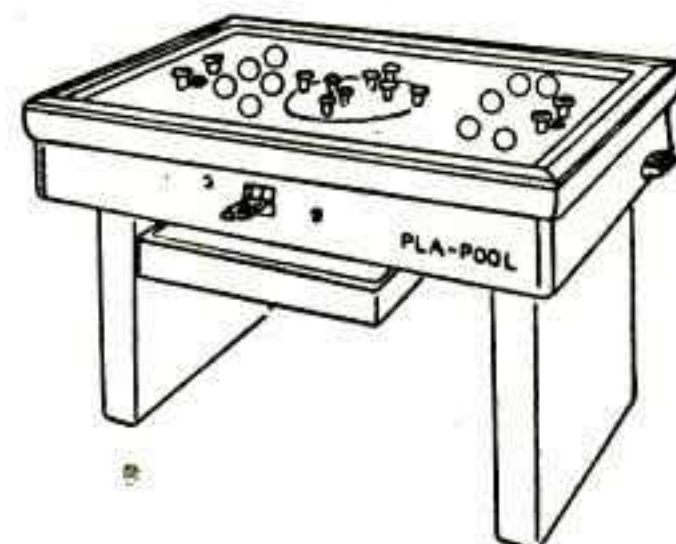
916 Milwaukee Ave. Chicago 22, Ill. Taylor 9-6150

"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES.....2 SIZES

CHECK THESE EXCLUSIVE FEATURES:

- Pockets set in from end permit rebound action
- Dimensions: Deluxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges with Lock
- Cash Box inside, also with Lock
- Attractively Finished Cabinets
- ABT Double 16¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery



MARVEL MFG. CO.

2845 W. Fullerton, Chicago 47, Ill. Tel.: Dickens 2-2424

INVENTORY SPECIAL

ALL POOL GAMES

READY FOR IMMEDIATE DELIVERY

ALL POOL GAME AND SHUFFLEBOARD SUPPLIES

SHUFFLE GAMES		Un. Olympic	\$ 80	BINGOS	
Keeney Speedlane	\$335	Un. Cascade	75	Surf Club	\$135
Keeney American	250	C. C. Star Lite	99	Hi Fi	140
Keeney Century	210	C. C. Star Lite	195	Dude Ranch	125
Keeney Diamond	185	C. C. Crisis Cross Target	175	Beach Club	110
Keeney Domino	95	C. C. Advance	140	Beauty	100
Keeney Carnival	85	C. C. Gold Cup	125	Frolics	85
Keeney 10 Player	75	C. C. Triple Score	85	Palm Beach	60
Un. Targette	225	C. C. Double Score	75	Atlantic City	70
Un. Comet	250	MISCELLANEOUS		Yacht Club	65
Un. Venus	325	9-ft. American Bank Shot	\$150	Spot Lite	50
Un. Mars	295	18-ft. Rock-Ola Shuffleboard	125	MISCELLANEOUS	
Un. Mercury	285	Keeney Sportsman Gun, match	210	Seeburg Coon Hunt	\$175
Un. Team	185	Keeney Ranger, match	310	Seeburg Shoot the Bear	125
Un. Leader	175	Genco Rifle Gallery	195	Ex. Gun Patrol	95
Un. Imperial	145			Genco "400"	45
Un. League	175			Genco Silver Chest	110
Un. Chief	170			Genco Quarterback	Write
Un. Royal	140				

PURVEYOR Better Buys
DISTRIBUTING CO.

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

THANKS, MR. OPERATOR!

For your enthusiasm and acceptance of our wonderful new

WURLITZER

Centennial Phonograph Model 1900



during our recent initial showing

BILOTTA DISTRIBUTING COMPANY

224 NORTH MAIN STREET NEWARK, NEW YORK
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Miami Beach	Personal Indicator, 25.00	Carnival Gun, 250.00
Manhattan	Kicker & Catcher, 18.00	Bally Defender, 150.00
Palm Beach	Baffle Ball, 18.00	C.C. Pistol, 50.00
Palm Springs	Pop-Up, 18.00	Ex. Sportland, 175.00
Rio		Ex. Gun Patrol, 95.00
Spot Lite		Ex. Six Shooter, 95.00
Singapore		Ex. Dale Gun, 50.00
Stars		Sky Gunner, 145.00
Triple Play		Silver Bullet, 95.00
Tropicana		Ex. Jet Gun, 125.00
Tropics		Champion Hockey, 85.00
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		C.C. Basket Ball, 195.00
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VENDORS, Used

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50 5¢ Victor Rockets, 10.00
60 5¢ N.W. Jets, 10.00
Caps, 10.00
20 1¢ Baby Grands, 7.50
3 Masters, 6.50
Shipman Stamp, 3 col., 23.50
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3 American 9" Bank Shot, like new, complete with cash box & scoring unit, \$250.00.

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Bally Big Inning, \$ 99.50
C.C. 6-Pl. Home Run 200.00
C.C. 6-Pl. Super Home Run, 225.00

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All Phones: Towar 1-4715
Terms: 1/3 deposit with all orders, balance C.O.D.

Chi Coin Game
Continued from page 96

the red or white hole. It scores 1,000 points when made from then on by this player or team. If the opposing player sinks a ball in the Hooligan hole, it scores against him.

The Hooligan hole's scoring chances are transferred to the opposing player, however, when this player sinks a ball in the colored hole for which he is shooting.

The red and white holes score progressively higher as the game goes on, registering scores from 200 to 1,000.

Players shoot balls from a center ring at the front of the table, and must hit one of the other balls on the table to score.

Dime Play

The game delivers 10 balls for a dime. After these balls are shot, players pick up and shoot the nearest ball to the front of the table. Players failing to hit another ball on the playfield when shooting lose one turn to their opponent. The last ball on the table must be banked to count.

Players continue to alternate shooting, whether or not any balls are sunk. Scores are recorded in two separate scoring reels on the backglass scoreboard and are registered automatically.

Unlike the previous Chicago Coin electrical pool game, Hooligan Pool has no buttons or foul lines. It has a single bumper in front of the Hooligan hole.

When a player sinks more than one ball in a shot, a shuffle bar holds back one or more balls temporarily so that all balls will be scored.

The game is equipped with a plexiglass backglass.

Genco Pool Line
Continued from page 96

Standard Tournament, would augment rather than supplement its current Deluxe models.

Standard Tournament is a regular size model with marked playfield for three-side play. It is available, like the other models, with light-up bumper posts.

Design Change

The main design change in the new model is four regular table legs rather than the island bases used on the other models.

The game has table levels, hinged top, mother-of-pearl shot markers, two locks that hold the playfield down and a new type of rubber rail.

Gensburg said the game has been added to the line "without sacrificing the necessary quality," but will not replace the deluxe models. The game will be competitive with the deluxe games solely on the basis of price, Gensburg advised.

The Genco pool line now includes, besides the new Standard model, the Deluxe Tournament and the King-Size table—a three-price range line.

All of the models are available with or without the new light-up bumper posts.

All three models are now in production.

★ POOL TABLE SUPPLIES ★

2 1/8" Balls—12 or more—wht. or red	ea. \$ 1.40
White with red dot	ea. 1.50
Red with white dot	ea. 1.50
Cues—with stained butt 48"	ea. \$1.95 doz. 22.20
Cue Bumpers w/screws	doz. .50 doz. 4.20
Chalk	doz. .35 doz. 3.75
Rubber Cov. Chalk Grips w/cord	ea. .35 doz. 3.50
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Spots, blk., green or white, 1/2" diam.	100 .25
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Cue Tip Knife	ea. .45 doz. 4.20
Cue Tip File	ea. .95 doz. 9.00
Cue Top Sander	ea. 1.95 doz. 18.00
Extra Garnet Paper	doz. .45 doz. 4.50
Universal Tip Trimmer	ea. .30 doz. 2.40
Extra Sandpaper Fillers	doz. .25 doz. 2.50
Kieckhefer Cement, 2-oz. tube	ea. .35 doz. 3.50
Tips, best quality	doz. .35 100 1.45
Pool Table Cloth, 48"x56"	21 Weaving 13.90
(Write for samples)	22 Weaving 10.80
Pool Table Cover—heavily padded—protect your table	All Service 6.40
Harduse	11.60
Pool Table Cover—regular or deluxe	27.50

BLOCK MARBLE CO. 1425 N. Broad St., Phila. 22, Pa.

7-Hole Model
Continued from page 96

played according to regular bumper pool rules, but, while shooting for their red and white goal pockets, players must avoid sinking balls in the four "hazard holes" at the corners of the table.

If a player sinks his ball into a hazard hole, the opponent picks up his choice of two balls of his color and drops them in a pocket, thus gaining a one-ball lead on the player who fumbled into the hazard hole. One ball in a hazard hole thus clears three balls from the table.

Another added feature of the game is a free pocket at the center of the playfield, surrounded by eight bumpers.

After sinking starter-balls, either side may sink balls in the free pocket, doubling each player's opportunity to clear balls from the table.

A clear shot must be made between bumpers to land a ball in the free pocket, however, and balls can be trapped between the bumpers.

Pin-Pool with Hazard Holes is the regular 52 by 36-inch size table. Printed play instructions for the hazard hole game are sent out with each production model.

The regulation two-hole Pin-Pool models are available in three models: without lights; with light-up bumpers, and with neon lights under the side rails.

11,610 Licensed
Continued from page 96

games and the number of jukes licensed was not available, but this figure will be available in 1956, according to the office.

It is interesting to note that approximately only 274 licenses out of the total 11,610 were issued in the final month of the year. This reflects the hesitancy of the city's operators to move new equipment into locations at the end of the year.

Operators moving in new equipment in the final months of the year have to pay the same machine license fee that they would pay for a full 12-months' use of the license if purchased in January of the year.

The office also reported licensing 9,189 taverns for the six-month period from May 1 to October 31.

RIFLE GALLERIES

Genco Deluxe Big Top, NEW \$595.00
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UNITED MARS 295.00
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For the facts of life about cancer, call the American Cancer Society office nearest you or write to "Cancer" in care of your local Post Office.

American Cancer Society

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Clip this ad, marking your bona fide offer at the right. Equipment will be shipped to the highest bidder. We reserve the right to return deposits to unsuccessful bidders.

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2	Bright Lights	_____
1	Coney Island	_____
1	Dude Ranch	_____
1	Frolic	_____
6	Palm Beach	_____
7	Stop Lite	_____
2	Yacht Club	_____
GENCO		
5	Champion Baseball	_____
2	Golden Nugget	_____
GOTTLIEB		
2	Chinatown	_____
1	Guys & Dolls	_____
1	Rose Bowl	_____
UNITED		
1	ABC	_____
3	Cabana	_____
1	Stars	_____
2	Tropics	_____
WILLIAMS		
1	Army & Navy	_____
1	Big Ben	_____
1	C. O. D.	_____
1	Fairway	_____
3	Four Corners	_____
2	Gun Club	_____
3	Hay Burner	_____
1	Quarterback	_____
1	Scream	_____
2	Skyway	_____
1	Star Pool	_____
1	Times Square	_____
3	Twenty Grand	_____
1	King of Swat	_____
1	Three Deuces	_____

ARCADE EQUIPMENT

2	Auto Photo	_____
2	Big League Baseball	_____
2	Dale Gun (Exhibit)	_____
1	Coon Hunt (Seeburg)	_____
1	Drivemobile	_____
1	Midget Movies	_____
1	Pistol Target Skill	_____
8	Rifle Gallery	_____
4	Safari	_____
2	Shooting Gallery	_____
1	Sky Gunner	_____
1	Sky Fighter	_____
1	Sky Rocket	_____
1	Spark Plug	_____
1	Sportland (Exhibit)	_____
2	Star Series	_____
1	Super Home Run	_____
1	Ten Strike	_____
1	Treasure Cove	_____
1	Wild West Shooting Gallery	_____

MUSIC

AMI		
7	Model A (46)	_____
1	Model B (48)	_____
3	Model C-50	_____
2	Model D-40 (51)	_____
1	Model E-80	_____
2	Model E-120 (53)	_____
1	Model F-120	_____

ROCK-OLA

1	1422	_____
1	1428 (48)	_____
1	1432	_____
1	1434 Fireball	_____

SEEBURG

3	46	_____
1	47	_____

WURLITZER

2	1015 (46)	_____
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2	1250 (50)	_____
1	1500 (52)	_____
1	1700	_____

SHUFFLE ALLEYS

3	Blinker Bowler	_____
1	Bull's-Eye Bowler	_____
4	Cascade Shuffle Alley	_____
1	Clover Shuffle Alley	_____
3	Cribs Cross Bowler	_____
3	Cribs Cross Target, Regular	_____
4	Crown Bowler	_____
2	Deluxe Bowler	_____
1	Flash Bowler	_____
1	Holiday Match Bowler	_____
4	Hollywood	_____
1	Jet Bowler	_____
1	Mainliner	_____
4	Shuffle Pool	_____
1	Starlite Bowler	_____
2	Super Match Bowler	_____
6	Super 6 Shuffle Alley	_____
1	Targette Deluxe	_____
1	Team Bowler	_____
4	10th Frame Bowler	_____
1	10th Frame Special	_____
3	Triple Strike Bowler	_____

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Would Organize Repairmen

Continued from page 96

from a number of States and that the union is about to approve "three or four" of these. Testo said that he would disclose the location of the new affiliates upon final action by the union's board of directors.

NLRB Okay

Testo, who is also a vice-president of the Lake County Central Labor Union, the governing body of the A.F.L. affiliates in northern Indiana's industrial region, claims that the coin repairmen's union is registered with the National Labor Relations Board and that it is in full compliance with legal requirements.

Records in the office of the Indiana secretary of State show that the charter was issued to the union September 4, 1951, and that its purposes of organization, as set forth in the Articles of Incorporation, are:

Purposes

1. To act as a national union, an institution in the State of Indiana and in all other States of the United States of America for the welfare of all mechanics who are engaged in operating, servicing and repairing automatic equipped coin machines.

2. To divide the United States into districts and to organize, license and charter subordinate local unions in accordance with the law in each State of the United States.

3. To act as a supreme national union for the welfare of all mechanics, operators, repairmen and servicemen of automatic equipment and coin machines.

4. To act as bargaining representatives and agents for all licensed local unions, who have been granted charter by this national union in accordance with the by-laws and constitution of this national union.

Elect Delegates

Also stipulated in the charter is that each local will have the power to elect a delegate to the convention of the national union and that the affairs of the national union would be conducted by a Board of Directors elected by the delegates of each local union.

Local No. 1 of the union won a

United's Caravan

Continued from page 96

able to be rotated for better chances at in-line scores.

The player can rotate the numbers before shooting his fourth or fifth ball, as directed by light-up panels on the backglass. Numbers are rotated by pressing a button on the cabinet.

The player can select any of five different numbers for in-line play build-up. In-line scores can be made vertically and horizontally as well as diagonally. Crossed red arrows point out possible diagonal score combinations.

Another feature is an "eight balls next game" panel. Each time the player drops a ball into a hole at the bottom of the playfield, light-up arrows advance toward the eight-ball feature on the backglass.

The name of the game, Caravan, is spelled out letter by letter on the backglass by making roll-overs on the playfield.

Red diagonal numbers 3-in-line score 4-in-line, 4-in-line score 5-in-line. Up to three extra balls can be gained, and player can get extra balls without depositing added coins thru the light-up arrow feature.

'MODEL' COIN GAMES LAW?

NEW YORK, Jan. 21. — What may be a basis for establishing a "model law" regarding operation of coin-operated amusement games in every State of the union has begun here.

A private examination of all the laws in every State that pertain to amusement games is under way. Included in the survey are to be the various court decisions handed down in all the States.

\$40-a-month increase in pay last week under the terms of an agreement reached with the Automatic Equipment and Coin Machine Owners' Association.

Other provisions of the contract which will apply to all of populous, industrial Lake County call for two-week paid vacations and \$10 weekly increases as minimums in expenses incurred by employees.

Effective January 1, the agreement culminated 60 days of negotiations between the Union and the Association.

Lake County, which adjoins Chicago, contains such teeming centers of industry as Gary, Hammond, East Chicago and Whiting. According to the 1950 census, it has a population of 365,000.

Participating in the negotiations as representatives of the Association were Boyd C. Lukens, president of the Indiana Automatic Music Corporation, East Chicago; Victor H. Ostergren, president of the Victor Novelty Company, Gary; John P. LeGette, president of the Dunes Music and Vending Company, Gary; Andrew Brexa, Midwest Automatic Music and Vending Company, East Chicago; Frank Witecki Sr., Wite Distributing Company, Gary; Sam Gray, General Music Company, East Chicago; Silvio Massa, M. & M. Music Company, Hammond, and Matt Pohl, Blue Bird Music Service Company, Hammond.

Representing the Union were William H. Hershey, Charles E. Bevan, Joseph P. Foley, Myrtle Ensweller, Robert E. Clark and John Zelia.

The new contract will expire December 31, 1957.

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GAY TIME.....	350.00	FROLICS.....	90.00
VARIETY.....	210.00	YACHT CLUB.....	75.00
GAYETY.....	215.00	PALM BEACH.....	60.00
ICE FROLICS.....	130.00	BRIGHT LIGHTS.....	60.00
SURF CLUB.....	125.00	ATLANTIC CITY.....	60.00
HI-FI.....	140.00	CONY ISLAND.....	45.00
DUDE RANCH.....	115.00	SPOT LIGHT.....	40.00

New Bally Pool Tables available with or without lights. All games very clean and ready for location.

1/3 Deposit

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Wms. Deluxe Bank Pool
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Wms. Senior Deluxe Bank Pool
Genco King Size Pool

ELECTRIC

United High Score Pool
Williams Score Pool

SHUFFLE GAMES

UNITED

SPECIAL TOP NOTCH	WRITE
Super Bonus, High Score	\$395
Venus, High Score	325
Clipper, High Score	325
Lightning, High Score	295
Comet, Match Score	275
Comet, High Score	245
Banner, Match Score	265
Mercury, Match Score	245
Ace, Match Score	235
Mars, High Score	245
Speedy, High Score	235

Leader, Match Score	\$175
Team, Match Score	165
League, High Score	165
Chief, High Score	145
Imperial, Match Score	145
Royal, High Score	125

Cribs Cross	\$225
Starlite	195
Super Frame	175
Hi-Speed, Triple Score	145

CHICAGO COIN

BLINKER	WRITE
BULL'S-EYE	WRITE
Hollywood	\$375
Holiday	325
Bonus Score	345

UNITED	Olympic, High Score	\$ 95
	Cascade, High Score	85

BALLY	Magic	\$325
	Mystic	295
	Victory	225

BINGOS

UNITED

Triple Play	\$395
Nevada	175
Rio	125
Havana	125
Tahiti	125

BALLY

Gayety	\$275
Variety	275
Hi-Fi	165
Surf Club	165
Ice Follies	165

BALLY

Palm Springs	\$165
Dude Ranch	145
Beach Club	135
Yacht Club	95
Palm Beach	95
Bright Lights	95

5 BALLS

GOTTLIEB

Flying High	\$ 95.00
Grand Siam	110.00
Quartet	110.00
4 Corners	90.00
Chinatown	85.00
Guys-Dolls	110.00
Skill Pool	110.00
Gold Star	185.00
Queen of Hearts	100.00

Dragonette	\$175.00
Hit 'n' Run	75.00
Quintette	110.00
Jockey Club	160.00
Poker Face	125.00
Pin Wheel	125.00
Crossroad	75.00
Twin Bill	195.00

TIM-BUC-TU

Big Ben	\$165.00
Hayburners	85.00
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Grand Champion	125.00
Lazy Q	125.00
20 Grand	85.00
Times Square	89.50

WILLIAMS

Fairway	\$ 90.00
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C.O.D.	115.00
Disc Jockey	85.00
Scream	135.00
Thunderbird	135.00
Cue Tee	125.00

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HF 100R	\$845
HF 100G	735
M100W	735

AMI

M100C	\$610
M100B	495
M100A	295
E120	\$525
D80	375
D40	265

Empire COIN MACHINE EXCHANGE

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New York Dime Play Forum

• Continued from page 84

the largest and richest operator group in the nation, its members can learn a thing or two from their country cousins when it comes to dime play.

He told how Connecticut operators had tried dime minimum (two selections) and then went back to 5-cent play. With the dime minimum, he said, the machines took in no more money, but the players complained.

Westchester Example

When the Connecticut operators learned of the dime play drive of the Westchester Operators' Guild, he said, they decided they would give it a whirl. Customers, collectors and mechanics were told of the move in advance, and loca-

tion owners were told the reasons for the conversions and the benefits which would accrue to them.

Since the conversion, he said, play has been off 25 per cent and revenue up 25 per cent. The result, he added, has been fewer service calls for greater dollar volume.

Al Denver, head of the Music Operators of New York, said the city was 50 per cent converted to dime play. According to Denver, there are 11,000 juke boxes in the city.

ASCAP Bill

Denver also discussed the pending ASCAP bill, warning the operators that the Society will offer a moderate performance rights scale to get its foot in the door, then pyramid the scale.

Aaron Sternfield, reporter for The Billboard, told the operators that they were undoubtedly aware of successes of dime play in other areas, and that the upgrading of equipment, use of EP's for the transition, and the economic need

for dime play were already familiar refrains.

Guests included Carl Pavesi, Seymour Pollak and Max Klein, Westchester Operators' Guild; Lou and Bernie Boorstein, Leslie Distributors; Rudy Leitgeb, Tri-County Music Association, New Jersey; Harry Berger, West Side Distributors; Ed Burg, Runyon Operating Division; Art Silbert, Standard Factors; Sam Bushnell, Conditional Sales Credit Corporation; Joe Fishman, R&Y Novelties, Newark, N. J.; Dick Steinberg, Sam Waldor and Cleo Rosazza, Music Guild of New Jersey; Jack Wilson, Orange County Music Operators' Association, and Tom Gobel, Mrs. Gertrude Browne and William McCarthy, New York State Operators' Guild.

PITTSBURGH, Jan. 21.—Pepsi-Cola Metropolitan Bottling Company announced it is planning to build a \$1,000,000 plant and warehouse on property now occupied by Shakespeare School in East Liberty. The firm recently purchased the property for \$125,000 from the Pittsburgh Board of Education. The sale must be approved by the courts.

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors
2029 Prospect Ave., Cleveland, Ohio
To. 1-6715
Write for prices.

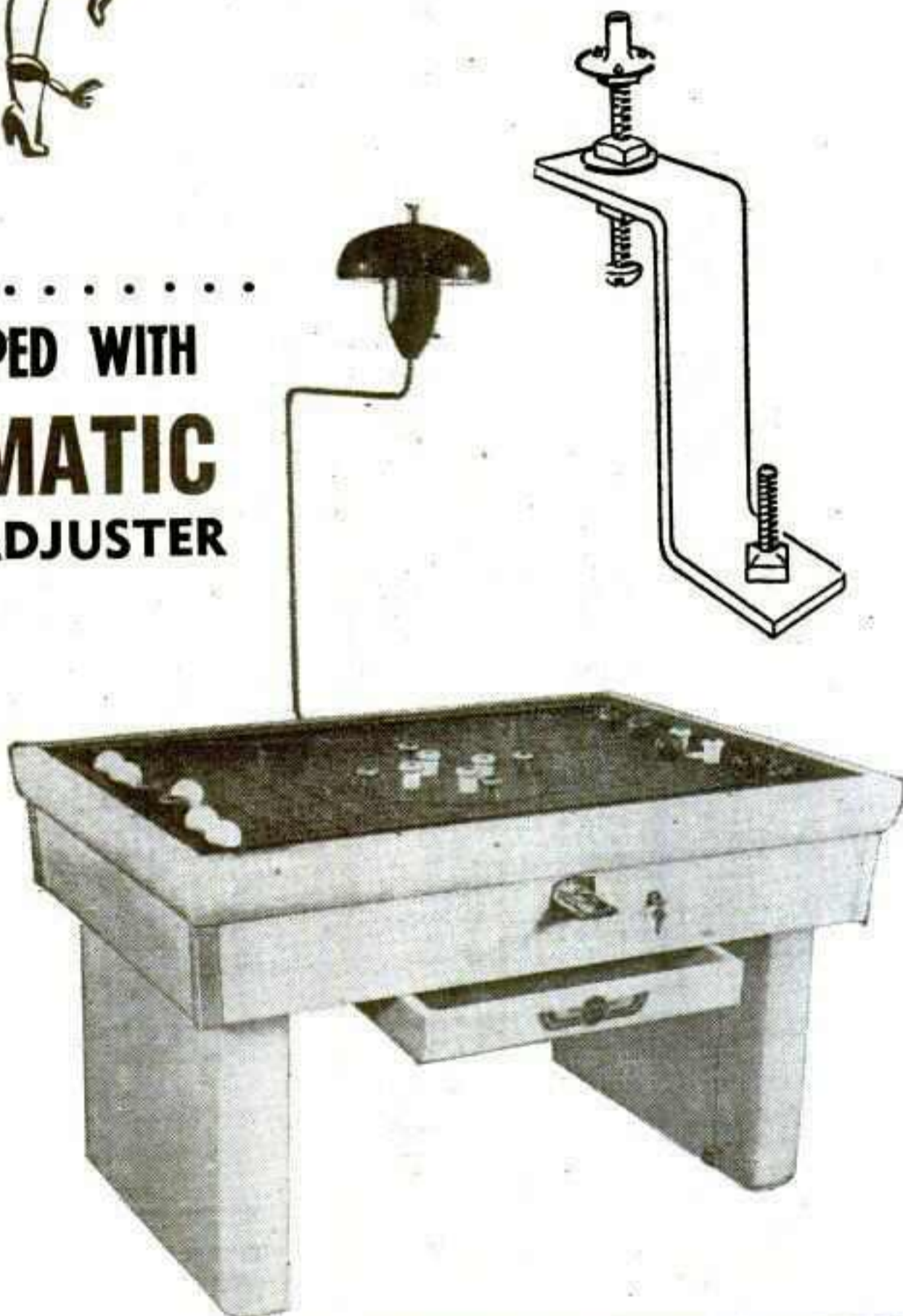
VALLEY'S BUMPER POOL

IS STILL LEADING THE PARADE

"ASK THE MAN WHO OPERATES POOL GAMES"



NOW
EQUIPPED WITH
CLIMATIC TOP ADJUSTER



VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH.
PHONES 8587 or 8588

25 USED BUMPER POOL TABLES

WRITE OR CALL FOR PRICE
NEW VALLEY BUMPER POOL IN STOCK FOR IMMEDIATE DELIVERY
WRITE OR CALL FOR PRICE
5 MAGIC BOWLERS . . . \$300.00 each.

COIN MACHINE SERVICE, INC.

422 WILSON ST., SANTA ROSA, CALIF. TELEPHONE: SANTA ROSA 3713
SANTA ROSA 1498

BETTER PHONOGRAPH SPECIALS—BUY SHAFFER

SEEBURG		WURLITZER	
M100-C	\$595.00	1500	\$225.00
M100-B	475.00	1400	175.00
M100-A	250.00	1100	95.00
AMI		ROCK-OLA	
F-120	\$695.00	1448	WRITE
Model C	100.00	120 Selection	
Model A	75.00	Wall Box	\$39.50

Completely Reconditioned and Ready for Location
SEND TODAY FOR ILLUSTRATED CATALOG

Shaffer Music Co.

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO
849 N. High St.
AXminster 4-4614

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1200 Walnut St.
MAIN 1-6310

INDIANAPOLIS, IND.
1327 Capitol Ave.
MElrose 4-3571

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GUARANTEED PERFECT CONDITION!
! POOL TABLES • ALL MAKES! !
ONLY \$155 EACH

IMMEDIATE DELIVERY!

ARCADE EQUIPMENT

Williams KING OF SWAY	\$345
Williams POLAR HUNT	375
United CARNIVAL GUN	245
Chi Coin SUPER HOME RUN	230
Chi Coin HOME RUN	195
Genco RIFLE GALLERY	175
Genco 2-PLAYER BASKETBALL	245
Exhibit SHOOTING GALLERY	150
Williams SIDEWALK ENGINEER	WRITE

SHUFFLE GAMES

BLINKER	\$435
HOLLYWOOD	350
HOLIDAY	275
CAPITOL	375
CLIPPER	345
LIGHTNING	325
DLX. VENUS	275
DLX. COMET	225
DLX. TARGETTE	195

BINGO GAMES

GAYTIME	\$375	STARLET	WRITE
GAYETY	235	PIXIES	\$475
BIG TIME	395	TRIPLE PLAY	345
VARIETY	250	TROPICANA	175
SURF CLUB	140	NEVADA	125
ICE FROLICS	145	HAWAII	110
PALM SPRINGS	145	TROPICS	75
H-FI	135	CABANA	65
DUDE RANCH	150	LEADER	45
FROLICS	95	STARS	45

LATE 5-BALLS

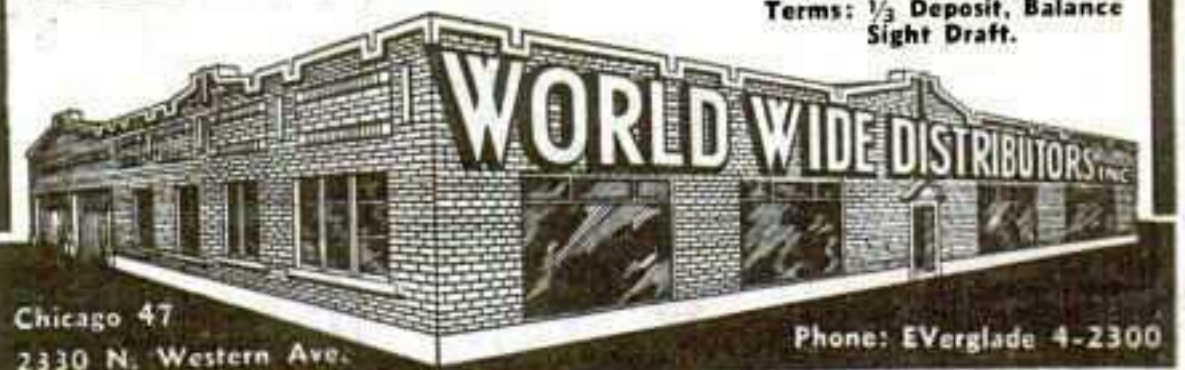
WISHING WELL	\$235	PETER PAN	\$175
SOUTHERN BELLE	210	STAR POOL	145
STAGECOACH	165	BIG BEN	110
LADY LUCK	150	THUNDERBIRD	110
GOLD STAR	145	DEALER	85
HAWAIIAN BEAUTY	125	SCREAMO	110
JOCKEY CLUB	120	DISK JOCKEY	75
PINWHEEL	95	SEA JOCKEY	45
GRAND SLAM	75	JALOPLY	45

REDUCTIONS TO QUANTITY PURCHASERS!

SPECIALS!

AUTHENTIC BRUNSWICK-BALKE POOL BALLS	PACKAGE DEAL!
PER SET, Only \$19.50	2 Dix. 48" Cue Sticks } \$30 VALUE
	2 Red Balls } ONLY \$19.95
	2 White Balls } \$19.95
	1 Cue Repair Kit } \$19.95
	2 Boxes Chalk } \$19.95

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
2330 N. Western Ave.

Phone: EVerglade 4-2300

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

F. A. B. SPECIALS

PHONOGRAPHS		WALL BOXES	
WURLITZER Model 1500	\$295.00	3025	\$12.50
WURLITZER Model 1500A	395.00	3045	12.50
WURLITZER Model 1015	75.00	USED	
AMI Model "A"	99.50	3025	7.50
AMI Model E-40	12.50	3020	7.50
SEEBURG Model 46M	48.00	3045	7.50
SEEBURG Model 47M	50.00	4851	35.00
SEEBURG Model 48M	75.00	3020 Conv. to 48 Sel.	17.50
SPEAKERS		USED	
NEW		5100	\$22.50
4007	\$25.00	5110	22.50

MAKE A CLEAN DEAL WITH F. A. B.
F. A. B. DISTRIBUTING CO., INC.
 DISTRIBUTORS FOR WURLITZER, CHICAGO COIN AND WILLIAMS
 1019 Baronne Street New Orleans, Louisiana CANal 8123

D. F. Norton, Nestle Head, Dies in Colo.

WHITE PLAINS, N. Y., Jan. 21.—Funeral rites for Daniel Field Norton, 61, board chairman of the Nestle Company, Inc., were held Tuesday (17) in Colorado Springs, Colo. Mr. Norton died Saturday (14). He had been in ill health for the past four months.

SPECIALS

BALLY: MIAMI BEACHES, \$369.50; GAY TIMES, \$274.50; VARIETIES, \$245.00; BIG TIMES, \$355.00; GAYETIES, \$219.50. UNITED: PIXIES, \$450.00; TRIPLE PLAYS, \$265.00; SINGAPORES, \$125.00. WILLIAMS: BAND WAGON (large 4-Player Deluxe Game), \$299.50; CIRCUS WAGON (large 2-Player Deluxe Game), \$199.50.

NEW ORLEANS NOVELTY CO.

115 MAGAZINE STREET Tel.: CANal 5306 NEW ORLEANS, LOUISIANA

BALLY

Exclusive Distributor For

ROCK-OLA

SHUFFLE ALLEYS

Bally Gold Medal	\$400.00
Bally Jet Bowler	300.00
Bally Magic Bowler	350.00
Bally Champion	225.00
Chi. Coin Starlite	195.00
Chicago Coin Bull's-Eye Bowler	Write
Keeney Century	225.00
Keeney Pacemaker	85.00
Keeney Bonus	125.00
Keeney Bikini	150.00
United Rainbow	195.00
United Cascade	85.00
United Clover	75.00
United Imperial Bowler	175.00
United 6 Play Star	45.00
Un. Deluxe Comet Targette	275.00

ARCADE

Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write
Chi. Coin Super Hume Run, 6 Pl.	\$249.50
Genco Quarterback	Write
Genco Champion Baseball	395.00
4 Bally Space Ships (extra clean)	325.00
2 Bally Speed Boats (extra clean)	325.00

PINBALLS

Bally Broadway	Write
Miami Beach	\$495.00
Bally Beach Beauty	Write
Gaytime	345.00
Gayety	245.00
Palm Springs	145.00
Beach Club	125.00
Yacht Club	95.00
Hi-Fi	145.00
Surf Clubs	175.00
Ice Frolic	145.00
Bright Lights	65.00
Bright Spot	95.00
Coney Island	85.00
Dude Ranch	145.00

WHILE THEY LAST—LIKE NEW

5 Chi. Coin Criss Cross Target	\$175.00
MUSIC	
Rock-Ola 1448 Hi-Fi, 120 Select.	Write
Rock-Ola 1446 Hi-Fi, 120 Select.	\$725.00
Rock-Ola 1438 Comet, 120 Select.	499.50
Rock-Ola 1428 Magi-Glo	49.50

POOL TABLES

Now Delivering Bally Pin Pool.	Write
Genco Tournament Pool	Write
Chi. Coin Champion	Write
Chi. Coin Automatic	Write
Genco King Size	Write

Calderon

Distributing, Inc.

450 Massachusetts Ave.
 Indianapolis, Indiana
 MEIrose 4-8468

"FIRST"—Your No. 1 DISTRIBUTOR FOR POOL GAMES

1st with the Latest! 1st in Service!



REGULAR and KING SIZE

EXHIBIT DE LUXE "84"

SKILL POOL

1st IN EVERY RESPECT! By Exhibit—First National Factory to Introduce Pool Games!

1st



CHICAGO COIN

CHAMPION POOL

1st to Introduce Thrilling 3-Hole Play —Plastic Bumpers. 1st in Earning Power!

1st

CHICAGO COIN'S AMAZING HOOLIGAN

BE FIRST WITH THE FINEST! By Chicago Coin, 1st to Make Automatic Scoring Pool Game!

TARGET GUNS

First-Conditioned

EXHIBIT

500	\$295
SPORTLAND	225
SHOOTING GAL- LERY	175
SIX SHOOTER	95
DALE GUN	65

GENCO

SKY ROCKY	\$365
RIFLE GALLERY	195
INVADER	125
SKY GUNNER	125

UNITED

DELUXE BONUS	275
DEL. CARNIVAL	245

SHUFFLE GAMES

CHICAGO COIN *Indicates Match Game

* BLINKER	WRITE
* BULLS EYE	WRITE
* HOLLYWOOD	WRITE
* HOLIDAY	WRITE
* ARROW	\$365
* BONUS SCORE	385
* TRIPLE STRIKE	345
* THUNDERBOLT	325
* PLAYTIME	295
* FEATURE	255
* STARLIGHT	210
* SUPER FRAME	195
* CRISS CROSS TARGET	165
* ADVANCE	165
* GOLD CUP	135
* TRIPLE SCORE	95
* DOUBLE SCORE	85
* CROWN	85
* 10th Frame, 6 PLAYER	85
* NAME BOWLER	55

UNITED

* DELUXE CAPITOL	\$395
* DELUXE CLIPPER	345
* DELUXE MARS	295
* BANNER	245
* LEADER	225
* LEAGUE	185
* CHIEF	185
* ROYAL	140
* CLASSIC	95
* OLYMPIC	85

KEENEY

* BIKINI	\$195
* DIAMOND	185
* BONUS	165
* PACEMAKER	115
* DOMINO	85
* CARNIVAL	65
* CLUB 10-PLAYER	50
* 4-PLAYER	45

ZIPPERS ARE OPENING

NEW LOCATIONS FOR ALERT OPERATORS AT SMALLEST INVESTMENT IN COIN MACHINE HISTORY! BINKY ZIPPER has 3 Great Play Principles: 1—Bingo Scoring 2—High Score 3—Steeple Chase (Zip-Zap Ball Action) Universal Coin Play with 1c, 5c, 10c or 25c Operation. **BRAND NEW Orig. \$79.50 Now—only \$25**

FIRST

COIN MACHINE EXCHANGE, INC.

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Joe Kline & Wally Finke • Dickens 2-0500



• Net Profits BIGGER THAN EVER ...

with **GOTTLIEB'S 2 Player**

Gladiator

HIGH STYLED DISTINCTION

"New Look"

STURDY

APPEAL

TWO DOUBLE BONUS FEATURES

2 Targets, 2 Bumpers, 4 Rollovers Advance Bonuses

High Score over One Thousand

Double Number Match Feature

4-Lightup Pop Bumpers for terrific Scoring action

Adjustable 3 or 5 Ball play

Available with Twin Chutes — 10c - 3 for 25c

SEE **Gladiator** AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

Amusement Pinballs as American as Baseball and Hot Dogs!

YOU GET MORE—YOU MAKE MORE WITH DAVIS 6-POINT GUARANTEED EQUIPMENT

You'll be going 10c Play in '56—so you should **write, wire or phone us collect.** We are ready at anytime to discuss your needs **and able** to supply your conversion wants with location ready 45 R.P.M. phonographs... available pre-set for 10c play.

SEEBURG	
M100B	\$465
M100BL	489
M100C	589

AMI	
D-40	\$225
D-80	319
E-120	439
G-120	Write

WURLITZER	
1400-1450	\$250
1500-1550	295
1600-1650	375
1500AF, New	Write

ROCK-OLA	
1434	\$225
1436 Fireball 120	259
1438	439
1448	Write

ALSO many other late model phonographs

Private Western Union Wire

1/3 Dep. Required

Cable Address: "DAVDIS"



Your American Red Cross Is Always There After Disaster Strikes

POOL GAMES

GENCO	CHICAGO COIN	EXHIBIT
DELUXE TOURNAMENT	HOOLIGAN	DELUXE "84"
DELUXE KING SIZE	CHAMPION	KING SIZE

ARCADES

Genco Super Big Top (New)	Write
Genco Quarterback (New)	Write
Exhibit Treasure Cove Gun	\$495.00
Genco Sky Rocket	45.00
Rally Big Inning	85.00
Chi Coin 6-Player Home Run	200.00
Chi Coin 6-Player Super Home Run	200.00
Kiddie Whiz (New)	325.00
Shawwalk Engineer	Write
Muto. Voice-o-Graph	495.00
Chi Coin 4-Player Derby	175.00
Sky Gunner	150.00
Bear Gun	125.00
Coon Hunt	195.00
Chi Coin Basketball Champ	195.00
Exhibit Shot Basketball (Used)	295.00
Chicago Coin Gealer	on on
Standard Metal Typewriter (Used)	295.00
Standard Metal Typewriter (New)	Write
Chi Coin Pistol	50.00
Exhibit Gun Patrol	95.00
Exhibit Six Shooter	95.00
Chi Coin Big League Bull's-Eye Baseball	195.00
Exhibit Big Bronco	350.00
Exhibit Shooting Gallery	150.00
United Carnival Gun	275.00
United Bonus Gun	295.00
Genco 2-Player Basketball	185.00
ABT Rifle Range With Compressor	Write
Exhibit Vacuum Card Vendor (New)	Write
Super Jet	395.00
Round the World Trainer	Write
Kirk Astrology Scale	74.50

MUSIC

AMI F-120	\$495.00
Rock-Ola 1438 Comet	445.00
M100A Seeburg	245.00
Rock-Ola 120	25.00
Rock-Ola 120 Wallbox Model 1544	50.00
Wurlitzer 1015	65.00
Chi Coin Band Box	150.00

VENDORS

Shipman 3-Column Stamp	\$ 19.95
Shipman 2-Column	15.95
PX 12-Column Cigarette (New)	225.00
Silver King Hot Nut	9.00
National 918 Candy Vendor	95.00
Mercury 9-Column Cig. (Like New)	150.00
Keeney Coffee Vendor (New)	425.00
Acorn Capsule (New)	15.00
Atlas Capsule (New)	12.50

1/3 Deposit With Order, Balance C.O.D. or Sight Draft

Alkono Cracker Vendor	\$ 27.50
Acorn Charm Vendor	12.50
PX Cookie Vendor	27.50
Continental Changer	86.00
Rowe Penny Inserter Elect. (New)	Write
Silver King Ball Gum	7.50
Acorn 16 (New)	14.95
Victory Stamp	7.95
Stoner 9-Column Cigarette (New)	Write
Keeney Electric Cigarette	85.00
Eastern Electric Cigarette, Blonde	125.00
Shinemaster	100.00
Pop Sex Popcorn	69.50
Rock-Ola Lo Boy Scale	49.50

CHICAGO COIN BOWLERS

Score-a-Line (New)	Write
Hollywood	\$375.00
Bonus Score	350.00
Triple Strike	295.00
Fireball	260.00
Flash	195.00
Feature Frame	160.00
Super Frame	145.00
Advance	125.00
Triple Score	75.00
Double Score	60.00
Super Match	50.00
Name	50.00
Cross Cross Target (Like New)	175.00
Bowl-a-Ball	95.00

UNITED BOWLERS

Clippers	\$295.00
Lightning	260.00
Speedy	195.00
Ace	175.00
Rainbow	150.00
League	135.00
Chiefs	135.00
Royals	115.00
Olympic	75.00
Cascade	60.00

BINGOS

Gaytime	\$425.00
Gayety	295.00
Variety	295.00
Yacht Club	90.00
Beauty	105.00
Bright Spot	85.00
Palm Beach	85.00
Hawaii	110.00
Genco Jumping Jack	75.00
Genco Golden Nugget	85.00
Beach Club	110.00

The House of Quality

MONROE

coin machine exchange inc.

DIRECT FACTORY DISTRIBUTORS OF ALL TYPE COIN OPERATED MACHINES

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

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SAY YOU SAW IT IN THE BILLBOARD!

Gottlieb Proudly Presents ...

SPOT POOL

THE ARISTOCRAT OF POOL TABLES

BUY THE BEST... WE DO...



"There is no substitute for quality"

GENUINE BRUNSWICK-BALKE-COLLENDER ACCESSORIES
WITH ALL THE FEATURES AND EXTRAS

- | | |
|--|---|
| Hinged top and front door. | Distinctive cabinet built by craftsmen. |
| Durable mechanism for minimum maintenance. | Optional lighting accessory. |
| Metal ball tracks and quiet reset. | Colorful bumper protectors. |
| Cross-lined playfield. | Precision dimensions for accurate play. |
| Genuine Billiard components. | Inlaid rail markers. |

AT YOUR DISTRIBUTOR
NOW!

1927-1956
29 Years of Leadership!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

FOR A STEADY INCOME

OPERATE
100% LEGAL

STANDARD METAL TYPER

NEW & USED

High quality, straight discs, packed 100 to a roll.

Complete line of parts.

WRITE FOR PRICES




STANDARD METAL TYPER CO.
1318 N. Western Chicago 22, Ill.

Chi Coin Appoints Redd Distributor For New England

ALLSTON, Mass., Jan. 21. — Redd Distributing Company, 298 Lincoln Street, was appointed this week as distributor for Chicago Coin Machine Company in the New England area.


Si Redd, head of the distributing firm, has a complete stock of Chicago Coin games now on the market, including the latest shuffle bowling games and pool models.

Redd will act as distributor throughout New England, with the exception of Connecticut, according to Ed Levin, Chicago Coin director of sales.



HOW TO TURN A DEAD SPACE

INTO A LIVELY GAME AREA



Exclusive Distributors for
AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

ARCADE EQUIPMENT	
Goalee (Chicago Coin)	\$ 75.00
Pistol Pete (Chicago Coin)	39.50
Rifle Gallery	194.50
Shoot the Bear	89.50
Spark Plug	49.50
Super Jet	275.00

BALLY	
Atlantic City	\$ 45.00
Beauty	125.00
Big Times	395.00
Bright Lights	45.00
Yacht Club	50.00

GOTTLIEB	
Diamond Lil	\$179.00
Guys & Dolls	84.50
Hawaiian Beauty	149.50
Marble Queen	95.00
Pinwheel	109.50
Twin Bill	195.00
Wishing Well	245.00

WILLIAMS	
Colors (54)	\$169.50
Dealer	94.50
Fairway	69.50
Grand Champion	84.50
Gun Club	80.00
Hay Burner	49.50
Lazy Q	89.50
Peter Pan	199.50
Thunderbird	149.50
Times Square	64.50
Wonderland	194.50

GENCO	
Invader	\$119.50
Quarterback	Write

SHUFFLE GAMES	
Bonus Score Bowler	\$395.00
Keeney Carnival Bowler	45.00
Clover Shuffle Alley, 6 Player	49.50
Cross Cross Bowler	175.00
Cross Cross Target Deluxe	200.00
Chi Coin Double Score Bowler	49.50
Feature Frame	150.00
Cold Cup Bowler	75.00
Hi-Speed Triple	65.00
Holiday Match Bowler	295.00
Chicago Coin Hollywood	350.00
United League Bowler	150.00
Genco Match Pool	75.00
Chicago Coin Name Bowler	45.00
United Olympic Shuffle Alley	50.00
Keeney Pacemaker	50.00
Royal Shuffle Alley	125.00
Shuffle Alley 11th Frame	195.00
Genco Shuffle Pool	75.00
United Speedie	200.00
Starlite Bowler	175.00
Super Frame Bowler	150.00
Triple Score Bowler	75.00
Triple Strike Bowler	300.00
Venus Bowler	325.00

WANTED
4-PLAYER GENCO SKEE BALLS
CASH WAITING

Miller-Newmark distributing company
42 Fairbanks, N. W. Grand Rapids, Michigan GL 6-6807
5743 Grand River Avenue Detroit, Michigan TYler 82230 — 82231

WANTED FOR CASH


GOTTLIEB AND WILLIAMS PIN GAMES

GENCO, UNITED AND WILLIAMS GUNS

SEEBURG M100A's

CALL, WIRE OR WRITE TODAY

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

TAKE YOUR CHOICE OF THESE 2 GREAT

SKILL POOL

GAMES BY **EXHIBIT**



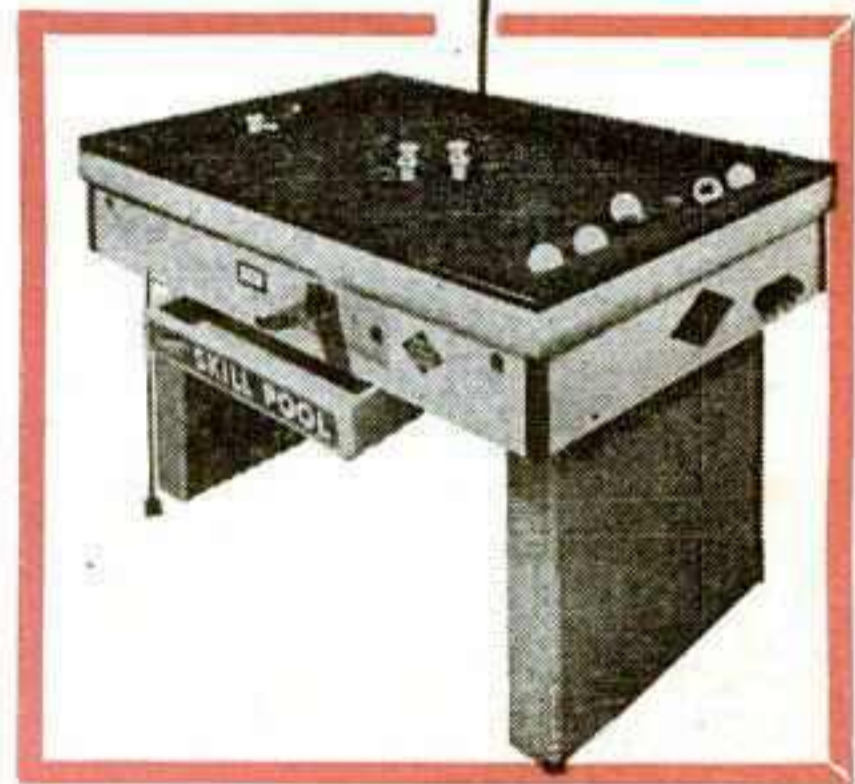
1 NEW KING SIZE DELUXE SKILL POOL

Requires only 13 1/2'x7' or 94 1/2 sq. ft. Longer playing field permits player to make many new straight and cushion shots.

2 SKILL POOL '84' DELUXE

Requires only 84 sq. ft. or 12'x7' for thrilling play in small areas.

- WHICHEVER YOU CHOOSE... YOU GET ALL THESE EXCEPTIONAL QUALITY FEATURES!
- OPTIONAL 3-SIDED PLAY!
 - OUT-OF-THE-WAY LIGHTING FIXTURE!
 - 3 BUILT-IN PLAYFIELD LEVELS!
 - HINGED TOP!
 - "STA-KLEEN" CHEAT PROOF SILENT BALL RUNS!
 - "10-BALLS-GUARANTEED-EVERY-TIME" BALL TROUGH!
 - HANDSOME DECORATED CABINET!
 - CIGARETTE HOLDERS ON TABLE!



- BUILT-IN OPERATOR SERVICE CARD FRAME!
- SEPARATE INSTRUCTION SHEETS FOR REGULAR AND 3-SIDED PLAY!

AVAILABLE FOR IMMEDIATE DELIVERY—CALL YOUR DISTRIBUTOR TODAY!

EXHIBIT SUPPLY COMPANY
Established 1901
4218 W. LAKE ST. CHICAGO
PHONE: VA 6-3100

SOUTHERN SPECIALS!

YACHT CLUB	\$ 85	HAWAII	\$110
MANHATTAN	275	RIO	90
NEVADA	150	TRIPLE PLAY	325

IMMEDIATE SHIPMENT

TROPICANA \$185
Order Today!

Write for Complete New List

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 120 W. North St., Indianapolis, Ind.

MUSIC IS OUR BUSINESS!

A.M.I. MODEL "A"	\$125
A.M.I. MODEL "B"	150
A.M.I. D-40	225
A.M.I. E-80	445
A.M.I. E-40	345
WURLITZER 1015	95
ROCK-OLA 1438 COMET (120)	545



RECONDITIONED — REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.

ATLAS MUSIC COMPANY

A Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

Chi Op Group

Continued from page 96

machines on location until the turn of the year.

Association officers, who were elected by the operators at an earlier meeting, stressed the importance of getting new members into the group, and the idea of every member having an equal vote in the organization. The motto of the group is "United Effort for Individual Security."

Program Planks

Planks in the program of the association, in addition to the move to obtain better licensing laws, follow:

1. Establishment of a proper public relations program.
2. Development of a better relationship between the membership.
3. A co-ordinated legal program to better secure individual members.
4. A Proper group insurance program.
5. The identification of amusement games of members on location thru registered emblems. (Emblems were distributed at the meeting.)

Officers of the group besides Greenberg, are Joe Stella, first vice-president; Billy Knapp, second vice-president; Dave Brodie, treasurer; Don Mitchell, secretary; Eddie Mihill, financial secretary, and Harry Salat, sergeant-at-arms.

Raynor, Chicago attorney, is also general counsel for the National Vendors' Association.

DICKSON SPECIALS

MUSIC	SHUFFLE GAMES
SEEBURG M-100-B, Refinished. \$475.00	UNITED CENTURY \$210.00
SEEBURG M-100-C 575.00	CRISS CROSS TARGET DELUXE. 225.00
SEEBURG HF-100-G 745.00	CHI COIN HOLLYWOOD..... 350.00
WURLITZER 1250 145.00	SHUFFLE ALLEY DELUXE, 11th Frame 250.00
WURLITZER 1400 225.00	CHI COIN STARLITE BOWLER. 200.00

DICKSON DISTRIBUTING CO.
631 California Ave. Oklahoma City, Okla. REgent 6 3691

Your Dollar Buys More at **NATIONAL**
... The House That Serves You Better!

The **ARISTOCRAT** of

POOL TABLES ...
GOTTLIEB'S
SPOT POOL

Immediate Shipment!
Replacement Accessories Available

RECONDITIONED
5-BALL GAMES

WISHING WELL	\$245
SWEET ADD-A-LINE	235
SOUTHERN BELLE	225
GYPSY QUEEN	200
SLUGGIN' CHAMP	195
TWIN BILL	185
STAGE COACH	165
LADY LUCK	155
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Capitol's Ride Production Up

NEW YORK, Jan. 21.—Sam Goldsmith, sales executive of Capitol Projectors, said the firm was currently running 25 per cent ahead of last year in kiddie ride sales. Capitol is producing three horse rides and a Midget Racer.

He added that part of the Capitol horse ride production has cast aluminum bodies replacing fibreglas. Cast aluminum, explained Goldsmith, holds up longer than fibreglas.

Goldsmith said the firm would announce two new rides by the end of February.

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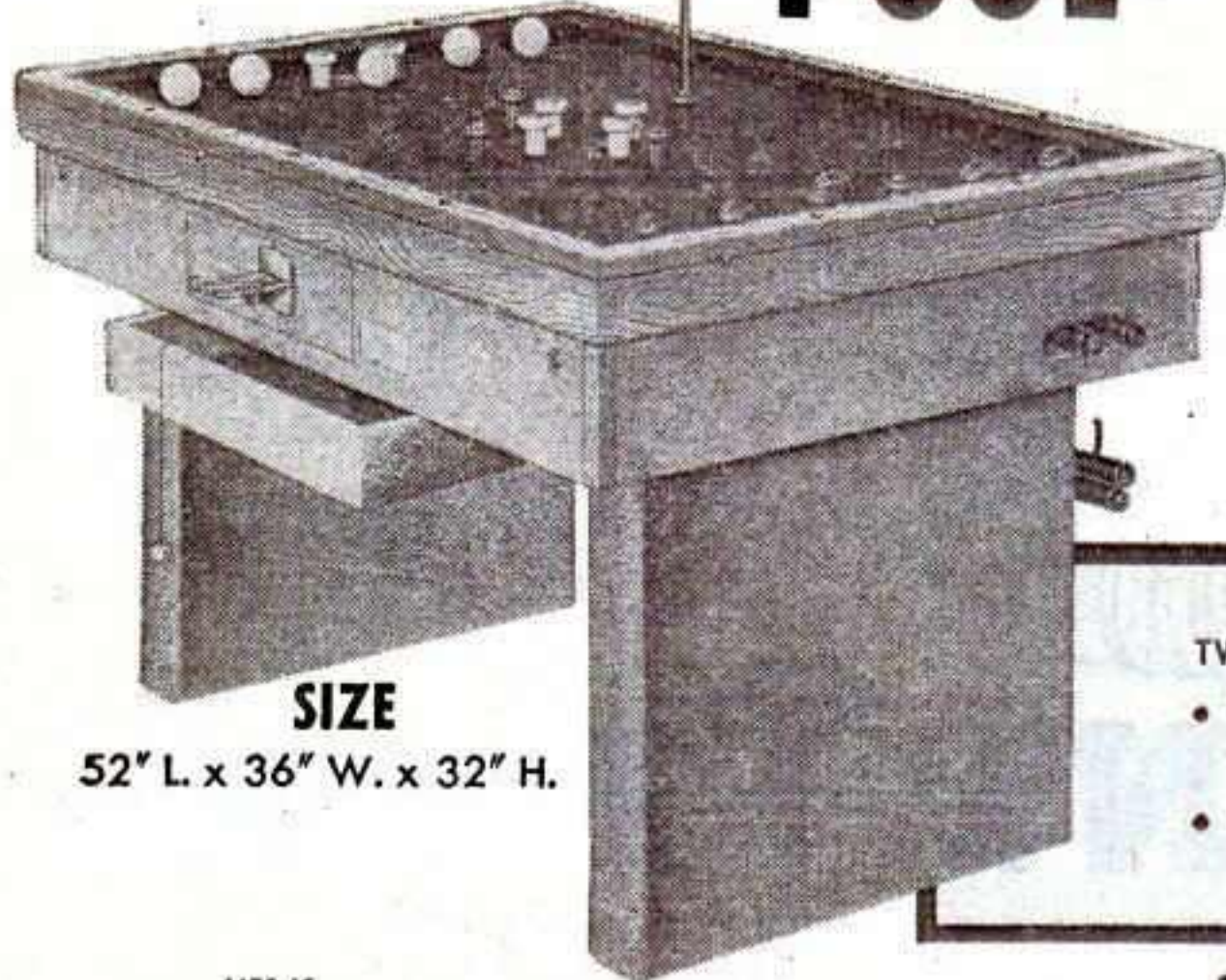
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SIXTY-SECOND YEAR

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Top Circus Power: So What's New?

It's Been 18 Years Since Business Has Had Super Attraction; Time's About Ripe

By TOM PARKINSON

CHICAGO, Jan. 21.—Time may be close at hand for the next super attraction to appear in circus business. There has been nothing of a really spectacular nature since the advent of Gargantua the Great.

That gorilla sparked one of the top promotion jobs in the business and became one of the high points among circus features. But that was 18 years ago.

It is fair to scan the horizon for the next big feature not only because they come along every several years but also because not a few of them have arrived in time of need. And circus business needs that kind of shot in the arm today.

There are successful acts of all usual kinds available now, and circuses can frame highly pleasing performances, of course. Similarly, there are name attractions that could be acquired, and in the past some of these have proved of value to circuses.

But neither of these comes in the class of a super attraction. To reach that peak, they must first draw cash customers to the ticket wagons. But in addition they must have more show power and novelty to them. In the big top business a Class A attraction is one with the capacity for adding new words to every-day language, one with the universal interest that makes it a household topic.

Ringling's Search

Lack of a bill-topper now doesn't mean showmen haven't tried. Only last season Ringling Bros. and Barnum & Bailey Circus, sensing need for new drawing power, sent an agent into the wilds for a huge African elephant that had been reported. It could have become another Jumbo, the big elephant was probably the best of all circus super-stars. But the 1955 version was killed by natives shortly before the Ringling agent arrived, according to the report.

In the same swing around the circuit the Ringling agent tried again to win approval of the French colonial office to bring the big-lipped Ubangi women back for another tour. No luck. Others, including the Royal American

Gov't Hoppy About Okapi

CHICAGO, Jan. 21.—Potential super feature for Ringling Bros. and Barnum & Bailey Circus officially is in limbo at Brookfield Zoo near here. It is an okapi, odd and rare animal from the Belgian Congo.

Show won permission from the Belgian government to buy it last winter and paid big money for it. But on its arrival in the U. S. last spring, Ringling learned the U. S. Department of Agriculture prohibits exhibition of an okapi except by a non-profit organization.

It was moved to Brookfield last summer after it had completed its time at the government's quarantine station. And there it stays, says Brookfield sources, until the U. S. and R-B can get together on a solution.

Shows, also have basked recently in the showman's dream of having the Ubangis under canvas once again.

It was the Ringling show and then its subsidiaries that exhibited the Ubangis starting in 1930. These oddities and the circus style promotion accorded them made the whole nation aware of people that would have remained unknown except for the circus. Altho the Ubangis are said by the Sunday supplement writers to have put a hex on the circus, show owners and press agents would give almost anything if they could have the platter-lips back again.

But while it is the French government that blocks the way on that project, acquiring super-special attractions generally is mostly luck. Good fortune must be paired with skillful exploitation and promotion to create a champion.

First Big Attraction?

When the first big attraction came on the scene is difficult to judge at this distance. Maybe the first couple of elephants displayed in this country created sufficient stir to qualify. Certain of the t lking clowns, who held a position comparable to big name TV and movie comedians in their time—and hired gag writers, too, may have been at that super stature.

Altho many thousands of Americans first saw air ships and balloons (1870's), electric lights (1879) and automobiles (1899) on circuses, these hardly measure up to the Jumbo class. Moreover, since scientific wonders of today are so much more complex and expensive

(Continued on page 76)

'CAESAR' LEADS HOST OF BIG 'SHOWCASES'

NEW YORK, Jan. 21.—George Bernard Shaw's "Caesar and Cleopatra" will be the February attraction of "Producers' Showcase" on NBC-TV. Claire Bloom will be the female lead. For the role of Caesar the packager, Showcase Productions, is understood to be considering Sir Laurence Olivier, Alec Guinness, Michael Redgrave or James Mason. The date will probably be Monday, February 27.

This is the one definite attraction booked to follow next Monday's (30) "Festival of Music," which will be produced by S. Hurok, hosted by Charles Laughton, and will feature a dozen top longhair artists.

But "Showcase" has many more irons in the fire. It is talking to Marlon Brando about a 90-minute production of "Golden Boy." That would probably air in the fall. For its March production "Showcase" is negotiating with Alex Segal, who is said to be interested in telecasting "The Dybbuk." For the spring, "Showcase" is planning an extravaganza about baseball. Also under consideration for the spring is an "International Festival," featuring leading performers from several different countries. This, it is understood, would be tied in with the United Nations somehow.

RCA Victor, co-sponsor of "Producers' Showcase," is reported to be putting up a heavy merchandising campaign on "Festival of Music" for its classical record sales. Some 10,000 posters have been printed for distribution to music stores.

A Dog's Life Should Happen to Me, Say Informed TV Actors

Star Canines Get Hefty Pay; Other Animals' Take-Home Is Plenty, Too

By BOB SPIELMAN and JACK SINGLER

NEW YORK, Jan. 21.—TV actors who feel they're often treated like dogs may have some justifiable cause for complaint. But those who know how some canines are treated in TV circles might well wish that it should only happen to them.

For a dog's life in TV is a happy one—at least it should be on the basis of monetary rewards. And that's true not only for dogs, but for horses and other animals as well.

Rin Tin Tin, for example, won't be heard howling about being treated like a dog for various reasons, not the least of which is the fact that the approximately \$500,000 he and his three predecessors have earned to date from their motion picture and TV film acting chores puts his family in the top income bracket among animal actors.

Similarly Lassie has earned close to \$370,000 in the past eight years, \$105,000 of which he—Lassie is a boy—earned his first season in TV. Indications are he'll earn a lot more this current season. The present Lassie, who is three years old, is the second one in the clan. The original Lassie, now retired, is 14 years old.

Tho only a horse, Fury, too, has much to be grateful for, despite the fact his \$39,000 salary for 39 films is much less than what his better known canine TV friends are getting.

For Fury, who's approaching middle age after having lived nine years, has already built up fame and fortune working under the name Black Beauty at a salary of \$500 per working day. That's not hay. Other horses, who are almost as well trained but not as well known, earn only \$350 per week for themselves and their trainers, but none of them kicks about it. An ordinary saddle horse in films earns \$7.50 per day.

Breaking into the big time in films for a neophyte animal actor is almost as difficult as it is for his human counterpart. A producer has to shell out a lot of money, sometimes \$50,000 or more, in pre-production expenses for a series. And before he does that for a show which stars an animal, he has to feel certain that the animal will be able to do the job well and with the dispatch necessitated by a tightly planned shooting schedule. Unlike human actors, who can be fairly easily replaced, top-trained animals of star caliber are few and far between.

Because of this, producers often place a "hold" on an animal that's in demand in order to make sure it will be available for filming. A well-trained horse, for instance, will be "held" for \$100 a day, which sometimes results in a horse earning more before appearing in a film than it does for working in it.

Most animals, except dogs, can be trained to do only a limited number of things, which requires that doubles and stand-ins be used in shooting an animal series. For instance, a gentle horse like Flicka just can't act tough. Therefore, another horse, who looks like Flicka but is more of a fighter, is used in those scenes that call for the horse to rear up, act like a wild stallion, etc.

A number of individuals have made a profitable business of training animals for an acting career. Thru ownership of such animals, several of them now own nice hunks of TV film shows. Lee Duncan, for instance, who owns Rin Tin Tin, owns a percentage of Screen Gems' "Rin Tin Tin" TV film series. He draws an annual

(Continued on page 3)

TV Caters to Animal Quirks

NEW YORK, Jan. 21.—Animal actors, like their human counterparts, are often temperamental. They have quirks that have to be catered to if the best work is to be obtained from them.

Lassie, for instance, likes raw meat. So, when he's working, Lassie gets fed raw meat. When he's not working, he's fed cooked meat.

One of the special quirks shared by practically all seals is that they literally are afraid of their own shadows. To combat this, for work on sets that are artificially lighted, seals undergo special training.

NEWS OF THE WEEK

"Super-Spectaculars"—Newest Program Idea of NBC's Weaver . . . NBC board chairman Sylvester (Pat) Weaver's latest programming brain child is super-spectaculars. The network exec is blueprinting seven of the big shows for 1957. . . . Page 2

Record Labels, Publishers Vie For Top Disks on Hot Tunes . . . Record manufacturers, music publishers scramble for the consumer dollar. With holiday season over, the fight for the definitive performance reaches a climax on "Mr. Wonderful," "Moritat," "The Little Child." In the packaged record field, Benny Goodman albums raise a tremendous stir. . . . Page 18

ABC, Warners Open Talks; Web Seeks Film Company's Features . . . The feature film TV pot continues to boil, with Warner Bros. the latest major motion picture company reported to be getting in the act. ABC and Warners have begun high level talks about the disposal of the film company's library of features to TV. . . . Page 8

New York's Rockaway Beach Area To Profit From Subway Extension . . . The greatest boom since the turn of the century is in the making for New York's Rockaway Beach section, with the announcement that

the city's rapid transit system will be in operation this June to the beach. With millions of persons able to travel to the peninsula by subway, amusement elements are girding for a big season and a housing construction spurt will definitely take place. . . . Page 65

Cigarette Machine Maker Sold to Universal Match . . . The sale of National Vendors, Inc., 22-year-old firm specializing in production of cigarette vending machines, to Universal Match Corporation, was announced last week. Sale price is reported to be several million dollars. It marks Universal's first venture into the vending field. . . . Page 90

DEPARTMENTS AND FEATURES

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16 2/3 R.P.M. RECORD SPEED

a review and preview

2 1/2-Hour Super-Specs Are Weaver's Latest NBC Plan

Seven Shows Costing Half-Million Each Are Blueprinted for 1957

NEW YORK, Jan. 21.—Sylvester (Pat) Weaver's latest programming concept ticketed for 1957 display are two and a half-hour super-spectaculars which are to cost \$500,000 each, time and talent. The board chairman of NBC has asked that the network prepare seven such shows for that year which are to be run 8-10:30 on nights to be designated, but which probably will be scheduled on the weekend evenings.

Weaver's latest idea is a further elaboration of his spectacular concept, a development many people in the trade expected. It will allow live TV, he believes, to continue to compete with the major film companies and continue its programming domination.

It is also reported that CBS is considering two-hour spectaculars. CBS has already scheduled a one and a half-hour dramatic series for Friday nights next season on a weekly basis. It is to be produced by Carey Wilson, former M-G-M producer.

Weaver has asked that the network concentrate on getting established properties, the originals which have been tried and tested may also get consideration. A property such as Ferenc Molnar's

"The Guardsman," starring Alfred Lunt and Lynne Fontanne, has been mentioned as the type of material needed.

The network is already looking around for a top production executive to head up the super-spectacular team. Max Liebman is said to be out of consideration, tho Maurice Evans is in the picture. Showcase Productions, the Jaffe & Jaffe packaging operation, will

probably be in on the development of some of these shows.

Charles Laughton has already discussed doing one of these shows for the web. He has suggested that he and Paul Gregory be allowed to build a stanza along the lines of "First Drama Quartette" which would use several top names and wind up on TV after several months on the road for polishing.

The network realizes that super-spectaculars will have a limited market. But it also believes that since many industries, such as the automotive, spend as much as \$1,000,000, for the introduction of their new lines they would be prime prospects. The web is already contacting top clients so that if they want to buy they can use the intervening months to mount powerhouse merchandising and marketing campaigns.

NBC's presentation of "Richard III" will run three hours, and "Peter Pan" was a two hour-spectacular, but its program of seven super spectaculars will be a first on a regular basis.

TVB Divides Into External, Internal Arms

NEW YORK, Jan. 21. — The Television Bureau of Advertising has broken down its operation into internal and external branches. Gene Accas, director of research and sales development for ABC, is joining the TVB on February 13 to head the internal operation, which covers research (Dr. Leon Arons) and promotion (Gordon Hellmann). Pete Cash will head external operations, which includes station relations and sales.

Cash, who was originally head of station relations only, began moving into sales when he was elected vice-president at the Chicago meeting in November. The sales staff will not be broken into network, spot and local divisions, as originally planned.

Ray Nelson, who has been serving as director of national spot sales, is resigning. The other salesmen, in addition to Cash, are Halsey Barrett, Bill MacRae and Howard Abrahams. The only one with a special area is Abrahams, who is director of retail sales.

New Format for 'M-G-M Parade'

NEW YORK, Jan. 21.—Agreement has been reached among M-G-M, ABC and the sponsors of "M-G-M Parade" on a new format for the show. The new format, worked out by ABC's Bob Weitman, M-G-M executives and sponsor representatives, calls for a top-flight M-G-M theatrical feature to be aired on the show over three consecutive weeks, followed by two weeks of specially shot film bios of two M-G-M stars.

The first feature that will be shown on "M-G-M Parade" will be "Captain's Courageous." Walter Pidgeon will act as host during the three weeks that feature is aired, which is expected to be sometime after February. The stars whose bios will be shot have not yet been selected. But the choice of the second feature to be programmed on the show reportedly has been narrowed down to "Gaslight" and "Ninotchka."

Sat. 7:30 for 'Circus Boy'?

NEW YORK, Jan. 21.—NBC's Saturday 7:30-8 p.m. time slot is being eyed as a berth for "Circus Boy," the new Screen Gems TV film series that NBC bought last week. The spot is considered a natural for the kid show, which was gobbled up by the web 48 hours after Screen Gems showed the pilot to network brass.

"The Big Surprise," which currently occupies that time slot, is not doing anywhere near as well as was expected. The "Circus Boy" series has to be aired in an early evening time slot on Friday, Saturday or Sunday, according to NBC's contractual commitment with Screen Gems. Friday night at 7:30 p.m., however, is out, inasmuch as Screen Gems has another of its properties, "Rin Tin Tin," airing on ABC at that time.

"Circus Boy" is the first of the new Screen Gems shows for next season to be sold. Considered to be one of the hottest properties around, the pilot was in Screen Gems' hands scarcely a week before NBC grabbed it.

CBS Prepares Cartoon Pkg.

NEW YORK, Jan. 21.—In what apparently is a bid to attract advertisers to one of the two still unsold 7:30-8 p.m. periods, CBS-TV is putting together some of its recently acquired Terrytoon cartoons into a half-hour kiddie show for 7:30-8 p.m. The low cost of such a package, it's hoped, would be more attractive to advertisers considering picking up either the Wednesday or Friday 7:30-8 p.m. unsponsored spots than are the current "Champion" and "Brave Eagle" programs.

The web is also pitching a new Desilu show, "Whirlybirds," which, on the basis of the pilot, is considered to be a real hot property for young viewers. "Whirlybirds," which has to do with helicopter flyers, was initially planned as an entry for next season. But it's understood that if the web can make a fast sale with it for one of its open 7:30-8 p.m. periods, the show would be available to go on the air this spring.

Web Winners

PRODUCER'S SHOWCASE ("Sleeping Beauty")—NBC-TV

The latest Nielsen report for the two weeks ending December 24 gives proof positive that the American public went hog wild over NBC's production of "The Sleeping Beauty" ballet. The 90-minute show hit the Nielsen Top 10 list of Total Audience ratings, thereby giving networks a firm vote that will no doubt have some effect in bringing more ballet productions to the TV screen. The NBC production pulled a 40.0 Total Audience rating, which tied it for ninth place on the list. "Sleeping Beauty" certainly turned out to be a sleeper.

YOU BET YOUR LIFE—NBC-TV

It's only fitting to note, at a time when quiz shows have become more popular than ever, that "You Bet Your Life," despite several years of hitting the airwaves, is consistently winning top-rating honors in the network TV programming sweepstakes. During the month of December, this film stanza pulled a 35.9 Pulse rating, which earned it the mantle of the fourth most popular network show on the air, topped only by such high-powered entries as "\$64,000 Question," Ed Sullivan show, and "I Love Lucy." Its position on the chart gives it the distinction of being the top-rated NBC-TV program.

ONE BREW AT A TIME

Biow Turns Down Schlitz Beer Acc't

NEW YORK, Jan. 21. — The Biow-Beirn-Toigo Agency this week suffered another body blow when Milton Biow resigned the Schlitz Beer account which was to have joined the agency March 1. The estimated \$9,000,000 beer account would have compensated in some measure for the recent loss of \$16,000,000 in billings when Pepsi-Cola, American Home Products (primarily Anacin) and Ruppert Beer moved out of the agency.

Biow in a statement said that the contract with Schlitz was "signed by a company officer, but without my knowledge or consent at a time when this agency was serving a competitive beer account."

The resignation of the Schlitz account evidently means that Toigo and Biow have reached a parting of the ways, according to trade sources. Toigo is already reported to have approached McCann-Erickson with the account and is also said to have

great influence with Philip Morris and Procter & Gamble, two other important Biow-Beirn-Toigo accounts.

Should any other important accounts follow Toigo into another agency when and if he leaves, it would further strike a blow at the vitals of Biow-Beirn-Toigo, which has suffered from loss of billings. On the other hand, the Ruppert billings, which are estimated at \$2,000,000, may return to the Biow fold now that the Schlitz account has moved out. Ken Beirn is no longer with Biow-Beirn-Toigo.

CBS' Weaker Daytime Pitch

NEW YORK, Jan. 21.—CBS-TV this week put itself into a strong position to start pulling in advertisers for some of its weaker daytime programs. The web cleared the board of all available segments on its three strongest shows, Garry Moore, Bob Crosby and Arthur Godfrey, generally the most salable CBS daytime properties.

The sell-outs on the three CBS daytime powerhouses was the result of Hazel Bishop's buy of the equivalent of a quarter hour per week with Garry Moore and Bob Crosby, while Bristol Myers bought a similar slice of Arthur Godfrey's show.

Advertisers who now want to air their plugs on CBS daytime stanzas will undoubtedly be more receptive to the network's pitch on its other shows than they have been up to date.

RCA Pitch of Tint Sets Via Local Stations

HOLLYWOOD, Jan. 21. — A scheme to promote the sale of color sets thru sponsorship of color programs on local TV stations, even tho these may be in competition with NBC outlets, has been devised by RCA. The plan has been worked out by Ted Wyatt, RCA promotion director here, and will

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B. A. Bruns, Director Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and Vend, the monthly magazine of automatic merchandising, one year, \$4.

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