

# The Billboard

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

## Dawn of Juke Box EP Use Still Faint

### Records' Day Promising; More Choice, Dime Play Tip Scale Only Slightly as Yet

By JIM WICKMAN

CHICAGO, Feb. 18.—Extended play record programming for juke boxes—despite considerable activity during the past year—will enter this March more a lamb than a lion.

EP's—as a means of merchandising a greater variety of recorded music on coin-operated phonographs—still belongs to the future.

That is the gist of findings revealed in a survey of juke box operators, record distributors and record one-stops conducted by The Billboard.

However, the future for EP juke box programming looks promising. And, of course, there are notable exceptions to the current rule.

Some operators are using EP's in limited quantities as a means of offering customers a wider musical variety.

#### EP's for 10¢ Play

Still others are using EP's as their ace-in-the-hole when converting equipment to dime play.

A share of EP's find their way into juke boxes because operators are unable to get a requested standard on a single. EP's are an integral part of the J. P. Seeburg Corporation's 200-selection "Dual Music System" which offers two sets of prices—one for singles, one for EP's.

#### Moving Slow

Despite all this activity, EP's are far from being a primary factor in programming for the vast majority of operators across the country, the survey showed.

In Baltimore operators are buying more EP records than they were a year ago, but the move is still far from what was expected and seems to be hinged to dime play conversions only.

In the mid-South one-stops and record distributors report that operator buying of EP's is at low ebb and indications are that they're on their way out almost completely for

the present (see Music Machines for nationwide round-up).

#### Memphis Cushion

In Memphis operators bought EP's heavily about six months ago to cushion conversions from nickel to dime play, but when the change-over had been completed the trend was back to singles again.

At present the sale of EP's to operators is at a new low in Memphis. However, some one-stops and record distributors predicted operators would "come around" to EP's eventually.

Don Stewart, branch operations manager of Capitol Records Distributing Company, Memphis, said, "I believe operators will eventually use EP's on their juke boxes extensively, programming singles only when a hit is unavailable on an EP."

Lloyd Linyville, order manager of Columbia Records Distributing department of Woodson-Bozeman Company, Inc., and Robert Adams, manager of Decca-Coral Distributing, agreed with Stewart: "Operators will probably go to EP's more and more as time goes on."

#### Ops Say No

Memphis operators, however, said they saw no big future for EP's on their juke boxes. Typical comment was voiced by Allen Dixon, head of S & M Sales Company: "As far as we're concerned, we will use EP's as sparingly as possible."

In Baltimore Hy Lesnick and Oscar Buchman, of Musical Sales, expect a "bright future for EP's on

*(Continued on page 85)*

## FRANK LOESSER SONGS SLATED FOR RINGLING

NEW YORK, Feb. 18.—Music for this year's edition of the Ringling show will consist primarily of tunes penned by Frank Loesser, whose numbers have been featured in many motion pictures and Broadway musicals. There will be an emphasis on pop music in production numbers and during acts, with a sprinkling of stand-by circus tunes.

The only all-new song this time will be the "Ringling Rock 'n' Roll," written by choreographer Richard Barstow for one of the production numbers.

This will be the first time in many seasons that John Ringling North will not have contributed any musical effort to the show. Loesser has reportedly given full permission to choose from his wide assortment of tunes. There will be several from the "Guys and Dolls" musical.

As in previous years, there will be four production numbers, and the 1956 spec will be "Say It With Flowers," for which the Vertes-designed costumes will be lavishly decked out in a floral motif. Work on the costumes reportedly is ahead of schedule in Sarasota, and the floats contain more animated parts than ever before.

This will be the eighth year for choreography and staging directed by Barstow, and his sister Edith has been associated with the venture for five years. It is the final year of their agreement with Ringling.

*(Continued on page 78)*

## TV Can Be a Lot of Fun Even Tho Your Set's Not Working

### Parlor Games Adapted From Video Shows Let Public Be Own TV Star

By DENNIS McDONALD

#### NEW YORK, Feb. 18.—It's 8

p.m., February 18. You're sitting at a table. You've just pulled a card marked "screaming woman." You're playing "Dragnet," one of the hundreds of TV parlor games.

The list of games derived from TV shows reads like a week's television log in a daily paper. In part, the list includes CBS' Beat the Clock, Two for the Money, Groucho TV Quiz, You Bet Your Life (also a Groucho Marx game), Down You Go, Steve Allen's Qubila, ABC's Dollar a Second, Masquerade Party, Break the Bank, Howdy Doody (several), Home game, Truth or Consequences, Winners Circle, \$64,000 Question, What's My Line? and Winky Dink Game Kit.

#### Targets, Too

Also, Zoo Parade, Pinky Lee and the Runaway Frankfurters, Mr. Peepers' School Bag and Game Set Assortment, Disney's 20,000 Leagues Under the Sea, Rin-Tin-Tin, Captain Gallant, Superman, John Cameron Swayze's own Swayze game, Mickey Mouse Club Magic Adder and domino games and several dart games, including Ramar of the Jungle, Annie Oakley game, Davy Crockett Indian Dart game and Davy Crockett Frontier Target game.

The toy and game industry, which hit \$1,000,000,000 in 1954,

reached a new high in 1955 at \$1,250,000,000. And there is no doubt among the leaders that TV has added its weight to the market. Actual figures are hard for the industry to pinpoint, because of fluctuating TV game sales.

The sales picture on games is directly correlated to the popularity of the show itself. Just as surely as a new, hot TV program brings tremendous sales on games, so is the waning of a show's popularity reflected in the downward trend of games' sales. A case in point was the tremendous flash of Davy Crockett merchandising, now a subject of much wailing on the part of dealers overstocked with Crockett toys and games. Sales also vary locally, depending on the popularity of the show in any given market.

One local dealer, for example, bemoaned the entire influx of TV games into the market. Faced with price fixing in the industry, he is unable to dispose of his products with sales, etc., when the newness and stimulated interest in the TV show itself begins to wane.

#### Urge Tie-Ins

As an industry, however, toys and games manufacturers were sold early on the value of television to the business. Leaders in the field continually urge local dealers to make tie-ins with the show on a local basis.

They have noted, for example, that syndicated TV film series, whenever bought for local sponsorship, stimulates the sales of games associated with the show. And they urge stronger tie-ins to increase sales still further. The use of local ratings could also be helpful to the dealer to advise him when to get in and when to get out on a given product.

Reports on the effect of personal appearances have come in all over the country. TV perso-

*(Continued on page 3)*

## Council Plans TV Toy Films

NEW YORK, Feb. 18.—The Toy Guidance Council is planning a second series of 13 TV films for local programming next season. The first series, done last year, was based on 104 selected toys and games which, according to the Council, were the best on the market. Eight of these were shown in each film.

The job that television can do for the market is reflected in the success of the first series, said David T. Marke of Toy Council. For example, on the West Coast a special doll shown on one of the films received a flood of orders after the showing. Prior to that, the product had scarcely moved there.

## NEWS OF THE WEEK

### Television to Carry Shows

**To Grass-Roots America . . .**  
Revlon's newest TV show, "The Most Beautiful Girl in the World," which will air Thursday 10-10:30 p.m. on CBS, is bringing into focus a new trend in TV, namely, the sending of network programs out on the road for origination in different cities. Arthur Godfrey is jumping on the bandwagon and will contribute his bit to strengthening this new pattern emerging in TV programming. . . . Page 2

### GE Sad Over Shows; to Start

**Afresh With \$8,000,000 . . .**  
General Electric, highly unhappy with the results it's been getting from its current batch of network properties, is reportedly prepared to sweep the slate clean and start afresh with new shows next season. The sponsor has \$8,000,000 to spend on TV programming. . . . Page 2

### ASCAP Board in Dither

**Over Potential Appointment . . .**  
American Society of Composers, Authors and Publishers hold stormy board meeting. Move to appoint a man to handle complaints on writer classification raises strong protests. Final decision is tabled for several weeks. . . . Page 16

### Capitol Plans

**Kidisk Set . . .**  
Capitol Records plans to introduce a new record format, the "Kidisk," which will be a 10-inch, 45-r.p.m. disc. . . . Page 10

exclusively in the children's field; utilizing only direct mail solicitation at first. Personal approach to be emphasized. . . . Page 16

### Early Indoor Circus Dates

**Cue Big Season for Majors . . .**  
First stands by major indoor circuses indicate the coming season will be a good one for the big tops. Big producers, Polack, Hamid-Morton, Davenport, tell of increases in gross, attendance at spots like Detroit, Memphis, Fort Wayne, Flint. . . . Page 78

### New York Show License Hike

**Would Hit Arcade Ops Hard . . .**  
New York City's park and resort people will be among those attending a special meeting this week over the city's plan to hike drastically its common show license fees. Currently \$50 per location, the revision would be \$50 per coin device at each location. Arcade operators would be hardest hit. . . . Page 65

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## 8-Mil Waiting for Someone To Fill GE Program Need

### 100G Movie Shows Don't Pan Out On Nielsen Points; Names Lacking

NEW YORK, Feb. 18.—Reportedly dissatisfied with the results this season of its video properties produced by 20th Century-Fox and Warner Bros., General Electric this week was flourishing \$8,000,000 before the noses of networks and packagers and asking them to supply its programming need. GE is currently sponsoring "The 20th Century-Fox Hour" alternate

weeks on CBS-TV and one-quarter of "Warner Bros. Presents" on ABC-TV. The major disappointment has been with the hour 20th Century-Fox effort, its prestige stanza, which was supposed to produce high ratings. Costing an estimated \$100,000 per program, the show has hit a 27.0 Nielsen as its top, but has not reached the 30.0 Nielsen expected. On most occasions

the show does not reach a 27.0 Nielsen. It rates about even with "The United States Steel Hour" which alternates with it and costs at least \$25,000 less per show.

The Warner Bros. show has been another disappointment, since it has not been productive of ratings above a 20.0 Nielsen, and, in many cases, below that. The show has been up against strong CBS (Continued on page 3)

## Census Figure Warns of New Show Angles

WASHINGTON, Feb. 18. — TV programmers will have to pay more heed to collegiates, between 1960 and 1965, when the first wave of a 10,000,000 upsurge in college-age Americans will be watching their sets. The Department of Commerce's Census Bureau reports that by 1973, U.S. college-age population will come out of its present all-time low point and exceed 26,000,000 as present-day war and postwar babies don caps and gowns.

Today's teeners may start losing the spotlight to the collegiates by the end of this decade, census figures indicate. Little pressure has been felt by today's 15,100,000 college-age group. The product of depression birth rates, they number lowest in 25 years in the age bracket of 18 to 24.

With the 10,000,000 increase (Continued on page 3)

## Parker Hunts 'Wyatt' Sub

NEW YORK, Feb. 18. — Parker Penn is out combing the bushes for a bankroller who will take over its alternate week sponsorship of "Wyatt Earp" during the spring and summer. General Mills, the other alternate sponsor will remain with the show.

Most of the ABC sponsors are expected to stay with their shows all summer long. Bankrollers of all ABC film shows are contractually obligated to sponsor their programs 52 weeks of the year, tho "Disneyland" bankrollers, it's understood, have an agreement, dating back to their original contract last year, to take a summer hiatus if they so desire.

American Motors reportedly is seeking to drop out of "Disneyland" for the summer. ABC, it's understood, is willing to go along with the move and would protect the bankroller's interest in the show provided it comes across with a firm commitment to return as "Disneyland" sponsor next season.

## NEW PROGRAMMING

### NBC Eyes Sunday Night for Families

NEW YORK, Feb. 18.—NBC-TV will try to make Sunday night family night on its network next

### ABC Weighs Day Expansion

NEW YORK, Feb. 18.—ABC-TV is thinking of expanding its daytime programming next season, with specific thought being given to the 10 a.m. to noon period.

The web is still in its early stages of thinking about what to put into those periods. Nothing definite has yet been set.

Its current daytime programming is limited to the 3-5 p.m. "Afternoon Film Festival" and its highly successful 5-6 p.m. "Mickey Mouse Club," both of which appeared on the scene for the first time this season.

ABC had made an abortive effort the year before at morning daytime TV programming in the form of a simulcast of "Breakfast Club," but the TV portion never got off the group in attracting sponsors and was dropped a few months after it went on the air.

## ADIEU TO STUDIOS

### Programming Trend Takes Shows to Grassroots Amer.

NEW YORK, Feb. 18.—Taking TV outside of New York and Hollywood studios and to grassroots America seems to be on its way to becoming the newest trend in the trade. The kick-off will be Revlon's newest show, "The Most Beautiful Girl in the World," which goes into the 10-10:30 Thursday evening slot on CBS-TV in early April.

Produced by Adrian Samish, the

program will travel to various cities around the country. There, live audiences will select young females with talent, intelligence and beauty and vote prizes for the winners in a contest among them. The top pay-off will be \$250,000, at the end of season.

Another example of the interest in this burgeoning trend is the plan of one of TV's most important personalities—Arthur Godfrey. The Redhead will spend next week at Lake Placid, N. Y., but this just seems to be the beginning of his plans to travel this spring and summer. Under consideration are trips to Miami, New Orleans, Chicago, St. Louis and Cheyenne, Wyo., with possibly the West Coast tour the last stop.

matic talent would be featured. This show is already sold to an unnamed client, tho no network commitment has been made.

The impetus behind the drive to bring TV to the hinterlands is the local promotion it will give sponsors, plus whipping up excitement in each town about the programs. This last factor can result in increased ratings. And nation-wide viewing interest can be spurred when events are covered—as for example, Godfrey skating at Lake Placid, or Frontier Week at Cheyenne—that make good TV.

Taking TV outside the two major cities has been done in the past. Swift's ill-fated Horace Heidt show did it. And many nighttime tour shows, like Ed Sullivan's, have done it. In fact, the use has been made of "Sunday" and "Monday" off in

## Web Winners

### THE LORETTA YOUNG SHOW—NBC-TV

Here is a show that's doing a whale of a job for its sponsor—not only in terms of total number of viewers it's delivering, but, even more important to its bankroller, the type of audience it's reaching. The fact that it's the No. 1 network dramatic show in appeal to women viewers undoubtedly makes its sponsor, Procter & Gamble, very happy indeed. According to the January American Research Bureau audience composition report, Miss Young pulls in 1.24 women viewers per set, more than any other network dramatic show. The fact that it also happens to be the third most popular network dramatic show on the air, with an ARB rating of 33.9, is added reason for Procter & Gamble to rejoice. The only web dramatic programs that topped it in ratings were "Dragnet" and "Climax," according to the January ARB report.

### FATHER KNOWS BEST—NBC-TV

The past six weeks has seen a sharp and significant climb in "Father's" popularity. The latest Nielsen report, for the two weeks ending January 21, gives "Father" a 28.8 rating, the highest it's scored to date, in comparison to the 20.9 rating it pulled in for the Nielsen two weeks ending December 24. Its latest 28.8 rating puts it only 2.5 points behind its CBS competition, "Arthur Godfrey and His Friends," which six weeks ago was leading "Father" by 14.4 points. Judging from its rising rating strength, "Father," which stars Robert Young, looks as if it may be finally breaking thru into the big time rating sweepstakes, thereby justifying the faith of Scott Paper Company, which picked up the show this season after Lorillard gave up on it as a Sunday night programming entry last season. The show, produced by Screen Gems, has been exceedingly popular among newspaper critics and execs in the industry right from the start.

## FEATURE PLAN:

### ABC Affils to Sell Part Of Mon. Show Locally

NEW YORK, Feb. 18. — ABC affiliates will be able to sell locally a full half hour of the network's new Monday night feature film show and pocket 100 per cent of the proceeds, according to the plan the web has worked out.

The network is turning the 10:30-11 p.m. segment of the 9-11 program over to the stations for them to sell at whatever price and in whatever way they wish. The move was made to give stations an incentive to pick up the two-hour show, the last half hour of which runs over into station option time. The advantage to the stations is that it gives them salable programming for their 10:30-11 p.m. period at no cost.

The web, meanwhile, is making available a maximum of three spots per half hour for the first 90 minutes of the show. These spots

would be sold to national bankrollers at a price reportedly in the neighborhood of \$5,000 each.

The program, as yet untitled, will use reruns of J. Arthur Rank features that were aired first on ABC's "Afternoon Film Festival."

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## Brief & Important

### REVLON, LORILLARD REPLACING 'ADVENTURE' WITH 'CHALLENGE' . . .

Revlon and Lorillard have finally reached agreement on replacing their Sunday night 10-10:30 "Appointment With Adventure" show with "The \$64,000 Challenge," another Lou Cowan package. The new quiz program, which debuts March 25, will utilize "\$64,000 Question" winners as panelists.

### CBS, SCREEN GEMS PLAN 5 TO 8 'PLAYHOUSE 90'S' . . .

CBS is working out a deal with Screen Gems for production of five to eight 90-minute dramatic films for its "Playhouse 90" series for next season. Screen Gems reportedly will spend more for producing these films than it will obtain from CBS, but the TV film firm expects to make a profit thru sale of the films to overseas theaters and American TV stations for use as feature film fare.

### TODAY TO SPRUCE UP MAG WITH NEW FEATURES . . .

Beginning Monday (20) "Today" begins the programming of features which are expected to enhance its magazine type of format. There will be news segments on medicine, business, industry, finance, fashions and travel. Most, if not all, of these features have been programmed on "Home" and have proved extremely salable in terms of getting sponsors with related products to pay the bills.

### NBC SETS MISS CORNELL, BASEBALL APRIL SPECS . . .

NBC has scheduled two spectaculars for April. The first, which will air April 2, will see Katharine Cornell play the starring role in "The Barretts of Wimpole Street," while on April 15 the web will turn out a spec saluting baseball.

### TALENT ASSOC., AFTRA TALK ADDED 'JAMIE' PAY . . .

Talent Associates is negotiating an agreement with the American Federation of Television and Radio Artists concerning additional payment to actors who appeared in the "Jamie" series. Talent Associates wants to turn over the kines of "Jamie" for syndication by a TV film distributor. Up to now, AFTRA rules required payment to actors of 100 per cent of their original wages when kines of live shows were aired. AFTRA, in an effort to encourage greater distribution of kines, is now lowering its re-payment demands, reportedly to approximately 35 per cent.

### REDI-WHIP BUYS, CURTIS NEAR ON 'QUEEN' . . .

NBC this week sold an alternate quarter hour of "Queen for a Day" to REDI-Whip and is close to selling the other alternate quarter hour to Helene Curtis. The sale of this quarter-hour period, which would be on Thursdays, would bring "Queen for a Day" close to a 70 per cent sellout.

### ABC READIES AFRICA SERIES FOR NATIONAL SPONSORS . . .

ABC is getting set to offer national bankrollers a jungle, documentary, adventure film series for next season. The film series, which is described as a visual diary of a jungle safari, will be shot by Attilio Gatti on his upcoming expedition to Africa. Gatti is known to the TV industry as a producer of commercials.

## Demands for Packages In Color Moves to Fore

NEW YORK, Feb. 18.—A market for program packages that can be produced in color is beginning to manifest itself. Those packagers who have such programs will have an advantage over their competitors at NBC-TV, which is looking for new color stanzas for this summer's schedule. Most of them will be live.

A number of the current NBC shows now being produced in color will not be on this summer. Milton Berle is a case in point, and he is the big regular color attraction, aside from the spectaculars, which will continue thru the warm weather months.

Because RCA will have toiled up this spring for greatly increased production in color receivers, the

network is committed to begin a stronger programming push this summer to help create a demand for its parent company's product. And the usual rerun product of dramatic anthologies, because it is not in color, is not the programming answer, tho much of it is certain to be on the network.

The answer, of course, is new programs that can be done cheaply in color and which will offer the full potential of the new medium. NBC's Brooklyn studios, which are equipped for color, will not be able to be used this summer because they are being refurbished. The big color shows will originate from the Coast.

### STEVE ALLEN'S A WONDERMAN

NEW YORK, Feb. 18.—Steve Allen is currently one of TV's wondermen. Allen is currently dickering with Universal-International for his second feature. "The Benny Goodman Story," his first, is a solid box-office success. On the disk front, he has five albums and a record out. "Music for Tonight," the top-selling item, is an album.

Allen already has written two books and a third is about to be published. His latest will be "The Funnyman," a serious study of comedy. The two others are "Bop Fables" and "Fourteen for Tonight." If Allen does another picture for U-I, it will mean that "Tonight" will have to be shifted to the Coast for another two months.

## Screen Gems Adds 2 Shows

NEW YORK, Feb. 18.—Screen Gems this week added two more properties to its already bulging roster of programs it will have available for sale to national sponsors for next season.

Both properties are being brought into Screen Gems by Harry Sauber, who will own them jointly with Screen Gems and will act as producer. One show, titled "The Body, the Face and the Brain," is a situation comedy about three girls.

The second, titled "Shore Leave," is a comedy series about two sailors and their adventures in different parts of call. A pilot of the first is scheduled to go before the cameras late in April.

# Clients Must Be Early Birds To Get Fall Program Plums

## Competition Puts Networks Ready To Work on Time, Package Deals

NEW YORK, Feb. 18.—That old adage, "The early bird catches the worm," apparently is going to hold true for advertisers seeking choice network time for next season.

With the current season pretty much over, the webs are already beginning to pick up steam in their efforts to solidify their programming and advertiser line-ups for the fall. Some preliminary pushing of their fall programming is already under way at the networks.

Those bankrollers willing and able to move early and swiftly in committing themselves for the fall should be able to grab off a choice time slot and program before competition becomes too intense.

The networks, of course, are anxious to get their own packages anchored down with sponsor contracts tying them to time periods where the webs feel they will do the most good. CBS-TV, for instance, will no doubt waste little time in lining up bankrollers for its new "Playhouse 90" series, which it's planning to put into its Thursday 9:30-11 p.m. time slot next season.

### Up for Grabs

American Home Products and General Goods, two of the bank-

rollers which currently occupy that period, have reportedly both indicated they don't want to buy into the new show, which means that the show will be up for grabs on a "first come, first served" basis, tho Bristol-Myers and Singer are still to be heard from.

With the competition from ABC-TV expected to be stronger this coming season, NBC-TV and CBS will probably not want to keep potential advertisers waiting too long. Tho the demand for prime time on NBC and CBS is still greater than the supply, these webs are not sold out completely even now at night.

CBS is still smarting from this season's experience with its Wednesday and Friday 7:30-8 p.m. time slots, while NBC still has its problems in selling its elections package.

### CBS Properties

Among the new properties CBS has available for the fall are an hour-long Herb Shriner variety show, ticketed for Saturdays 10-11 p.m.; an hour-long Perry Mason detective series, which may be aimed for a Friday night berth; the above-mentioned "Playhouse 90," "Whirlybirds," a half-hour Desilu film series slated for an early evening time slot; a UPA half-hour cartoon series, "The Trailblazer" adventure series and "Joe and Mabel," a situation comedy series, which is ready to start on the air at any time but would be held for the fall if no sale is made.

Among the properties NBC already has lined up for fall programming are "Circus Boy," "Impact," "The Marriage," starring Hume Cronyn and Jessica Tandy; "Johnny Moccasin" and "Stanley," a situation comedy starring Buddy Hackett that would be produced by Max Liebman. Other shows it is working on include a half-hour live nighttime series starring Tennessee Ernie Ford and probably a new Friday night series of spectaculars.

ABC, meanwhile, is already reportedly out showing several of its new film properties. Its line-up of shows available for fall sale thus far include "RFD, USA," "Frontier Judge," "Wire Service," "The Tempered Blade," the new title for Jim Bowie series; a Joan Davis situation comedy, "International

### 8 Mil Waiting

Continued from page 2

and NBC-TV opposition, which has undoubtedly hurt it.

GE is reported to feel that 20th Century-Fox has not presented the caliber of names on the show that were discussed before the deal was signed. The top name presented so far was Bette Davis, and that was in a clip from an old film. The client believes that better ratings would have resulted from stronger names.

The movie producer is said to have told GE that top names could not be had without giving the stars residual rights, and this Fox was not prepared to do, since it was already investing more than the cost of production in the film package. Six of the summer shows on CBS will cost the advertiser nothing as part of the deal, bringing down the price considerably.

GE is also reported to be toying with the idea of discarding its Sunday night half-hour anthology series on CBS. This program has done very well for the client. It has also had some of the top talent in the medium, including Henry Fonda, James Stewart, Joan Crawford and others of similar stature.

However, the advertiser is said to maintain that the program is too institutional in nature, and that a show with a stronger merchandising slant might be more productive of sales. But any cancellation of this property will be weighed carefully because of its proved track record.

## TV Fun Minus A Set: Games Built on Shows

Continued from page 1

alities have drawn record-breaking crowds to toy departments at Miller's department store in Knoxville, Shillito's in Cincinnati, Halliburton's in Oklahoma City, Goldsmith's in Atlanta, Brown-Durkin's in Tulsa, Harvey's in Nashville, Block & Kuhl in Peoria, Ill., and Klein's and Woolworth's in New York, to name a few.

Possibilities of exploitation of games derived from TV shows are yet to be fully tapped. Tho the industry was quick to step into the field, it's an ever-changing and growing market. From March 4 to 15 the Toy Fair will be on in New York and many new TV games are expected to be shown. Others which have had their day will likewise be missing from the show. Tho there's little new in these games — most of them are adaptations of older ones — the manufacturers' grosses have enjoyed an increase from \$322,000,000 in 1947 to about \$449,000,000 in 1954, due in part to the TV influx. And there are continually new sources on TV to be tapped.

### Over Licensing

One factor which has caused concern to the games manufacturers is the "over licensing" on the part of the TV interests. Without exception, "Dragnet" was praised for its refusing to license anything that has no direct bearing on the show itself. "This really serves to the program's advantage," said Ralph Shipman, of Toy Manufacturers of the U.S.A., Inc., "since it prevents early saturation of the market."

It was pointed out by local dealers that one of the main factors in the quick demise of Davy Crockett licensing was the issuance of too many licenses for merchandise that had absolutely no bearing on the show itself, viz., bicycles, telephones, etc. This makes for a quick-in and quick-out market with little stability.

Manufacturers with some of the largest steady sellers in the business are Lowell Toys, Pressman Toy Corporation, Transogram Toys and Games, Hassenfeld Brothers and Betty-B, tho there are hundreds in the game.

Theater," "Publicity Girl," a series of once-a-month, 90-minute live specials, "Command Performance," "It's a Great Country" and "Theater Guild Gaities," a live musical variety show to be produced by the Theater Guild.

## Politicos May Get Segments Of ABC Shows

NEW YORK, Feb. 18.—ABC-TV is putting the finishing touches to a plan which will enable political candidates in the forthcoming election to buy five-minute segments in its regularly scheduled programs, including such top-rated shows as "Disneyland."

The price per five-minute segment would vary from show to show, depending on program cost and station line-up. The regular sponsors would have as much commercial time on these pre-empted shows as they ordinarily do, but they would receive a pro-rated percentage rebate on program costs.

Live shows would be produced so that they run five minutes shorter than normally. Hour film shows would have five minutes of their program content edited out. Half-hour shows would be treated similarly, altho the editing problem with these shows would be more critical because of the proportionately greater amount of programming material that would be eliminated.

ABC doesn't plan to permit any one series to carry the brunt of the political pre-emptions. The web will probably set a limit on the number of times any one series will lose five minutes for this purpose.

## CBS Mulls Summer Sked

HOLLYWOOD, Feb. 18.—CBS-TV is considering continuing its series of color spectaculars thruout the summer. Hubbell Robinson Jr., CBS' vice-president in charge of programming, is currently studying the prospect of continuing the TV extravaganzas in his meetings here with Harry Ackerman.

Up-coming on the CBS spectacular calendar is "Twentieth Century," scheduled for April 7, with Robinson this week signing Betty Grable to co-star with Orson Welles in the Ben Hecht-Charles MacArthur play; Noel Coward will star in a new comedy-drama he is writing for a May debut; Arthur Schwartz is currently preparing a musical version of "A Bell for Adano" scheduled for June. Both the Noel Coward and "Adano" spectaculars have as yet to be cast.

## New Show Angles

Continued from page 2

expected in 1973, collegiates could pressure for more sophistication in music, comedy and drama, and more of an ivy league approach all around. If 1970's college cut-ups repeat the 1920 pattern, gagmen and admen will need a whole new line of patter. The Marilyn Monroe idyl could be replaced by the prom girl; Jim Tully, by a collegiate sleuth, and the stand-by juvenile delinquent drama might give way to a Noel Coward or F. Scott Fitzgerald type.

# ZIV SHOW



## "Mr. DISTRICT ATTORNEY"

Starring  
**DAVID BRIAN**

Champion of the people! Here's proof!

### 28.1

#### ST. LOUIS

beats Robert Montgomery, Arthur Godfrey, Milton Berle, This Is Your Life and others.

ARB—Dec. '55-Jan. '56

### 31.5 BOSTON

beats Dragnet, George Gobel, This Is Your Life, Sid Caesar and others.

### 23.9 SEATTLE-TACOMA

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

**RENEWED BY CARTER'S IN 37 MARKETS!**



## "I LED 3 LIVES"

Starring  
**RICHARD CARLSON**

# GROUCHO



## "HIGHWAY PATROL"

Starring  
**BRODERICK CRAWFORD**

An Award-Winning Performance by Academy Award Winning Star!

### 38.7

#### DAYTON

beats Dragnet, Jackie Gleason, Groucho Marx, \$64,000 Question.

ARB—Jan. '56

### 29.7 HOUSTON

beats Ed Sullivan, I Love Lucy, What's My Line, Milton Berle.

### 32.9 SEATTLE-TACOMA

beats Ed Sullivan, I Love Lucy, Dragnet, Groucho Marx and others.

**SELLING FOR BALLANTINE'S IN 23 MARKETS!**



## "THE MAN CALLED X"

Starring  
**BARRY SULLIVAN**

# WWS RATE

3rd Year in Production!

**28.2 MILWAUKEE**  
beats Ed Sullivan, What's My Line, I Love Lucy, Milton Berle and others.

**26.8 HOUSTON**  
beats Ed Sullivan, What's My Line, Arthur Godfrey, I Love Lucy and others.

**39.3 OMAHA**  
beats Jackie Gleason, Disneyland, George Gobel, Perry Como and others.

RENEWED BY PHILLIPS IN 44 MARKETS!

TELEPULSE—Dec. '55 — ARB—Jan. '56

# T!

**NEW! ZIV'S NEXT BIG RATING GETTER!**

**NOW! 2<sup>nd</sup> YEAR IN PRODUCTION!**

... Voted No. 1 NEW SYNDICATED FILM SERIES

**"SCIENCE FICTION THEATRE"**

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price . . . others.

Renewed by OLYMPIA BEER in

- LOS ANGELES • SAN FRANCISCO • SAN DIEGO
- PORTLAND • SEATTLE-TACOMA • SPOKANE
- and 15 other west coast markets

Also renewed in these markets:

- BUFFALO • PHOENIX • YUMA • MILWAUKEE
- PORTLAND, MAINE • GRAND JUNCTION, COLO.
- BALTIMORE • DETROIT • NEW YORK CITY • SALT LAKE CITY • PHILADELPHIA • WASHINGTON, D. C.
- CHICAGO • ST. LOUIS • CLEVELAND • BOSTON

... by these sponsors and stations:

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



NEW YORK  
CINCINNATI  
HOLLYWOOD  
CHICAGO

**THE HOT SHOWS COME FROM ZIV!**

# NTA Nears 25 Stations on Buy of 10 Selznick Features

**Bought to Build Up Established Programs; May Be Start of Trend**

NEW YORK, Feb. 18.—Close to 25 stations were reported this week to have bought or be close to buying the 10 David O. Selznick pictures from National Telefilm Associates. Virtually all of them are buying the big pictures as part of the 40-title "TNT" package.

Tho it's really too early to tell, the trend so far among stations seems to be to use the big new movies to build up their already established programs rather than to create new feature programming. If the trend actually develops that way, it is considered likely that there will be a wave of increases in participation rates on feature films.

WOR-TV here was expected to close a deal with NTA momentarily. It is buying the 10 Selznicks only. WCBS-TV previously

bought 23 other pictures in the "TNT" package.

There were contradictory reports as to how much WOR-TV was paying for the Selznicks. One rumor, apparently reliable, was that the price on the group of 10 was \$198,000. On a per picture basis that would be over 50 per cent more than WOR-TV or any other station here has ever paid for a feature. Other reports were that the price came closer to \$13,000 apiece, which would still be record high.

### 'MDM' Run?

WOR-TV is expected to run the Selznick in its "Million Dollar Movie," beginning in the fall. It appeared likely that WOR-TV would again raise its rates on "MDM" next season.

A station that may go against the incipient trend is WJAR-TV, Providence. A spokesman for this station said they are not buying—the deal is not closed yet—the Selznicks for their late night "Million Dollar Theater." He said if they get the first runs of the Selznicks, they will try to set them up as local spectaculars, once a month. They will run in the latter part of the evening in prime time. They would sell the series at special premium rates.

None of the stations checked seemed to be banking on NTA's bringing in a national sponsor for the Selznicks before its July 1 deadline. For the most part, the stations considered the pictures theirs to sell. However, a number of them seemed befuddled by the several "if" clauses in the NTA contract. The paper sets up various price differentials depending on such contingencies as whether the first run is sold to a national sponsor; if so, whether the sale is spot or network; if the latter, whether they then come in via the buying station or one of its competitors.

### Unlimited Plays

In a couple of instances NTA is said to be offering unlimited-play deals. In a couple of such situations the distributor is said to be offering to let the stations buy their own prints with the provision that NTA will buy them back again at the conclusion of the contract.

Other stations that were reported to have bought or ready to buy the "TNT" package are WGTN-TV, Hartford, Conn.; WHBQ-TV, Memphis; WEAT-TV, West Palm Beach, Fla. (these three, all General Teleradio sta-

tions, bought jointly); KPIX, San Francisco; WBZ-TV, Boston (these two, both Westinghouse stations, bought jointly); KFJZ-TV, Dallas; KFDA-TV, Amarillo, Tex. (both owned by Texas State Network, bought jointly); WCCO-TV, Minneapolis; KUTV, Salt Lake City; WLAC-TV, Nashville; KMBC-TV, Kansas City, Mo.; WHAM-TV, Rochester, N. Y.; KING-TV, Seattle; WILK-TV, Wilkes-Barre, Pa.; KBET-TV, Sacramento, and KBOI-TV, Boise, Idaho.

## Magoo to Plug Rheingold Beer

HOLLYWOOD, Feb. 18.—UPA Pictures' Academy Award winning cartoon character, "Magoo," will be giving Miss Rheingold some stiff competition in selling that beer in the Southern California market.

A deal was concluded for a three-way campaign using the Magoo character between UPA pictures and Foote, Cone & Belding, the Rheingold ad agency. Marking the first time the Magoo character will be used for commercial purposes, the campaign calls for TV spot announcements and newspaper ads featuring Magoo as well as the use of Magoo in point-of-sale displays, carry-home cartons and other merchandising devices.

## TPA Re-Signs L. Fromkess

HOLLYWOOD, Feb. 18.—Television Programs of America this week re-signed Leon Fromkess to a new two-year contract as vice-president and executive producer of all its shows. The deal scotched rumors that Fromkess was talking to Screen Gems about joining them to produce spectaculars for CBS-TV.

The film company has just finished shooting a pilot of its new vidfilm series, "Hawkeye and the Last of the Mohicans," starring John Hart as Hawkeye and Lon Chaney Jr. as the Mohican.

## WOR'S 'MDM' TO START RKO PIX VIA 'KONG'

NEW YORK, Feb. 18.—The first picture in the big RKO catalog to go on the air will be "King Kong." WOR-TV has scheduled the classic for its "Million Dollar Movie" of the week March 5 thru 11.

WOR-TV, of course, gets the RKO package directly from its parent, RKO Teleradio, which has reserved it for all six of its own stations. Matty Fox's C&C Television, which is peddling the package to the rest of the country, did not yet have any deals signed this week. However, it was reported to have verbal agreements with about half a dozen stations, including KOA-TV, Denver.

The "King Kong" booking came as a surprise. Apparently WOR-TV decided to dip into the RKO stock so soon only when it ran into some difficulties with the pictures it had originally scheduled for that week.

The Teleradio stations have shown no tendency to put all their programming chips on the RKO stock. They have continued to buy film actively. This week four of them, including WOR-TV, were close to deals on the David O. Selznick pictures from National Telefilm Associates. (See separate story.)

## WBKB PIX

### Series Gain From Exit By Duggan

CHICAGO, Feb. 18.—The chief beneficiary of Tom Duggan's resignation from WBKB-TV, here, seems to be the syndicated film business. Duggan's exit means the replacement of nine hours and 15 minutes weekly of time that he occupied so successfully.

Moving into his 1-1:55 across-the-board slot on the station is "Mid-Day Matinee," hosted by Fran Allison. This will consist of vidfilm situation-comedies for family consumption, the first being "My Hero," with "Movie Museum" used to fill the rest of the time.

In the late evening strip from 11:15-12 a.m., two other film shows will be programmed under the title, "By Request." They are "Mark Sabre" and the Paul Killiam show. June Myers will be hostess.

Norman Ross will now get an additional five minutes each weekday evening from 11-11:15 p.m.

## NARTB May Give Film Big Slice of Confab

WASHINGTON, Feb. 18.—The National Association of Radio and TV Broadcasters is expected to give the TV film industry a big slice of the agenda of its 34th annual convention in April. For the past year the film distributors have been complaining that they were brushed off at last year's convention. But in 1956, it will be different.

There will be a film forum on the official agenda. The distributors will be given sponsorship of a big party the night of April 18, which will be TV day.

This is expected to be confirmed next Thursday (23) when the Convention Committee meets here to complete its plans.

Meanwhile, the distributors have apparently crystallized their agreement not to try to "out-exhibit" one another at this convention. Half a dozen distributors are understood to have agreed not to put up any exhibits at all but take only hospitality suites.

## KNXT Acquires New First Runs

HOLLYWOOD, Feb. 18.—TV's new abundance of first run movie fare is losing little time in making itself felt on KNXT's program log. The station has acquired 98 new first run features and effective March 5 will lop off an hour of kid programming per day (5-6 p.m.) to open time for its across-the-board "Early Show." The CBS owned-operated station is dropping its "Captain Jet" and "Buck Sure-Shot" to make way for the movies, thus giving KNXT an additional hour of adult programming per day.

KNXT general manager James T. Aubrey Jr. feels this move will be the answer to sponsors who have sought nighttime TV but have stayed out of the 5-6 p.m. time slot because it was aimed at kid viewers rather than a "buying audience."

Also starting March 5, KNXT will launch its "Big Hit Movies" at 11 p.m. across the board, also for additional first run features, as well as programming new features at 11:15 p.m. and midnight on Saturdays and Sundays. This will give the station a total of 12 first run movies per week.

## Brahm Joins GAC Sales

NEW YORK, Feb. 18. — Bob Brahm, who resigned two weeks ago as national sales executive for Screen Gems, this week joined the General Artists corporation to handle national sales of live and TV film packages. GAC is the sales representative for TCF-TV Productions, Inc., the 20th Century-Fox TV film subsidiary, as well as packager of shows starring its own clients.


five major markets precluded paying such large sums for the films. But in the past Fox has been able to do things that few other TV film distributors have been capable of, and, in the future, he may confound the industry in the same way.

**Leading Distributors Of Films For TV!**  
**HOLLYWOOD TELEVISION SERVICE, INC.**  
4020 Carpenter St., No. Hollywood, Calif.



**REED HADLEY**  
starring in

**"PUBLIC DEFENDER"**



He'll go all-out to win a case! Millions of Americans know that and love him for it. But Public Defender doesn't only swing juries. Entire segments of the population are influenced in their choice of food labels and merchandise brands by what they see advertised on these bristling-with-action Public Defender shows. In your market too, whatever you have to sell, Public Defender will tip the balance of public opinion in your favor!

**69 HALF HOURS**  
First run in many markets!  
Powerful re-run value in ALL markets!

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TELEVISION CORPORATION  
NEW YORK | CHICAGO | HOLLYWOOD  
445 Park Ave. | 1250 S. Wabash | 4376 Sunset Drive  
MA 8-2545 | WA 2-7937 | NO 9-1811

## BONANZA COMING HIS WAY

# Fox May Gross 30 Million On Package From Gen. Tele

NEW YORK, Feb. 18.—All indications are that Matty Fox may wind up with a gross of well over \$30,000,000 from the RKO package of 740 features purchased from General Teleradio. Fox is about to sign his first big deal for the features. The Westinghouse Broadcasting Corporation is said to be paying him \$1,500,000 in cash, plus more than an equal amount in time for its three stations in Pittsburgh, San Francisco and Cleveland.

This would be a long step toward the estimated gross of \$10,000,000 which he expects the stations to pay for rights to the films. Another \$10,000,000 is to come from International Latex, which will pay that sum over a period of years for the time that Fox will get from the stations as the barter id of the deal with them.

Fox also expects to uncover another \$10,000,000 from theatrical reissue of the films abroad. He is

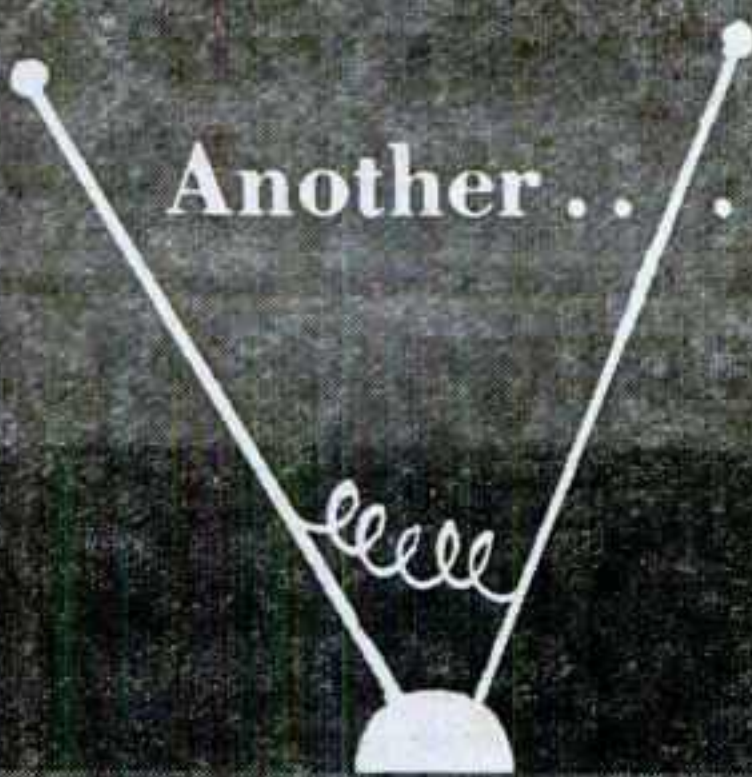
currently in negotiation with United Artists which wants the features for that purpose, and all indications are that this deal is also on the verge of being signed.

Fox should undoubtedly be able to get at least another \$1,000,000 for the 1,000 RKO shorts from UM&M with which he is dickering.

Fox paid an estimated \$15,200,000 for the 740 features, \$12,200,000 of which was made as a first payment, with \$3,000,000 still to come. It is expected that he will have to spend another estimated \$4,800,000 for sales and administrative expenses in connection with the package.

Should Fox be able to gather into his coffers the sum expected, it would be his most successful TV venture to date. His present record is one hit and one fizzle. His Motion Pictures for Television was the most successful feature film operation of its time, showing

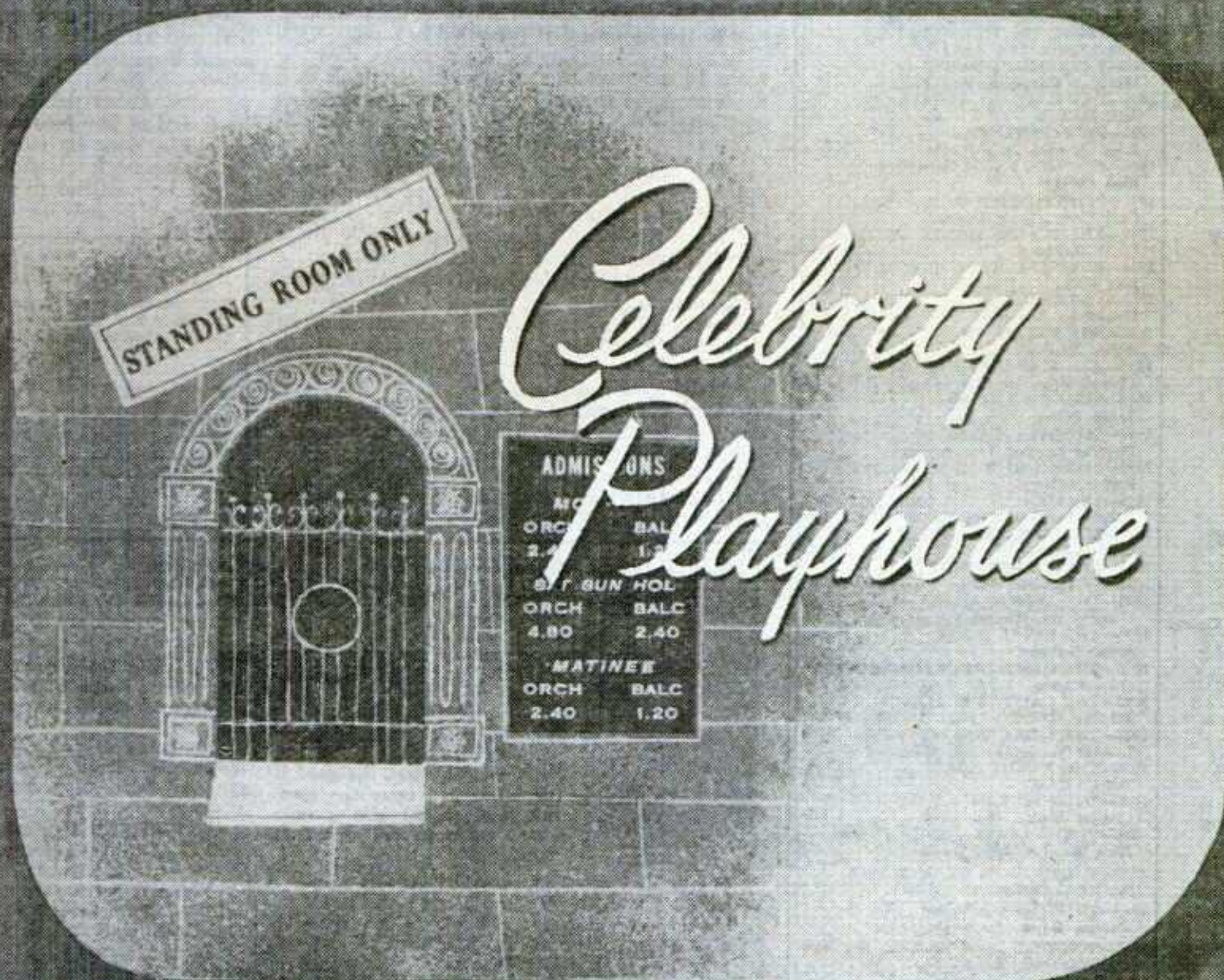
Another... first run... network caliber  
syndication program from



**SCREEN GEMS**

# BIG TIME DRAMA SERIES AVAILABLE NOW!

STARRING... JOSEPH COTTEN • LINDA DARNELL • EDWARD G. ROBINSON • MONA FREEMAN  
DANE CLARK • ANN SHERIDAN ... AND MANY OTHER TOP STARS!



Scan all ratings\*... Screen this show!



**SCREEN GEMS** Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP  
233 West 49 St. New York, New York

\* Nov.-Dec. 1955 A.R.B.

# SCREEN GEMS' LIST OF 104 COLUMBIA FEATURES

NEW YORK, Feb. 18.—Following is a list of the 104 Columbia feature films that Screen Gems has just put on the TV market. It is understood that Screen Gems will make the group available in packages of 13, but the breakdown has not yet been revealed.

An asterisk after a title indicates that there is still some doubt that the picture can be cleared. In the event that any of those pictures are withdrawn from TV sale, Screen Gems intends to substitute pictures of equal quality.

- 1941—ADAM HAD 4 SONS  
Ingrid Bergman, Susan Hayward
- 1944—ADDRESS UNKNOWN  
Paul Lukas
- 1947—ALIAS MR. TWILIGHT  
Michael Duane, Trudy Marshall
- 1940—AMAZING MR. WILLIAMS  
Joan Blondell, Melvyn Douglas
- 1943—APPOINTMENT IN BERLIN  
George Sanders
- 1941—BEDTIME STORY  
Loretta Young, Fredric March
- 1940—BEHIND PRISON GATES  
Brian Donlevy
- 1947—BETTY CO-ED\*  
Janice Porter
- 1944—BLACK PARACHUTE  
Larry Parks, John Carradine
- 1939—BLIND ALLEY  
Chester Morris
- 1934—BLIND DATE  
Ann Sothern, Paul Kelly
- 1947—BLIND SPOT  
Chester Morris
- 1943—BOY FROM STALINGRAD  
Bobby Samartzich
- 1942—CANAL ZONE  
Chester Morris
- 1944—CAROLINA BLUES\*  
Kay Kyser, Ann Miller
- 1939—COAST GUARD  
Randolph Scott, Ralph Bellamy
- 1937—COME CLOSER, FOLKS  
James Dunn
- 1943—COMMANDOS STRIKE AT DAWN  
Paul Muni
- 1938—COUNSEL FOR CRIME  
Otto Kruger
- 1944—COUNTERATTACK  
Paul Muni, Larry Parks
- 1936—COUNTERFEIT  
Chester Morris
- 1941—CRIME TAKES A HOLIDAY  
Jack Holt
- 1948—DEVIL SHIP\*  
Bill Bishop
- 1940—DOCTOR TAKES A WIFE  
Loretta Young, Ray Milland
- 1936—DON'T GAMBLE WITH LOVE  
Ann Sothern, Bruce Cabot
- 1940—ESCAPE TO GLORY  
Pat O'Brien, Constance Bennett
- 1945—EVE KNEW HER APPLES\*  
Ann Miller
- 1948—FULLER BRUSH MAN  
Red Skelton
- 1946—GALLANT JOURNEY\*  
Glenn Ford, Janet Blair
- 1940—GLAMOR FOR SALE  
Anita Louise, Roger Pryor
- 1939—GOOD GIRLS GO TO PARIS  
Melvyn Douglas, Joan Blondell
- 1947—GUILT OF JANET AMES  
Rosaling Russell, Melvyn Douglas
- 1936—HELLSHIP MORGAN  
Ann Sothern, Victor Jory, George Bancroft
- 1944—HEY, ROOKIE\*  
Ann Miller
- 1942—HONOLULU LULU  
Lupe Velez, Leo Carrillo
- 1938—I AM THE LAW  
Edward G. Robinson
- 1945—I LOVE A BANDLEADER\*  
Phil Harris, Rochester
- 1937—I PROMISE TO PAY  
Chester Morris, Leo Carrillo
- 1935—IF YOU COULD ONLY COOK  
Herbert Marshall, Jean Arthur
- 1944—IS EVERYBODY HAPPY\*  
Larry Parks, Ted Lewis
- 1947—IT HAD TO BE YOU  
Ginger Rogers, Cornel Wilde
- 1944—KANSAS CITY KITTY\*  
Bob Crosby, Joan Davis
- 1948—KEY WITNESS  
John Beal
- 1945—KISS AND TELL\*  
Shirley Temple
- 1942—LADIES IN RETIREMENT\*  
Ida Lupino, Louis Hayward

- 1939—LADY AND THE MOB  
Ida Lupino
- 1948—LADY FROM SHANGHAI\*  
Rita Hayworth, Orson Welles
- 1942—LAUGH YOUR BLUES AWAY\*  
Jinx Falkenberg
- 1937—LET US LIVE  
Maureen O'Sullivan, Henry Fonda
- 1934—LET'S FALL IN LOVE  
Ann Sothern, Gregory Ratoff
- 1945—LET'S GO STEADY\*  
Mel Tormé
- 1937—LET'S GET MARRIED  
Ralph Bellamy, Ida Lupino
- 1938—LIFE BEGINS WITH LOVE  
Jean Parker
- 1946—MAN WHO DARED  
Louise Brooks, Forrest Tucker
- 1948—MATING OF MILLIE\*  
Glenn Ford, Evelyn Keyes
- 1942—MEET THE STEWARTS\*  
William Holden, Frances Dee
- 1937—MORE THAN A SECRETARY  
Jean Arthur, George Brent
- 1934—MOST PRECIOUS THING IN LIFE  
Jean Arthur
- 1944—MR. WINKIE GOES TO WAR\*  
Edward G. Robinson
- 1940—MUSIC IN MY HEART  
Rita Hayworth, Tony Martin
- 1943—NIGHT TO REMEMBER  
Loretta Young, Brian Aherne
- 1944—NINE GIRLS  
Ann Harding, Evelyn Keyes
- 1943—NO PLACE FOR A LADY  
William Gargan, Margaret Lindsay
- 1944—NONE SHALL ESCAPE  
Alex Knox, Marcia Hunt
- 1937—NORTH OF NOME  
Jack Holt
- 1944—ONCE UPON A TIME  
Cary Grant, Janet Blair
- 1936—ONE WAY TICKET  
Lloyd Nolan
- 1942—OUR WIFE\*  
Melvyn Douglas, Ruth Hussey
- 1945—OUT OF THE DEPTHS  
Jim Bannon, Ross Hunter
- 1938—PAID TO DANCE (Title will be changed)  
Rita Hayworth, Jacqueline Wells
- 1936—PANIC ON THE AIR  
Ann Sothern, Lou Ayres
- 1942—PARACHUTE NURSE  
Margaret Chapman, Paul Kelly
- 1940—PASSPORT TO ALCATRAZ  
Jack Holt
- 1938—PENITENTIARY  
John Howard, Jean Parker
- 1936—PENNIES FROM HEAVEN  
Bing Crosby
- 1941—PENNY SERENADE\*  
Cary Grant, Irene Dunne
- 1947—RETURN OF MONTE CRISTO\*  
Louis Hayward
- 1944—REVEILLE WITH BEVERLY\*  
Ann Miller
- 1944—SAHARA  
Humphrey Bogart
- 1946—SHADOWED  
Anita Louise
- 1935—SHE MARRIED HER BOSS  
Claudette Colbert, Melvyn Douglas
- 1944—SIGN OF THE RAM  
Susan Peters, Alex Knox
- 1948—SLIGHTLY FRENCH\*  
Dorothy Lamour, Don Ameche
- 1939—SMASHING THE SPY RING  
Ralph Bellamy
- 1946—SNAFU  
Robert Benchly, Vera Vague
- 1947—SO DARK THE NIGHT\*  
Stephen Geray
- 1938—START CHEERING  
Jimmy Durante, Walter Connolly
- 1943—THE DESPERADOES  
Glenn Ford, Randolph Scott
- 1936—THE FINAL HOUR  
Ralph Bellamy
- 1946—THE GENTLEMAN MISBEHAVES\*  
Osa Massen
- 1942—THE LADY IS WILLING\*  
Marlene Dietrich, Fred MacMurray
- 1943—THE MORE THE MERRIER  
Loretta Young, Fredric March
- 1934—THE NINTH GUEST  
Donald Cook
- 1936—THEY MET IN A TAXI  
Chester Morris, Fay Wray
- 1941—THREE GIRLS ABOUT TOWN  
Joan Blondell, John Howard
- 1939—THOSE HIGH GRAY WALLS  
Walter Connolly
- 1945—TOGETHER AGAIN\*  
Charles Boyer, Irene Dunne
- 1945—TONIGHT AND EVERY NIGHT\*  
Rita Hayworth, Janet Blair
- 1940—TOO MANY HUSBANDS  
Jean Arthur, Fred MacMurray, Melvyn Douglas

(Continued on page 15)

## ADVISORY BOARD SURVEY

# How Does Trade Like New Daytime Look?



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

Daytime programming has undergone a minor revolution in the current season on both the network and local level. In many areas efforts are being made to give daytime the impact of nighttime. On NBC-TV the "Matinee Theater" is the first hour-long dramatic show aired in daylight. On ABC-TV "Afternoon Film Festival" is offering top feature films, taking its cue from the network's successful "Famous Film Festival." At numerous stations, "My Little Margie" and other syndicated film reruns are being stripped in a pattern started by WRCV-TV, Philadelphia, with the promotional theme "Nighttime in the Daytime."

These developments spring from a few aggressive sources. This is not a widely based evolution. What, then, does the industry at large think about this new look in daytime?

Without making specific reference to the above named shows, we asked the TV Editorial Advisory Board some leading questions to bring out its collective attitude.

The results reveal that the industry at large, as represented by this cross section, is far behind those responsible for the innovations. Whereas the pioneers have labored on the assumption that the daytime TV audience wants the same values it gets in the big nighttime shows, the board revealed in its answers a strong allegiance to the traditional assumptions of daytime programming and to the formats that prevailed in radio.

As the accompanying chart makes clear, a mere 14 per cent of the respondents think that daytime shows should be essentially the same as evening shows.

### Favor Old Patterns

The comments made by about half of those voting were 75 per cent in favor of the old and established daytime patterns.

When the board was asked specifically about two traditional daytime formats, the conservative view came out somewhat weaker than in the overall comments, but it still prevailed. Of those who commented on soap operas, 56 per cent thought they had a good future in TV. On women's service shows such as cooking and fashions, 66 per cent predicted a solid future in TV.

The conservative view—supporting special daytime formats—was justified by three main points in the following order: audience composition, audience behavior and production.

Thirteen stations and half as many agencies and sponsors merely cited the audience composi-

tion situation. Eight stations and six advertisers and agencies specifically referred to the need for appeal directed to women and kids. One station and one agency pointed out that, whereas the housewife relaxes in the evening, she is busy during the day. Another station stated that the daytime audience is transient and distracted.

This position was summed up in the following words by one station which declined citation: "The traditional horizontal pattern of daytime broadcasting imposes production limitations that do not exist in the one-a-week or vertical pattern of programming. The complete attention requirement of most nighttime shows makes them generally impractical in our culture for daytime programming."

### Soapers to Stay

Soap operas are here to stay because radio proved their value. That was the point made by 10 stations, five agencies, four sponsors and seven producers. They're here to stay because women still like them, said 14 stations and seven agencies. As opposed to this, seven stations and three agencies said that the changing story pattern will replace the soap serials and that NBC has the answer in its "Matinee Theater."

There was no particular concentration of ideas on the subject of female service shows. They'll always interest women if properly adapted to TV, said 11 stations and two agencies. They're a sound buy; the appeal is to a small but highly attentive group, said nine stations and two agencies. Other remarks were scattered: should be aimed at low income families, cooking shows should be done by men, they should have high entertainment level, should emphasize "how to," should be confined to small doses. These points were made by only a couple of members each.

## HOW THEY VOTED

As a general assumption, do you think that programs aired between 9 a.m. and 5 p.m. should be basically the same type or different from nighttime shows?

	Same as	
	Nighttime	Nighttime
Networks and Stations	10	40
Ad Agencies	6	25
Network Sponsors	—	3
Regional, Local and Spot Advertisers	—	8
Distributors	1	15
Producers	1	19
	18	110

### ADVERTISERS AND AGENCIES SAY . . .



BUCHEN

WALTER BUCHEN, president, Buchen Company, Chicago: "Basically, daytime programs should not rely on undivided visual attention. Audio portion should carry the program. The future of soapers is good if stories are kept simple with an emphasis on dialog. Service shows, too, are good if the audio can carry the load. But they should also include some entertainment such as music."

HAROLD O. BATES, president, Advent Associates, Elizabeth, N. J.: "I don't think TV should cater to the baser intellects. A reasonably high plane is being established for evening TV. It should be adhered to in daytime TV. Service shows have a great future if properly handled."

GARRY LEE, TV production manager, Stockton, West, Burkhart, Inc., Cincinnati: "Soap operas are and will continue to be popular in either radio or TV as a daytime feature if they are able to capture that psychological root so ably handled by the Hummerts in all of their soap operas. Corny as it may seem to those who live in the business world all day, they gave the woman in the seclusion of her home opportunity for emotional participation outside of it."

### STATIONS SAY . . .



VADEBONCOEUR

E. R. VADEBONCOEUR, president, WSYR-TV, Syracuse: "Big variety and comedy shows do not fit daytime. Mysteries and crime thrillers are also inappropriate. But news is equally good daytime and is badly neglected. Above all, situation, human interest and quiz shows 'Lucky,' 'Father Knows Best,' 'What's My Line?,' 'Masquerade Party,' etc., would be excellent day shows. Women's service shows will always be profitable and salable as in radio, and they will always have limited audience as in radio."

BOB WATSON, manager, KCNC-TV, Amarillo, Tex.: "We do not believe the time of day important except as to audience composition. Whatever time of day, primary consideration

should be to program shows of interest to available audience, thereby attracting available audience. We think the future of soap operas is dim, but then we didn't think they had a great future in radio either."

ROY E. MORGAN, executive vice-president, WILK-TV, Wilkes-Barre, Pa.: "Generally, women's service shows seem to be dropping off the air, but in our case we find that they are extremely popular, and we are doing well with them both audience-wise and dollar-wise. Both of our present shows in this category telecast in the afternoon are practically sold out."

LAWRENCE H. ROGERS II, vice-president, WSAZ-TV, Huntington, W. Va.: "Future of soap operas is death by strangulation—I hope. Women's service shows are already dead—unless integrated into shows with entertainment values and format ('Coffee Time,' local; 'Home,' net, etc.)."

CHARLES T. LYNCH, program director, WKZO-TV, Kalamazoo, Mich.: "I believe soap operas have an excellent future despite criticism. They have lasted in radio. I do believe some modification is in store . . . perhaps fewer episodes to complete a story. Women's service shows are excellent. These shows are always going to interest women. Again, perhaps the approach must be changed—more video conscious."

### PRODUCERS AND DISTRIBUTORS SAY . . .



LEEDS

MARTIN LEEDS, executive vice-president, Desilu Productions, Inc., Hollywood: "Programming for women and children creates entirely different problems than those present for an all adult viewing audience and needs greater care as to its impact on the mind of a growing child."

CHARLES MICHELSON, Charles Michelson, Inc., New York: "Soap operas should not be bloc programmed as in radio, and quantity should be limited. Women's service shows should be increased and particularly aimed for the poorer and middle-class audience."

EMERSON YORKE, Emerson Yorke Studio, New York: "Cooking, homemaking, etc., shows can be successful, dependent on whether a Mary Margaret McBride can be developed. . . . Otherwise, they are glorified commercials, and their mediocrity will kill them off."

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TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 West 49 St. New York, New York

\* Nov.-Dec. 1955 A.R.B.

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

#### • Network Drama Shows

JANUARY RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rating	Rank	Show, Sponsor & Web	Women Per Set
1.	Dragnet, Liggett & Myers (NBC)	39.8	1.	Loretta Young, Procter & Gamble (NBC)	1.24
2.	Climax, Chrysler (CBS)	35.5	2.	Playhouse of Stars, Schlitz (CBS)	1.18
3.	Loretta Young, Procter & Gamble (NBC)	33.9	3.	Kraft TV Theater, Kraft (NBC)	1.16
4.	G. E. Theater, Gen'l Elec. (CBS)	33.4	3.	Lux Video Theater, Lever (NBC)	1.16
5.	Lux Video Theater, Lever (NBC)	33.0	5.	G. E. Theater, Gen'l Elec. (CBS)	1.14
6.	The Millionaire, Colgate-Palmolive (CBS)	32.4	5.	Alfred Hitchcock, Bristol-Myers (CBS)	1.14
7.	Alfred Hitchcock, Bristol-Myers (CBS)	31.2	5.	Alcoa Hour, Aluminum Co. of America (NBC)	1.14
8.	Line Up, Brown & Williamson, Procter & Gamble (CBS)	30.2	5.	Climax, Chrysler (CBS)	1.14
9.	Four Star Playhouse, Singer, Bristol-Myers (CBS)	29.7	9.	Ford Theater, Ford (NBC)	1.13
10.	Fireside Theater, Procter & Gamble (NBC)	29.5	9.	Big Story, American Tobacco, Simoniz (NBC)	1.13

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	Famous Film Festival, Partic. (ABC)	1.12	1.	Lassie, Campbell Soup, Kellogg (CBS)	1.48
2.	Alcoa Hour, Aluminum Co. of America (NBC)	1.01	2.	You Are There, Elec. Companies of America (Prudential (CBS)	.74
3.	Alfred Hitchcock, Bristol-Myers (CBS)	.98	3.	Famous Film Festival, Partic. (ABC)	.73
3.	You Are There, Elec. Companies of America, Prudential (CBS)	.98	4.	Navy Log, Maytag, Sheaffer (CBS)	.70
5.	G. E. Theater, Gen'l Elec. (CBS)	.97	4.	Crossroads, Quaker, Hot Point, Norwich (ABC)	.70
5.	Appointment With Adventure, P. Lorillard (CBS)	.97	6.	Dragnet, Liggett & Myers (NBC)	.68
7.	Big Story, American Tobacco, Simoniz (NBC)	.93	7.	Crusader, R. J. Reynolds (CBS)	.60
8.	Star Stage, Campbells, Chesebrough-Ponds (NBC)	.91	8.	TV Reader's Digest, Studebaker-Packard (ABC)	.53
9.	Justice, American Tobacco (NBC)	.90	9.	The Millionaire, Colgate-Palmolive (CBS)	.51
10.	Damon Runyon Theater, Budweiser (CBS)	.88	10.	Playhouse of Stars, Schlitz (CBS)	.50
			10.	Big Story, American Tobacco, Simoniz (NBC)	.50

#### LATEST NETWORK RATINGS

#### Pulse Top 10 TV Web Shows

(January, 1956)

\* Indicates Film

Rank	Program & Web	Jan. Rating
1.	\$64,000 Question (CBS)	48.7
2.	Ed Sullivan (CBS)	42.2
3.	Producers Showcase (NBC)	40.6
4.	*I Love Lucy (CBS)	40.2
5.	*Groucho Marx (NBC)	34.6
6.	*Disneyland (ABC)	33.5
7.	Climax (CBS)	33.0
8.	Perry Como (NBC)	31.5
9.	*Dragnet (NBC)	31.1
10.	*December Bride (CBS)	30.2

#### Pulse Top 10 Multi-Weekly Shows

(January, 1956)

\* Indicates Film

Rank	Program & Web	Jan. Rating
1.	*Mickey Mouse Club (ABC)	18.9
2.	Guiding Light (CBS)	11.6
3.	Love of Life (CBS)	11.1
4.	Search for Tomorrow (CBS)	10.7
5.	Big Payoff (CBS)	10.6
6.	News Caravan (NBC)	9.9
7.	Art Linkletter (CBS)	9.7
7.	Howdy Doody (NBC)	9.7
9.	Valiant Lady (CBS)	9.6
10.	Arthur Godfrey (CBS)	9.5
10.	Bob Crosby (CBS)	9.5

#### • ARB Top Shows Among Men

How Network Shows Rated Among Men in January

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

(\* Indicates Film)

Rank	Show, Sponsor & Web	Men Per Set	Avg. Jan. Rating
1.	Wednesday Night Fights, Pabst, Mennen (ABC)	1.18	23.2
2.	Cavalcade of Sports, Gillette (NBC)	1.13	26.1
3.	*Famous Film Festival, Partic. (ABC)	1.12	7.8
4.	Feature Boxing, Partic. (Du Mont)	1.08	8.1
5.	You Asked for It, Skippy Peanut (ABC)	1.04	16.5
5.	Ed Sullivan, Lincoln-Mercury (CBS)	1.04	44.8
7.	Comedy Hour, Brown & Williamson, Jergens, Avco (NBC)	1.03	26.3
7.	Ozark Jubilee, Sustaining (ABC)	1.03	8.8
9.	Meet the Press, Pan American, Johns Manville (NBC)	1.02	11.2
9.	Lawrence Welk, Dodge (ABC)	1.02	26.8
11.	Amateur Hour, Serutan, Pharmaceuticals (ABC)	1.01	13.1
11.	Alcoa Hour, Aluminum Co. of America (NBC)	1.01	21.0
11.	*Gunsmoke, Liggett & Myers (CBS)	1.01	21.1
11.	Texaco Star Theater, Texas Co. (NBC)	1.01	24.7
15.	Grand Ole Opry, Partic. (ABC)	1.00	7.7
16.	*Alfred Hitchcock, Bristol-Myers (CBS)	.98	31.2
16.	*You Are There, Electric Co. of America, Prudential (CBS)	.98	12.4
16.	Georgeobel, Pet Milk, Armour (NBC)	.98	39.9
19.	*Private Secretary, American Tobacco (CBS)	.97	32.8
19.	G. E. Theater, Gen'l Elec. (CBS)	.97	33.2
19.	Appointment With Adventure, P. Lorillard (CBS)	.97	17.4
22.	*It's a Great Life, Chrysler (NBC)	.95	17.1
22.	*The Honeymooners, Buick (CBS)	.95	35.3
22.	Two for the Money, P. Lorillard, Sheaffer (CBS)	.95	29.1
22.	*People Are Funny, Toni, Paper Mate (NBC)	.95	27.2
22.	Your Hit Parade, Hudnut, Amer. Tobacco (NBC)	.95	36.4

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### • Syndicated Film Drama Shows

DECEMBER RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distrib.	Avg. Dec. Rtg.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Douglas Fairbanks Jr. Presents (ABC)	16.4	1.	Celebrity Playhouse (Screen Gems)	.79	1.	Science Fiction Theater (Ziv)	.32
2.	Celebrity Playhouse (Screen Gems)	15.8	2.	Mayor of the Town (MCA)	.77	2.	Douglas Fairbanks Jr. Presents (ABC)	.25
3.	Star and the Story (Official)	13.2	2.	Times Square Playhouse (Ziv)	.77	3.	Mayor of the Town (MCA)	.22
4.	Dr. Hudson's Secret Journal (MCA)	12.2	4.	Science Fiction Theater (Ziv)	.75	4.	Heart of the City (MCA)	.21
5.	Science Fiction Theater (Ziv)	11.2	4.	Dr. Hudson's Secret Journal (MCA)	.75	6.	Your All Star Theater (Screen Gems)	.20
6.	Mayor of the Town (MCA)	10.8	6.	Douglas Fairbanks Jr. Presents (ABC)	.74	7.	Celebrity Playhouse (Screen Gems)	.19
7.	Heart of the City (MCA)	7.5	7.	Famous Playhouse (MCA)	.72	8.	Times Square Playhouse (Ziv)	.18
8.	The Unexpected (Ziv)	4.8	7.	Heart of the City (MCA)	.72	8.	The Visitor (NBC)	.18
9.	Your All Star Theater (Screen Gems)	4.1	9.	Star and the Story (Official)	.70	10.	Dr. Hudson's Secret Journal (MCA)	.17
10.	The Visitor (NBC)	3.9	10.	The Visitor (NBC)	.69	10.	The Unexpected (Ziv)	.17

VIEWERS/100 HOMES			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In	Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	223	1.	Celebrity Playhouse (Screen Gems)	.96	1.	Your All Star Theater (Screen Gems)	.38
2.	Douglas Fairbanks Jr. Presents (ABC)	205	2.	Douglas Fairbanks Jr. Presents (ABC)	.93	2.	Celebrity Playhouse (Screen Gems)	.29
2.	Mayor of the Town (MCA)	205	3.	Famous Playhouse (MCA)	.87	2.	The Visitor (NBC)	.29
4.	Science Fiction Theater (Ziv)	195	4.	Times Square Playhouse (Ziv)	.86	4.	The Unexpected (Ziv)	.27
4.	Times Square Playhouse (Ziv)	195	5.	Mayor of the Town (MCA)	.83	5.	Heart of the City (MCA)	.24
6.	Dr. Hudson's Secret Journal (MCA)	193	5.	Star and the Story (Official)	.83	5.	Science Fiction Theater (Ziv)	.24
6.	Heart of the City (MCA)	193	7.	Dr. Hudson's Secret Journal (MCA)	.82	7.	Mayor of the Town (MCA)	.23
8.	Star and the Story (Official)	192	8.	The Unexpected (Ziv)	.80	8.	Dr. Hudson's Secret Journal (MCA)	.19
9.	The Visitor (NBC)	191	9.	Your All Star Theater (Screen Gems)	.76	9.	Star and the Story (Official)	.18
10.	The Unexpected (Ziv)	189	9.	Heart of the City (MCA)	.76	10.	Times Square Playhouse (Ziv)	.14

#### • Pulse Top Pix Among Men

How Non-Net Films Rate Among Men in December

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

Rank Order	Title and Distributor of Series	Men Per 100 Homes	Avg. Dec. Rating
1.	Confidential File (Guild)	91	11.9
2.	Ellery Queen (TPA)	87	6.9
3.	Foreign Intrigue (Official)	85	4.3
3.	I Led Three Lives (Ziv)	85	13.0
5.	Boston Blackie (Ziv)	84	5.1
5.	Highway Patrol (Ziv)	84	12.8
5.	Mr. District Attorney (Ziv)	84	17.7
5.	Racket Squad (ABC)	84	8.3
5.	The Whistler (CBS)	84	9.0
10.	Death Valley Days (Pacific Borax)	83	10.1
11.	China Smith (NTA)	82	3.8
11.	The Falcon (NBC)	82	5.7
11.	I Am the Law (MCA)	82	4.3
11.	Inspector Mark Saber (Koch)	82	3.3
11.	Mr. and Mrs. North (ATPS)	82	6.5
11.	Sherlock Holmes (UM&M)	82	8.4
17.	My Little Margie (Official)	80	9.4
17.	City Detective (MCA)	80	12.3
17.	Man Behind the Badge (MCA)	80	16.1
20.	Celebrity Playhouse (Screen Gems)	79	15.8
20.	Colonel March of Scotland Yard (Official)	79	2.4
20.	Dangerous Assignment (NBC)	79	6.1
20.	Inner Sanctum (NBC)	79	4.2
24.	Fabian of Scotland Yard	78	8.4
24.	Waterfront (MCA)	78	13.2

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.



\* Nov.-Dec. 1955 A.R.B.

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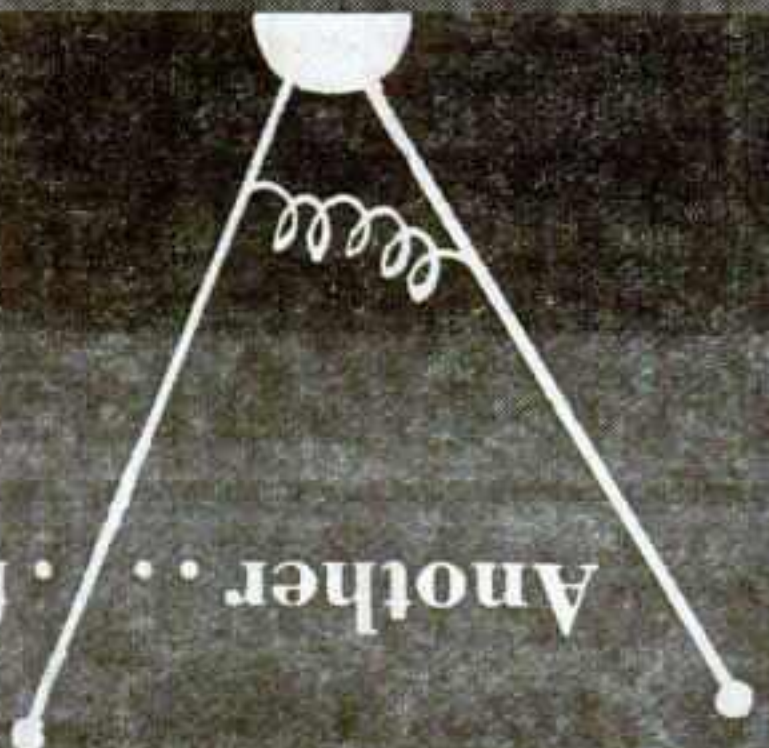


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\*Nov.-Dec. 1955 A.R.B.

# The Billboard Scoreboard PULSE LOCAL RATINGS JANUARY

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.

## BOSTON 5 STATIONS

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

1. Ed Sullivan, WNAC, Su. .... 46.3	9. Martha Raye, WBZ, T. .... 33.8
2. \$64,000 Question, WNAC, T. .... 43.0	10. Four Star Playhouse, WNAC, Th. .... 33.5
3. Producer's Showcase, WBZ, M. .... 42.3	11. Red Skelton, WNAC, T. .... 33.5
4. I've Got a Secret, WNAC, W. .... 38.7	12. Fireside Theater, WBZ, T. .... 32.0
5. Millionaire, WNAC, W. .... 36.2	13. G.E. Theater, WNAC, Su. .... 32.0
6. Climax, WNAC, Th. .... 35.8	14. Bishop Sheen, WNAC 30.4; WMNR, Th. .... 31.1
7. Groucho Marx, WBZ, Th. .... 35.7	15. Mama, WNAC, F. .... 31.0
8. Perry Como, WBZ, S. .... 34.8	

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

1. Mickey Mouse Club, WNAC, M. to F. .... 21.6	6. Eddie Fisher, WBZ, W. & F. .... 14.2
2. *Carnival, WBZ, M. to F. .... 20.6	7. Dinah Shore, WBZ, T. & Th. .... 12.7
3. *News, Weather (7 p.m.), WNAC, T. to F. .... 15.4	8. Bob Crosby, WNAC, M. to F. .... 12.6
4. *Patti Page, WNAC, W. & F. .... 14.5	9. Art Linkletter, WNAC, M. to F. .... 12.4
5. News Caravan, WBZ, T. to F. .... 14.4	9. Bib Payoff, WNAC, M.-W.-F. .... 12.4

### THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank	Title (Distributor) Station, Day-Time	Rating	Rank	Title (Distributor) Station, Day-Time	Rating
1.	Range Riders (CBS), WBZ, Su.-7:00	25.0	17.	Sherlock Holmes (UM&M), WNAC, Th.-10:30	15.7
2.	Mr. District Attorney (Ziv), WNAC, T.-10:30	24.7	18.	Your Star Showcase (TPA), WNAC, Su.-4:00	15.4
3.	Man Behind the Badge (MCA), WNAC, Su.-10:30	22.9	19.	Buffalo Bill Jr. (CBS), WNAC, S.-11:30 a.m.	15.4
4.	Badge 714 (NBC), WNAC, W.-6:30	22.4	20.	Ramar of the Jungle (TPA), WNAC, Th.-6:00	14.7
5.	Superman (Flamingo), WNAC, F.-6:30	21.9	21.	†Patti Page (Oldsmobile) WNAC, W. & F.-7:15	14.5
6.	I Led Three Lives (Ziv), WNAC, M.-7:00	21.5	22.	Gene Autry (CBS), WNAC, M.-6:00	14.5
7.	Ellery Queen (TPA), WNAC, F.-10:30	20.2	23.	Dangerous Assignment (NBC), WNAC, M.-11:15	13.1
8.	Wild Bill Hickok (Flamingo), WNAC, T.-6:30	20.0	24.	Dangerous Assignment (NBC), WNAC, T.-7:30	12.8
9.	Waterfront (MCA), WNAC, Su.-7:00	19.2	25.	Heart of the City (TPA), WNAC, Su.-4:30	12.5
10.	Confidential File (Guild), WBZ, M.-10:30	18.8	26.	Hopalong Cassidy (NBC), WBZ, W.-6:45	12.5
11.	Highway Patrol (Ziv), WBZ, W.-10:30	18.0	27.	Cisco Kid (Ziv), WNAC, S.-9:00 a.m.	12.2
12.	†Andy's Gang (Brown), WNAC, S.-10:00 a.m.	17.4	28.	Mr. and Mrs. North (ATPS), WNAC, W.-11:00	12.1
13.	Amos 'n' Andy (CBS), WNAC, Su.-2:30	16.7	29.	City Detective (MCA), WNAC, F.-11:00	11.7
14.	†Sky King (Nabisco) WNAC, W.-6:00	16.7	30.	Annie Oakley (CBS), WBZ, F.-6:45	11.7
15.	Steve Donovan, Western Marshal (NBC), WNAC, W.-7:30	16.2			
16.	The Falcon (NBC), WNAC, Su.-11:00	16.0			
17.	Studio 57 (MCA), WBZ, T.-10:30	15.7			

## CLEVELAND 3 STATIONS

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

1. \$64,000 Question, WXEL, T. .... 44.7	9. Playhouse of Stars, F. .... 30.4
2. Producer's Showcase, WNBK, M. .... 38.8	10. Big Story, F. .... 29.4
3. Ed Sullivan, WXEL, Su. .... 36.8	11. Four Star Playhouse, Th. .... 28.9
4. Disneyland, WEWS, W. .... 36.2	12. Lineup, F. .... 28.7
5. Lux Video Theater, WNBK, Th. .... 35.6	13. Groucho Marx, Th. .... 27.7
6. Dragnet, WNBK, Th. .... 32.7	14. Climax, Th. .... 27.5
7. Rin Tin Tin, WEWS, F. .... 31.0	15. December Bride, M. .... 27.0
8. Gene Autry, WXEL, S. .... 30.7	

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

1. Mickey Mouse Club, WEWS, M. to F. .... 22.0	6. *Weather, Reporter (6:45 p.m.), WEWS, M. to F. .... 11.5
2. *Little Rascals, WEWS, M. to F. .... 14.3	7. *Ten o'Clock Playhouse, WNBK, M. to F. .... 11.1
3. *Hilites of the News (6:30 p.m.), WEWS, M. to F. .... 12.8	8. *Looney Tunes, Misc., WXEL, M. to F. .... 10.5
4. *Texas Jim, WEWS, M.-W.-F. .... 12.3	9. Dinah Shore, WNBK, T. & Th. .... 10.4
5. *Ramar of the Jungle, WNBK, M. to F. .... 11.7	10. *Reporter, Sports Final (11 p.m.), WXEL, M. to F. .... 10.3

### THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Range Rider (CBS), WEWS, Su.-7:00	18. †Sky King (Oldsmobile), WXEL, S.-5:00	12.5
2. Amos 'n' Andy (CBS), WNBK, F.-7:00	19. I Led Three Lives (Ziv), WEWS, S.-10:30	12.3
3. Annie Oakley (CBS), WXEL, S.-6:30	20. Great Gildersleeve (NBC), WXEL, W.-7:00	12.2
4. Badge 714 (NBC), WXEL, F.-7:00	21. Mr. District Attorney (Ziv), WEWS, Th.-7:30	11.8
5. Passport to Danger (ABC), WXEL, T.-10:30	22. Mobile Theater (Socony-Mobile), WXEL, M.-7:00	11.7
6. Hopalong Cassidy (NBC), WXEL, S.-6:00	23. Ramar of the Jungle (TPA), WNEK, M. to F.-6:00	11.7
7. Cisco Kid (Ziv), WXEL, Th.-7:00	24. Studio 57 (MCA), WXEL, Th.-10:30	11.0
8. Cowboy G-Men (Flamingo), WNBK, M.-7:00	25. Looney Tunes (Guild), WXEL, M. to F.-6:00	10.5
9. Buffalo Bill Jr. (CBS), WXEL, S.-5:30	26. Ethel Barrymore Theater (Interstate), WNBK, W.-7:00	10.5
10. Wild Bill Hickok (Flamingo), WEWS, T.-6:00	27. Man Behind the Badge (MCA), WNBK, M.-10:30	10.0
11. †Death Valley Days (Pacific Borax), WXEL, T.-7:00	28. Science Fiction Theater (Ziv), WNBK, T.-7:00	9.5
12. Follow That Man (MCA), WEWS, F.-10:30	29. Championship Bowling (Walt Schwimmer), WEWS, M.-11:00	9.2
13. Douglas Fairbanks Jr. Presents (ABC), WNBK, W.-7:00	30. Liberate (Guild), WXEL, Su.-7:00	9.2
14. Little Rascals (Interstate), WEWS, M. to F.-4:30		
15. Superman (Flamingo), WEWS, Th.-6:00		
16. Soldiers of Fortune (MCA), WNBK, Th.-7:00		
17. Dr. Hudson's Secret Journal (MCA), WEWS, F.-9:00		

## LOS ANGELES 7 STATIONS

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

1. \$64,000 Question, KNXT, T. .... 40.8	9. Do You Trust Your Wife? KNXT, T. .... 26.7
2. I Love Lucy, KNXT, M. .... 34.4	10. Disneyland, KABC, W. .... 26.2
3. Ed Sullivan, KNXT, Su. .... 33.9	11. George Gobel, KRCA, S. .... 25.2
4. Groucho Marx, KRCA, Th. .... 33.7	12. This Is Your Life, KRCA, W. .... 25.2
5. Producer's Showcase, KRCA, M. .... 30.7	13. G.E. Theater, KNXT, Su. .... 25.1
6. What's My Line? KNXT, Su. .... 29.3	14. December Bride, KNXT, M. .... 23.1
7. Climax, KNXT, Th. .... 28.0	15. Alfred Hitchcock, KNXT, Su. .... 22.9
8. Burns and Allen, KNXT, M. .... 27.4	15. Dragnet, KRCA, Th. .... 22.9

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

1. Mickey Mouse Club, KABC, M. to F. .... 11.1	6. *Life With Elizabeth, KTTV, M. to F. .... 8.3
2. *News, Geo. Putnam (6:45 p.m.), KTTV, M. to F. .... 9.2	7. *News, Geo. Putnam (11 p.m.), KTTV, M. to F. .... 8.3
3. News Caravan, Misc., KRCA, T. to F. .... 8.8	8. Art Linkletter, KNXT, M. to F. .... 8.0
4. *Stories of the Century, KTTV, T. to F. .... 8.7	9. *News, Jack Latham (11 p.m.), KRCA, M. to F. .... 7.8
5. *Big News (10:30 p.m.), KNXT, M. to F. .... 8.4	10. Dinah Shore, KRCA, T. & Th. .... 7.3

### THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Life of Riley (NBC), KTTV, M.-8:30	18. Life With Father (Governor), KNXT, F.-7:00	10.9
2. Amos 'n' Andy (CBS), KNXT, Su.-5:30	19. Liberate (Guild), KTTV, T.-8:30	10.8
3. Susie (TPA), KTTV, S.-8:00	20. Top Plays of 1955 (Screen Gems), KRCA, M.-9:00	10.8
4. Annie Oakley (CBS), KTTV, Th.-7:00	21. Count of Monte Cristo (TPA), KTTV, T.-8:00	10.8
5. Badge 714 (NBC), KTTV, S.-7:30	22. Celebrity Playhouse (Screen Gems), KNXT, T.-10:00	9.9
6. Mr. District Attorney (Ziv), KNXT, M.-10:00	23. Racket Squad (ABC), KTTV, F.-8:30	9.9
7. My Little Margie (Official), KTTV, M.-7:30	24. Hopalong Cassidy (NBC), KTTV, S.-6:00	9.9
8. Superman (Flamingo), KTTV, S.-7:00	25. Amos 'n' Andy (CBS), KNXT, S.-7:30	9.4
9. Confidential File (Guild), KTTV, F.-9:30	26. City Detective (MCA), KTTV, M.-9:30	9.4
10. I Led Three Lives (Ziv), KTTV, S.-8:30	27. Man Behind the Badge (MCA), KTTV, F.-8:00	9.2
11. Top Plays of 1955 (Screen Gems), KRCA, S.-7:00	28. Star and the Story (Official), KTTV, F.-10:00	9.1
12. Highway Patrol (Ziv), KTTV, M.-9:00	29. Great Gildersleeve (NBC), KRCA, F.-8:30	9.1
13. Douglas Fairbanks Jr. Presents (ABC), KRCA, M.-10:30	30. Abbott and Costello (MCA), KTTV, S.-6:30	8.9
14. I Married Joan (Interstate), KTTV, M.-7:00	30. The Whistler (CBS), KNXT, W.-10:00	8.9
15. Science Fiction Theater (Ziv), KTTV, T.-8:00		
16. Waterfront (MCA), KTTV, W.-9:00		
17. I Search for Adventure (Bagnall), KCOP, Th.-7:30		

## PROVIDENCE 2 STATIONS

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

1. Producer's Showcase, WJAR, M. .... 48.5	8. Perry Como Show, WJAR, S. .... 37.3
2. \$64,000 Question, WPRO, T. .... 44.5	10. George Gobel, WJAR, S. .... 36.8
3. Ed Sullivan, WPRO, Su. .... 43.1	11. Lux Video Theater, WJAR, Th. .... 34.3
4. Big Story, WJAR, F. .... 41.8	11. Mama, WPRO, F. .... 34.3
5. Groucho Marx, WJAR, Th. .... 40.3	13. Robert Montgomery, WJAR, M. .... 34.1
6. Life of Riley, WJAR, F. .... 38.3	14. Climax, WPRO, Th. .... 34.0
7. Fireside Theater, WJAR, T. .... 37.8	15. Jackie Gleason, WPRO, S. .... 33.3
8. Millionaire, WPRO, W. .... 37.3	

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

1. News Caravan, WJAR, T.-F. .... 22.4	7. CBS News, WPRO, M.-F. .... 16.0
2. *News, Weather (11 p.m.), WJAR, M.-F. .... 19.4	8. *News, Weather, Misc. (6:30 p.m.) WPRO, M.-F. .... 15.7
3. Dinah Shore, WJAR, T. & Th. .... 16.8	9. Eddie Fisher, WJAR, W. & F. .... 15.3
5. *Salty Shack, WPRO, M.-F. .... 16.8	9. Mickey Mouse Club, WPRO, M.-F. .... 15.3
3. *Reporter, Weather (7 p.m.), WJAR, M.-F. .... 16.5	
6. TV Sports Page, Misc. (7:15 p.m.), WJAR, M.-F. .... 16.1	

### THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank	Title (Distributor) Station, Day-Time	Rating	Rank	Title (Distributor) Station, Day-Time	Rating
1.	Liberate (Guild), WJAR, Th.-9:00	22.8	17.	†Death Valley Days (Pacific Borax), WJAR, S.-7:00	11.8
2.	Mr. District Attorney (Ziv), WJAR, M.-10:30	20.8	18.	Colonel March of Scotland Yard (Official), WJAR, M.-11:15	10.5
3.	Count of Monte Cristo (TPA), WJAR, T.-7:00	19.8	19.	†Sky King (Nabisco), WPRO, S.-11:00 a.m.	10.3
3.	I Search for Adventure (Bagnall), WJAR, F.-6:30	19.8	20.	Foreign Intrigue (Official), WJAR, Su.-11:15	7.8
5.	Highway Patrol (Ziv), WJAR, T.-10:30	17.8	21.	†Andy's Gang (Brown), WJAR, S.-9:30 a.m.	6.3
6.	I Led Three Lives (Ziv), WJAR, Su.-10:30	17.3	22.	Star and the Story (Official), WJAR, M.-W.-2:30	5.7
7.	Amos 'n' Andy (CBS), WPRO, Th.-7:00	17.0	23.	Guy Lombardo (MCA), WPRO, Su.-1:30	5.3
8.	Superman (Flamingo), WJAR, M.-6:00	16.3	24.	Looney Tunes (Guild), WJAR, W.-W.-F.-12:00 noon	5.1
9.	Annie Oakley (CBS), WJAR, M.-6:30	15.8	25.	My Hero (Official), WJAR, T.&T.-12:00 noon	5.0
10.	Waterfront (MCA), WPRO, S.-7:30	14.8	26.	Hans Christian Andersen (Interstate), WPRO, S.-8:30 a.m.	4.8
11.	Secret File U.S.A. (Official), WJAR, W.-6:30	14.3	27.	Looney Tunes (Guild), WJAR, S.-7:45 a.m.	3.7
12.	Wild Bill Hickok (Flamingo), WJAR, W.-6:00	13.8	28.	Looney Tunes (Guild), WJAR, Su.-10:15 a.m.	3.5
13.	Annie Oakley (CBS), WJAR, T.-6:00	13.5			
14.	Science Fiction Theater (Ziv), WPRO, W.-7:00	13.0			
15.	Buffalo Bill Jr. (CBS), WJAR, S.-11:30 a.m.	12.8			
16.	†Patti Page (Oldsmobile), WPRO, M.&F.-7:00	12.5			

## SAN FRANCISCO-OAKLAND 5 STATIONS

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

1. \$64,000 Question, KPIX, T. .... 47.4	9. Godfrey's Talent Scouts, KPIX, M. .... 30.5
2. I Love Lucy, KPIX, M. .... 46.7	10. Phil Silvers, KPIX, T. .... 30.4
3. Ed Sullivan, KPIX, Su. .... 44.2	11. Dragnet, KRON, Th. .... 30.2
4. Groucho Marx, KRON, Th. .... 41.5	12. Climax, KPIX, Th. .... 29.4
5. Burns and Allen, KPIX, M. .... 37.7	12. G.E. Theater, KPIX, Su. .... 29.4
6. Disneyland, KGO, W. .... 36.8	12. Producer's Showcase, KRON, M. .... 29.4
7. Perry Como, KRON, S. .... 32.7	15. George Gobel, KRON, Sat. .... 28.7
8. Do You Trust Your Wife, KPIX, T. .... 32.5	15. This Is Your Life, KRON, W. .... 28.7

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

1. Mickey Mouse Club, KGO, M.-F. .... 18.1	6. Big Payoff, KPIX, M.-F. .... 9.7
2. *News Caravan, Misc., KRON, T.-F. .... 13.3	7. Dinah Shore, KRON, T.&Th. .... 9.4
3. Science Lab, Misc. (6:15 p.m.), KRON, T.-F. .... 11.8	8. Bob Crosby, KPIX, T.-F. .... 8.9
4. Art Linkletter, KPIX, M. to F. .... 11.4	9. *Fireman Frank, KRON, T.-F. .... 8.5
4. Queen for a Day, KRON, M.-F. .... 11.4	10. CBS News, KPIX, M.-F. .... 7.9

### THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Badge 714 (NBC), KPIX, W.-9:00	15. Count of Monte Cristo (TPA), KPIX, T.-10:00	13.7
2. Life of Riley (NBC), KPIX, Th.-7:00	17. Confidential File (Guild), KGO, T.-10:00	13.2
3. I Search for Adventure (Bagnall), KPIX, Th.-7:30	18. Soldiers of Fortune (MCA), KRON, F.-6:30	12.7
4. Eddie Cantor (Ziv), KRON, S.-7:00	19. Wild Bill Hickok (Flamingo), KGO, T.-6:30	12.5
5. Grand Ole Opry (Flamingo), KPIX, Su.-9:30	20. Science Fiction Theater (Ziv), KPIX, T.-10:30	12.4
5. I Led Three Lives (Ziv), KRON, M.-10:30	21. Highway Patrol (Ziv), KRON, T.-6:30	11.9
7. The Whistler (CBS), KRON, W.-10:30	21. Celebrity Playhouse (Screen Gems), KRON, F.-10:00	11.9
8. Douglas Fairbanks Jr. Presents (ABC), KPIX, M.-10:00	23. Captured (NBC), KRON, F.-11:00	11.7
9. Mr. District Attorney (Ziv), KRON, F.-10:30	24. †Andy's Gang (Brown), KRON, S.-5:00	11.7
10. Cisco Kid (Ziv), KRON, Th.-6:30	25. My Little Margie (Official), KRON, Su.-10:30	11.4
10. Judge Roy Bean (Screencraft), KRON, M.-6:30	26. †The Hunter (Tafel), KRON, Th.-11:00	11.2
12. Science in Action (TPA), KRON, M.-7:00	26. I Spy (Guild), KRON, W.-6:30	11.2
13. Superman (Flamingo), KGO, W.-6:30	28. Steve Donovan, Western Marshal (NBC), WPIX, T.-6:30	10.7
14. Great Gildersleeve (NBC), KRON, Th.-7:00	29. Top Plays of 1955 (Screen Gems), KPIX, W.-10:30	9.4
15. Man Behind the Badge (MCA), KRON, T.-10:30	30. †Sky King (Nabisco), KGO, Th.-6:00	9.2

## NEW YORK 7 STATIONS

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

1. Ed Sullivan, WCBS, Su. .... 44.9	9. Four Star Playhouse, WCBS, Th. .... 30.7
2. Producer's Showcase, WRCA, M. .... 43.2	10. Phil Silvers Show, WCBS, T. .... 30.4
3. \$64,000 Question, WCBS, T. .... 42.8	11. Lux Video Theater, WRCA, Th. .... 29.1
4. Disneyland, WABC, W. .... 34.3	12. Dragnet, WRCA, Th. .... 28.9
5. Climax, WCBS, Th. .... 32.3	13. Jackie Gleason, WCBS, S. .... 27.8
6. Perry Como, WRCA, S. .... 32.1	13. Mama, WCBS, Fri. .... 27.4
7. Person to Person, WCBS, F. .... 31.9	13. Red Skelton, WCBS, T. .... 27.8
8. Groucho Marx, WRCA, Th. .... 31.0	

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

1. *News and Weather (11 p.m.), WRCA, M.-F. .... 12.8	6. Arthur Godfrey, WCBS, M.-Th. .... 9.0
1. News, Weather and Sports (11 p.m.), WCBS, M.-F. .... 12.8	7. CBS News, WCBS, M.-F. .... 8.6
3. Mickey Mouse Club, WABC, M.-F. .... 12.3	8. Bob Crosby, WCBS, M.-F. .... 8.5
4. Big Payoff, WCBS, M.-F. .... 9.3	9. Search for Tomorrow, WCBS, M.-F. .... 8.2
4. *Looney Tunes, WABD, M.-F. .... 9.3	9. News Caravan, WRCA, T.-F. .... 8.2

### THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Douglas Fairbanks Jr. Presents (ABC), WRCA, M.-10:30	14. Little Rascals (Interstate), WPIX, M.-F.-6:00	7.3
2. Amos 'n' Andy (CBS), WCBS, Su.-2:00	16. Waterfront (MCA), WABD, T.-7:30	6.8
3. Guy Lombardo (MCA), WRCA, Th.-7:00	17. Science Fiction Theater (Ziv), WRCA, F.-7:00	6.6
4. Highway Patrol (Ziv), WRCA, M.-7:00	18. Hopalong Cassidy	

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**GERTRUDE BERG**  
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## 39 NEW half-hour shows

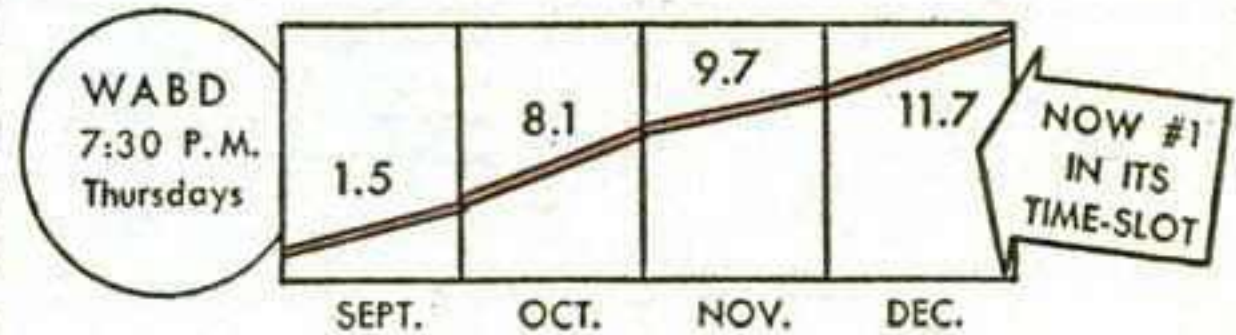
- ✿ NEW STORY LINE... warmer and more entertaining than ever before.
- ✿ NEW SETTINGS... Molly's new home in the heart of Suburban America.
- ✿ NEW SITUATIONS... with Molly making friends with all her new small town neighbors.



## EVERYBODY LOVES MOLLY

... and now that same warm affection can be carried over to your product when you sponsor this great family show. The simple and endearing personality that is MOLLY surrounds your sales messages with the kind of sincere impact that can't be duplicated by any other program... of any type. Now, after twenty-five years of national sponsorship, the show has a brand-new title and a bright new format. It's ready to go to work for your product immediately in just the markets you choose... but you'll have to act fast, before the cities you want are gone! Write, wire or phone today for audition reel and prices.

## CHECK THESE SKYROCKETING NEW YORK A. R. B. RATINGS:



### "QUITE A SALESGIRL, THIS MOLLY..."

... Says Peck Advertising Agency, speaking for its client, Old Dutch Coffee, which reports enthusiastic reaction from all its dealers since it began sponsoring this program last October. Incidentally, ratings for MOLLY's time-slot, which were 1.5 before the show's debut, have now climbed to 11.7... bringing the show's cost-per-thousand down to only \$2.67 per commercial minute.

## 4 MORE GUILD BEST-SELLERS

### I SPY



Distinguished actor, RAYMOND MASSEY, presents true and exciting stories behind history's most famous spies. 39 half-hour... mystery, intrigue, adventure. Sponsored in over 60 markets.

### CONFIDENTIAL FILE



Paul Coates' behind-the-scenes report on America... with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The 3/4-hour show all America is talking about... winning fabulous ratings in over 100 markets.

### 15 minutes with FRANKIE LAINE and Connie Haines



All the 'star' entertainment quality of a 3/4-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a 3/4-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

### the LIBERACE show



Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!

**GUILD**  **FILMS**  
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The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

'Lincoln Was Shot' Proves Not So Hot

By LEON MORSE

**Ford Star Jubilee (TV)**  
Cast for "The Day Lincoln Was Shot": Jack Lemmon, Raymond Massey, Lillian Gish and others. Narrator, Charles Laughton. Producer, Gregory Associates. Director, Delbert Mann. Adaptation, Jean Holloway. Sponsored by the Ford Motor Company thru J. Walter Thompson.  
(CBS, 9:30-11 p.m., EST, February 11.)

Adapting of Jim Bishop's best-selling novel, "The Day Lincoln Was Shot," for TV must have seemed better in telling than in the performing, for the drama was a dull, draggy affair without any distinction.

Since this reviewer has not read the book, it is hard to tell where adapter Jean Holloway went astray, or if the documentary lent itself to dramatization. Perhaps the fault was that not enough documentary technique was employed. Too much straight drama was offered, interspersed with narration by Charles Laughton which left his voice off the screen for long gaps of time.

But the material went over familiar ground—Lincoln in squabbles with Secretary of War Stanton, at home with his family, his attitude toward reconstruction of the South and his prescient knowledge of his impending demise. A good section of the drama dealt with John Wilkes Booth. Here some newer material was at hand as we saw Booth and his co-conspirators plotting not only to murder Lincoln but three other cabinet members.

Bad Casting

Jack Lemmon was hardly acceptable casting as Booth. He was also hampered by the writing, espe-

cially in one interminable monolog. And Raymond Massey's interpretation of Lincoln is so set that he hardly offers audiences anything new in the way of a performance. It was here that more exciting casting could have been employed. As Mary Todd Lincoln, Lillian Gish displayed a one-key scenery chewing talent in her husband's death scene that should have been toned down by the director, Delbert Mann, who also displayed ineptness at other times.

Bing Crosby's commercial for Ford and its Thunderbird was outstanding.

Douglas Fairbanks Presents (TV Film)

WRCA-TV, New York, Monday (12), 10:30-11 p.m., EST (Caught again).

Fine acting and a tightly knit script, marked by the excellence of its characterizations, made for an absorbing half hour of TV viewing on Douglas Fairbanks' TV film series this week.

The combination of the writing, acting and directing successfully overcame the show's major drawback, namely a far-from-original plot. By throwing the major emphasis on the characterization, the writer was able to come up with a gripping and often moving program, nevertheless.

The story, titled "The Present," was that of a rash young man, whose desire to bring some happiness to the girl he loves involves him in a mess of trouble. In a tense climax, he almost gets into a gunfight with the police, but the girl succeeds in getting him to surrender peaceably.

Jack Singer.

Alfred Hitchcock Presents (TV Film)

CBS-TV, Sunday (12) 9:30-10 p.m., EST (Caught again).

Ray Bradbury's "And So Died Raibouchinska" is a weird tale of a schizophrenic ventriloquist whose dummy divulges his master's crime. The one worthy difference between this script and other versions of the plot is that the dummy in this case is a fetchingly beautiful model of its master's long lost love. And the master has a crush on his creation that all but makes the doll's paint crack. Claude Rains played the looney vaudevillian with an appropriately distracted stare. But, huff and puff as he did, he could breathe nothing but halitosis into this old scribe's tale.

Gene Plotnik.

Four Star Playhouse (TV)

WCBS-TV, New York, Tuesday (16), 9:30-10 p.m., EST (Caught again).

Dick Powell in "No Limit" played his practiced type—that of a nice but tough guy—to smooth effect. This time an "honest" gambler who outmaneuvered a real crook, he was well assisted by Lola Albright, of the Hollywood, sexy, husky voiced school, and Alan Mowbray and Regis Toomey. The cast and production did much to make an otherwise unpretentious script seem an important show.

Singer wisely has made its name very evident in its ads, stressing in excited tones its 125G sewing contest. Bufferin again showed us our blood streams and stomachs.

Dennis McDonald.

Celebrity Club (TV)

Cast, Ray Heatherton and Eileen Madison. Guest performer, Elaine Stritch. Guests: Thelma Ritter, Louis Albritton, Trevor Howard, Jayne Mansfield, Ruth Warwick, Claude Dauphin and Barbara Britton. Director, Bill Dodson. Producer, Sandy Howard. Sponsor, Merkel Products thru Blaine-Thompson agency.  
(WABC-TV, New York, 12:30-1 p.m. EST, February 15.)

Sloppy production and the failure to make proper use of the celebrities on the show marred the premiere of WABC-TV's new weekly daytime program, "Celebrity Club."

Ray Heatherton is a talented singer and personable emcee, but production confusion often resulted in his back to the camera. A real asset to the show is Ellen Madison, a pert, pretty, personality-laden young lady.

Guest performer Elaine Stritch sang two numbers in top-flight fashion, but the rest of the name guests were wasted.

Jack Singer.

Window (TV)

Femsee and producer, Pegen Fitzgerald. Director, Joe Bernstein.  
(WRCA-TV, New York, 8:55-9 a.m. and 9:55-10 A.M., EST, February 13.)

New York's department stores at last have a TV commercial they can call their own. It's a five minutes long and steeped with sales information. Pegen Fitzgerald is official hostess, but sorry to say she's not the girl for the job, not all of it anyhow. She has the good natured slouch of a favorite aunt. But she doesn't have the chic and polish that makes you want to buy.

At 8:55 she speaks for Bergdorf Goodman. At 9:55 she speaks for Gimbels. There is not a 10-second film of the store front or a five-second slide of the store address to firm the sales establishment on the brain. The inattentive viewer could land up at Gimbels for the negligee and Bergdorfs for the furniture. Please, more sponsor identification.

Gene Plotnik.

NETWORK REVIEW

'Siege' Should Up Impact of Warner's

By LEON MORSE

**Warner Bros. Presents**  
Cast for "Siege": Paul Richards, Jean Inness, Elizabeth Montgomery and others. Executive producer, William G. Orr. Story by Ellis St. Joseph, the producer. Adaptation, Elick Moll and Jack Laird. Sponsored by Liggett & Myers and General Electric thru Cunningham & Walsh and Young & Rubicam, respectively.  
(ABC, 7:30-8:30 p.m., EST, February 14.)

As evidenced by "Siege," the first show in the new series to replace "Kings Row" on "Warner Brothers Presents," the over-all commercial impact of the property should be upgraded. Whether it will contribute sufficiently to dent the strong opposition on the other networks, however, is still open to question.

"Siege" was an exercise in suspense in the manner of "Desperate Hours." As such it contained a large number of thrills. It was, nevertheless, too contrived at moments, with much of the plotting obvious, as was its bid for chilling audiences.

The story detailed the terroristic activities of a gun-happy convict who had broken prison and who was trying to contact his school teacher sister to get funds. He breaks into the classroom, covers a substitute teacher and the children and finally meets his doom.

The story is a natural for suspense, but the writing and acting

Adventures of Dr. Fu Manchu (TV Film)

Cast: Glen Gordon, Lester Mathews, Clark Howat, Carla Balenda, Laurette Luez. Producer-director, Franklin Adreon. Script, Richard Landau. Produced by Studio City TV Productions. Distributor, Hollywood TV Service.  
(Reviewed at special screening. Running time half hour.)

The main character of this new series is an evil, wicked, demonic, diabolic, perverted son of a gun. Old-timers who remember Sax Rohmer stories that began running in Colliers before World War I will again be entranced by this dastardly character. The TV generation, less accustomed to such thoroughgoing villains, will undoubtedly be struck by the novelty.

Glen Gordon plays Dr. Fu in a brittle, unrefined manner. In the episode caught he sends a woman out into the city to spread a plague. His price for the antidote is an island in the Pacific which the U. S. cannot possibly sacrifice. The lady carrying the plague finally turns against him, but, of course, Dr. Fu never goes down for the full count.

Gene Plotnik.

didn't take full advantage of the potential of the situation.

As the convict, Paul Richards was appropriately menacing, but not individual enough in his acting to really sock his part across.

The trailer showed several battle scenes from "Helen of Troy" and tried to inject an entertainment flavor. As host, Gig Young should not be used during scenes where his contribution is nil.

General Electric's commercials for its automatic skillet were intelligently done.

My Friend, Flicka (TV)

Cast: Johnny Washbrook, Flicka, Gene Evans, Anita Louise. Director, Robert Gordon. Producer, Sam White. Produced by TCF Television Productions. Sponsored by Colgate-Palmolive thru Lennen & Newell.  
(CBS-TV, 7:30-8 p.m., EST, February 17.)

A dumb kid and a smart animal, a sure-fire combination for the kid audience, is the character basis of the new Flicka show. It is an odd vehicle for Veto, Ajax and Palmolive, whose commercials are aimed at the ladies. The only joy women will find here is 10-year-old Johnny Washbrook, a conventionally adorable lad. But he has an infuriating way of getting into a jam.

In the installment caught he steers his dad and the sheriff off the trail of a murderer because he's afraid the culprit will kill his horse, Flicka. The plot moved swiftly. The production was excellent.

Gene Plotnik.

Feather Your Nest (TV)

NBC-TV, Monday (13), 12:30-1 p.m., EST (Caught again).

Monday (13) was kitchen day with loot all over the Formica counters. In fact, there was so much loot for Janis Carter to describe, besides so many commercials for Colgate products, that Bud Collyer and his two contestants had barely time to pose and answer questions. Added detractions from the game was the write-in, 25-word, "I'd like to win a Techbuilt house because" card bit which had to be explained. There was also the drawing for same by the present contestants. This, perhaps, could best be described as a "commercial" show.

A word to Colgate: The first time an actor or actress extols a product, it seems believable, but when they repeat themselves word for word a few moments later, one wonders.

Dennis McDonald.

Valiant Lady (TV)

CBS-TV, Monday (13), Noon-12:15 p.m., EST (Caught again).

From opening organ stint to a fade-out of ominous skies, the whole cast of this soaper Monday (13) was valiant. There's no point in discussing the didoes of jealousy with a touch of blackmail. It's sufficient to say that "Lady" is in keeping with the best of its tradition. And the cast really played it for real.

Scott's Waldorf tissue on film gave us helpful hints for all the family, and it's Cut-rite-man delineated the many uses of waxed paper for leftovers. The sponsors invited us back tomorrow. Probably a few million will accept the invitation—minus one, that is.

Dennis McDonald.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

Yesterday's Worlds (TV)

Emcee, Dr. Casper Kraemer. Director, Frank Moriarty. Associate producer, Warren Kraetzer.  
(WCBS-TV, New York, 2:30-3 p.m., EST, February 11.)

Dr. Casper Kraemer, archeology professor of New York University, appears neither the scholar nor adventurer one expects in such a calling. He curates his ancient wares life a self-conscious button salesman rather than a connoisseur. WCBS-TV has brought him back for another educational series. In this stanza, "Greeks in Action," he attempted, with the help of artifacts, gems and vases from the Metropolitan Museum of Art, to set forth the daily lives of the average ancient man. Like a good salesman, Dr. Kraemer knows his product and gets over his points. But his commonplace manner made uninspiring hash of the glory that was Greece.

Gene Plotnik.

Love of Life (TV)

CBS-TV, Monday (13), 12:15-12:30 p.m., EST (Caught again).

It's remarkable that the cast of this show can turn in such creditable performances in the face of such trite material. The story of lost, strayed or stolen tots and the problems of adoption have been retold ad infinitum. The writers are experts in soaper style and take full advantage of the teaser technique to draw the housewives into the next day's episode.

Heet's plugs rely on the direct pitch approach, but Boy-ar-dee's easy style on Italian ravioli, with film clips of Italy and the stress on elegant living, seems more effective.

Dennis McDonald.

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

DAILY NEWS and The Billboard The Amusement Industry's Leading Newsweekly FEATURE FILM FILES

Capsule critiques of motion pictures entering TV, based upon reviews originally published in The Daily News

★★★ 1/2 DAILY NEWS

INTERMEZZO

Cast: Leslie Howard, Ingrid Bergman, Edna Best and Ann Todd. Screenplay, George O'Neill on a story by Gosta Stevens and Gustav Moller. Director, Gregory Ratoff. Producer, David O. Selznick. Released by United Artists. TV distributor: National Telefilm Associates. How selling: Selznick package. Date reviewed, October 6, 1939.

It's a love story quietly stirring as the plaintive tones of a violin. A woman's picture definitely. A great musician has an interlude in his happy married life with a lovely woman. It is told beautifully and simply, but one false note keeps it from being well-nigh perfect. Direction is superb and the photography is excellent.

Hollywood opens a prize package to American audiences—Ingrid Bergman—the finest thing that has come to Hollywood in many a day. Leslie Howard and Edna Best also give top performances.

★★ 1/2 DAILY NEWS

DAKOTA

Cast: John Wayne, Vera Ralston, Walter Brennan and Ward Bond. Screenplay, Lawrence Hazard, from story by Carl Foreman. Director, Joseph Kane. Released by Republic Pictures. TV distributor, Hollywood TV Service. How selling: 24-title Silver Group. Running time: 72 minutes. Date reviewed, December 16, 1945.

"Dakota" covers the territory in 1870 from the outskirts of Chicago to somewhere short of California. The story includes an elopement (with irate father in pursuit), a theft of \$20,000, an explosion of a river boat, a land war, a prairie fire, fisticuffs by the hundreds and bullets by the thousands. The picture also stops for comedy which doesn't materialize. Wayne does well in action spots, but has trouble with the meanwhiles and dialog. Miss Ralston, discarding her skates, seems to have thrown away her biggest asset.

★★★ DAILY NEWS

MRS. MIKE

Cast: Dick Powell and Evelyn Keyes. Screenplay, Alfred Lewis Levitt and De Witt Bodeen, from a novel by Benedict and Nancy Freedman. Director, Louis King. Released by United Artists. Running time, 99 minutes. TV distributor: M&A Alexander. Date reviewed, February 9, 1950.

A real-life story of life in the Northern Canadian woods depicts the rugged and oft-times disheartening mode of life of a Royal Canadian Northwest Mounted policeman. It's a touching story about a Boston-reared woman who lives with her husband Mountine and nearly dies at first from the life for which she is unaccustomed.

Ablely directed by Louis King, the picture is akin to the films about pioneers who fought hunger, thirst and Indians in their efforts to settle the vast territories of the West.



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PHILADELPHIA 4 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 30 locally originated film series.

DETROIT 4 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows for Detroit.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows for Detroit.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 30 locally originated film series for Detroit.

Films to Watch

CELEBRITY PLAYHOUSE—Screen Gems

The new dramatic anthology was definitely establishing itself as last year came to a close. It had the fifth highest national weighted average Pulse rating among all syndicated shows.

GUY LOMBARDO AND HIS ROYAL CANADIANS—MCA-TV

The Lombardo show has been doing a solid job for A&P in New York and environs. Its 10.7 Telepulse in January was the third highest rating pulled by a syndicated show.

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.

(Continued from last week)

Table with 4 columns: Sponsor, Product & Agency (Show, if any), No. (Seconds), Type (C-Color), Commercial Producer. Lists various commercial spots.

(Continued next week)

Broadcasters Begin Music Contract Steps

NEW YORK, Feb. 18.—Television and radio broadcasters have already taken the initial steps in preparation for contract negotiations with the American Society of Composers, Authors and Publishers.

ASCAP's present four-year TV licenses expire December 31, 1957. ASCAP's AM licenses expire one year later.

It was stated by highly placed broadcasting executives that the information derived from the survey of stations may provide food for discussion at the upcoming NARTB convention in April.

'Fab 40' Hits 1.6-Mil Gross

NEW YORK, Feb. 18.—While moving into high gear on sales of its new "TNT" package, National Telefilm Associates now appears to have moved into the profit column on its "Fabulous 40" package.

The "40" pictures were acquired from J. Arthur Rank, the late Sir Alexander Korda and Ilya Lopert. Nashville is the 97th market in which the package was sold, according to NTA.

Advertisement for MCA-TV featuring a top quality film show for every product, every market, every budget.

Commercial Cues

ANIMATED ACTIVITY

Barry & Enright Productions, Inc., producers of "Winky-Dink and You" and a recent "Omnibus" telecast on TV techniques, has joined with Hy Zaret in forming a new subsidiary, BEZ, Inc.

LET THE "BANDWAGON" GO BY?

Watchers of TV commercials are inclined to be snobbish and the "everybody's doing it" or "bandwagon" approach doesn't mean much to them. So say Schwerin researchers.

The recent Nelson Case-Peter Donald song-and-dance commercial has proved a boon for Esquire Boot Polish with a steady flow of complimentary fan mail pouring in.

THIS WEEK'S FILM BUYS

Table listing various film buys and programs, including categories like Award TV, CBS-TV Film Sales, General Teleradio, and Television Film.

Columbia List

Continued from page 8

Table listing film titles and their respective producers or distributors.

Advertisement for THE BILLBOARD, the key to successful TV advertising and programming.

## Hectic ASCAP Board Meet Draws Stiff Writer Beef

### Wary of 'Interested' Complaints Exec; 'Lame Ducks' an Issue

By PAUL ACKERMAN

NEW YORK, Feb. 18.—A storm of controversy has developed as a result of the Thursday (16) meeting of the board of the American Society of Composers, Authors and Publishers, at which time it was suggested that ASCAP hire a man to relieve the burdens of the presidency and handle members' classification protests. Stanley Adams, finishing out his term as president, has been mentioned as a likely candidate for such a post, but late this week it was clear that strong opposition had crystallized among ASCAP writers.

"We do not want Adams or any interested ASCAP member to be placed in a job that would empower him to regulate or suggest changes in the writer classification. . . . We feel it could not be impartially done," a top writer stated. "Regulation by the Department of Justice would be more acceptable."

#### Harbach Proposal

At the meeting, Herman Starr championed the proposal, raised by Otto Harbach, that a man be appointed. Starr referred to the writer situation on the West Coast, where a number of cleffers joined a labor union (The Composers and Lyricists' Guild). Such a development threatened the existence of ASCAP, Starr said. He added that while a president of ASCAP could not engage in "union breaking," a man in the proposed job could.

Apropos this remark, one writer later said, "Page Petrillo! . . . Haven't we got enough trouble!"

Prior to the board meeting, Starr called a caucus meeting of publishers.irate writers called this a "sneak punch." When the regular board session got under way, Harbach interrupted the reading of business reports to bring up what he considered the necessity of hiring a man.

He refrained, however, from mentioning names and finally several board members took the floor to state that the matter required care and deliberation. It was suggested it be tabled until the next regular meeting, then it was fur-

ther suggested that a session be held in two weeks to deliberate on the situation.

#### Adams Wants Answer

President Stanley Adams at this point stated: "I could declare myself out of order, but I am going to speak anyway. . . . I am aware that I am the man who is going to be suggested for the job. I shall be away on a belated honeymoon and will not return before three weeks." Adams added he would like an immediate answer on Harbach's proposal as he was considering several other propositions which require an early decision.

Harbach's proposal, Starr said, was so important that it merited immediate consideration despite the fact that one absent publisher member, Sol Bourne, had telephoned from the Coast asking that a decision be tabled until his return.

Starr outlined the "regrettable" condition of the members' dissatisfaction with the writer classification. He stated that a man in such a job as suggested by Harbach would be the only one to deal with the specific writer situation on the Coast. Among writers who were part of the labor movement there, Starr noted, were Harry Warren,

(Continued on page 33)

## BMI Skeds 42 State Clinics Thru June, '56

NEW YORK, Feb. 18.—Broadcast Music, Inc., has scheduled 42 program clinics for 1956, starting Sunday (26) and extending thru June 15. There will be a hiatus of six weeks at about the time of the

(Continued on page 20)

## SPA, CGA Square Off In Contracts Bout

HOLLYWOOD, Feb. 18.—The threatened jurisdictional fight between the Songwriters' Protective Association and the Composers' Guild of America erupted this week with the filing by SPA of a "Motion to Intervene" with the National Labor Relations Board in the matter involving potential contracts between CGA and the four major networks, NBC, ABC, CBS and Mutual.

The petition by SPA, filed by attorney John Shulman, was founded in that SPA "represents a substantial majority of the persons employed or commissioned to compose music, songs or lyrics for network television and radio programming, and has therefore a substantial interest in the determination by the board of any possible question concerning representation of employment."

Leith Stevens, president of the Composers' Guild, indicated that negotiations would assuredly be delayed as a result of the SPA motion. According to Stevens, SPA would not agree to a consent election with the networks, and re-

quested formal hearings of the NLRB.

"I cannot see why SPA would not agree to a consent election," declared Stevens. Such an election would have immediately determined who should represent the writers in negotiations with the networks.

Hearings have been set before the NLRB in Los Angeles on March 22, with subsequent determinations to be arrived at by the board in Washington. To date, the CGA has held informal talks with the networks. The SPA move is viewed as another in a series which will expand the area of the organization, previously limited to writers relationship with publishers.

## Decca to Wax Cast-Version Of TV 'High Tor'

NEW YORK, Feb. 18.—Decca Records will issue the original cast version of the upcoming TV production, "High Tor," musicalization of the Maxwell Anderson play. The TV show, with a score by Anderson and Arthur Schwartz, will be presented on the March 10 stanza of the "Ford Star Jubilee" over CBS-TV. Cast will star Bing Crosby, supported by Nancy Olson, Julie Andrews and Everett Sloane.

Decca and J. Walter Thompson, agency on the Ford account, are planning an extensive promotion. Decca released two Crosby sides from the score, "When You're In Love" and "John Barleycorn." Sides have been shipped to deejays and CBS affiliates. Too, the Decca album will be mentioned in all "High Tor" advertising and will be plugged on the show. Disk dealer display material and displays at Ford Dealers are also scheduled.

(Continued on page 20)

## New Moniker For Marquee

HOLLYWOOD, Feb. 18.—The Mills Music disk operation gets a new name this week, from Marquee Records to American, a change occasioned by a prior registration of the Marquee Label and a desire to derive similarity between the label arm and the parent company corporate name, American Recording Artists, Inc.

Paul Mills, repertoire topper and general manager of the label, disclosed that the company will have the first of its new album line on the market next week. National sales manager Guy Ward leaves here (19) on a 14-city jaunt around the nation, covering Minneapolis, Buffalo, Boston, Rochester, New York, Philadelphia, Baltimore,

(Continued on page 20)

## RCA Strong on March Albums

NEW YORK, Feb. 18.—RCA Victor's March line-up of pop album releases will include the first LP by the label's highly publicized new country artist, Elvis Presley, as well as three new jazz sets including the second issue in the company's extensive Jazz Workshop project.

Along with Presley's, other pop sets by country artists will be "Favorite Cowboy Songs" with the Sons of the Pioneers, and "Three Dimensions" by guitarist Chet Atkins. The jazz sets will include

(Continued on page 20)

## KAY, RUTH, LIZA? MR. McM. CALLS HER HIS HONEY

NEW YORK, Feb. 18.—Capitol Records' thrush, Kay Carson, has changed her name five times. She came into the world as Ruth Morrow. When she became a singer it was changed to Liza Morrow, under which name she sang with Benny Goodman and on radio. When she married, she was known as Mrs. Dale McMickle, a housewife. After two or three years Mrs. McMickle, now a mother, emerged from retirement and recorded "Band of Gold" for Capitol under the name of Kit Carson.

When it was claimed someone else had prior right to the name the thrush said, "I changed four times; I'll do it again." Now she is Kay Carson.

Publisher Howie Richmond queried hubby McMickle, a top trumpeter: "Do you have any difficulty remembering her real name?" "No, I just call her honey," he said.

## Reflections on Sin

Since The Billboard broke the Big Three story a number of people have expressed themselves as being against sin and corruption.

It's one thing to reveal corruption, and it is another—and easier—matter to align yourself with the forces of good once the revelations have been made.

To our readers we say: Read about it first in The Billboard. Then if you need a chaplain, go elsewhere.

paul.

## Mail Order Market Beckons Cap; Sets Kidisk Test Venture

### Forming Children's Disk Club in Move Called Purely Investigative

HOLLYWOOD, Feb. 18.—Capitol Records will enter the mail-order market shortly, via a limited test featuring a children's record club in a move designed as purely investigative.

In view of the current activity on the part of major record companies in the mail-order field, Capitol declared they believe it should explore the market on a test basis.

Unlike previous other club plans, Capitol plans on using no national or local advertising media but will use the direct mail method in soliciting club business. A mailing estimated to be in the vicinity of 30,000 is planned, tho no literature has as yet been put into the mails. Target date set for the mail operation is put at approximately March 1.

Capitol personnel, in addition to the Reuben H. Donnelly organization, will handle details of the club plan. Specific details of the club plan were not available, and will not be disclosed until after the

## Aberbachs Buy Opera Rights To 'Bridge'

NEW YORK, Feb. 18.—Julian and Jean Aberbach, Hill & Range toppers, yesterday acquired exclusive rights to commission a modern opera score based upon the Arthur Miller novel, "A View From the Bridge." Miller, it is understood, may do the libretto himself. The Aberbachs, of course, will have publishing rights.

Gene Aberbach stated that he was increasingly interested in the show music field and would enter this activity thru the gradual acquisition of properties.

The Aberbachs have not yet decided who will write the music.

## Leslie Opens New Outlet

NEW YORK, Feb. 18.—Lou Boorstein, owner of Leslie Distributing here, this week will open his new wholesaling outlet, Record Distributors, in Pittsburgh. Tim Tormey, former sales assistant to Joe Delaney at Label "X," will manage the new set-up.

Boorstein told The Billboard that the new operation will not be a one-stop, as is Leslie in New York. Another Leslie outlet, in Hartford, Conn., is also a wholesale distributing firm.

Among the lines already set for Pittsburgh are Jubilee, Josie, Dana, Liberty, Clef, Norgren, Verve and Leslie's own Plus label.

Boorstein recently closed his experimental one-stop operation in Buffalo after a short run.

firm's mail solicitation has gone out.

Lloyd Dunn, vice-president in charge of sales and merchandising, declared "we have plans beyond a small initial test at this time."

We feel that a company of our size cannot be caught short on a

(Continued on page 20)

## 1st Full Scale Straight R.&B. Pact by Coral

### DJ Alan Freed Signed to Cut Four Albums This Year

NEW YORK, Feb. 18.—Coral Records' artist and repertoire chief, Bob Thiele, this week signed deejay Alan Freed, of WINS here, to an exclusive contract. Altho Coral was one of the first pop labels to break thru with pop r.&b. hits (the McGuire Sisters' "Sincerely," etc.), the Freed pact marks the label's first full-scale venture into the straight r.&b. recording field.

Freed's contract, an exclusive deal, calls for him to cut four albums the first year and several singles. The albums will be designed basically as dance sets for teen-agers to play at parties. Freed's first package will be tagged "Rock Around the Clock," and will be tied in with Columbia's forthcoming Bill Haley movie of the same title, for which Freed acted as technical adviser and in which he also appears, playing himself.

Another Freed package in the planning stage is a "Rock and Roll House Party," with Freed providing r.&b.-styled backing for several top Coral artists. In addition to waxing single instrumentals,

(Continued on page 33)

## Vik Brings in Fresh Talent

NEW YORK, Feb. 18.—Vik Records, the RCA Victor subsidiary, this week began the reorganization that had been predicted when it switched its executive personnel last month.

Herman Diaz, artist and repertoire chief in the new set-up, signed four new artists and prepared to drop as many as 10 names from the old roster. New talent includes the warblers, Jerry Samuels and Joe Valino, and two groups, the Boys Next Door and the Beau Brummels.

Sales manager Ben Rosner currently is in the process of overhauling the distributor set-up.

## Writers to Get Green Light at Big-3 Pubbery

NEW YORK, Feb. 18. — The Big Three this week announced an "open door" policy with regard to writers. Administrative exec Mickey Scopp emphasized the importance of material in the publishing business, pointing out that the pop song of today may be the standard of tomorrow.

"It is the publisher's responsibility," he said, "to see that good material gets attention."

The exec spoke of the close integration necessary between the pop and standard activities of the firm, pointing out that while the standards add to the sum total value of a catalog, the pops supply currency and window dressing.

Among his own personnel, Scopp is emphasizing this need of integration and team play. "Writers," he said, "will get the full benefit of this philosophy."

"We have a trusteeship," he declared, "a duty to properly exploit copyrights. Material is everything. It is our motive power, and writers will have easy access to our professional department."

Scopp expressed himself as pleased with the firm's personnel and its operation.

Charles Moskowitz, exec at Loew's, Inc., this week stated he would have no further developments to report for the next couple of weeks.

## Dot Label May Get Doris Day

NEW YORK, Feb. 18.—Speculation on the future disk status of Doris Day broadened this week with widely circulating reports of the thrush's imminent move to Dot Records.

Randy Wood, Dot topper, reached earlier in the week, declined comment.

Marty Melcher, Miss Day's manager, acknowledged that he has had several discussions with Wood but denied that deal had been made. Melcher, however, is known to have discussed the acquisition of a financial interest in Dot Records with Wood. It's also reported that he inquired about the position.

## 'Chicken' Off Jocks' Menu

HOLLYWOOD, Feb. 18. — Release of the Capitol recording "Chicken" by the Cheers has stirred the embers of what rapidly appears to be growing into a forest fire of resentment against the company for issuing the disk.

Published by Hill & Range and written by Jerry Lieber and Mike Stoller, the tune allegedly glorifies a variety of "Russian Roulette" played by teen-age hot-rod enthusiasts who race head-on at each other. The car that swerves is thus termed "chicken."

Los Angeles Mirror-News columnist Paul Coates devoted his column to the matter.

## Sues on Top Tune, 'Rock'

NEW YORK, Feb. 18. — No. 1 tune "Rock and Roll Waltz," figured in an infringement suit this week when songwriter J. Russel Robinson filed an action in Federal Court here claiming the music of lick ditty was lifted in part from his 1920 copyright "Sweet Man O' Mine."

Defendants are Sheldon Music, publisher of "Waltz," RCA Victor, Kay Starr, Shorty Allen, Dick Ware and Broadcast Music, Inc.

## MILLER SETTLES EXCLUSIVE 'LOVE' WITH 5 DISKS

NEW YORK, Feb. 18.—It may not set a trend, but a unique solution to the "exclusives" problem has been ironed out by the Warner Bros. music publishing firms and Columbia Records.

Herman Starr, Warner's chief, brought a new tune, "We All Need Love," to Mitch Miller, Columbia artist and repertoire head, and pitched it for top talent waxing. Miller said "fine," but asked for an exclusive. Starr rebutted that the tune was too good to limit it to one version.

In a magnanimous moment Miller then offered to assign five artists to the tune. Starr was satisfied with the bargain and held off further a.&c. contacts.

So the week after next the entire Columbia pop release will consist of five etchings of "We All Need Love," by Vic Damone, Percy Faith, Liberace, Sammy Kaye and Ken Griffin. Planned promotion is on the heavy side.

## Non-Exclusive Victor Pact For Bregman

HOLLYWOOD, Feb. 18.—In what is construed to be an almost unprecedented recording agreement, RCA Victor this week signed conductor-arranger Buddy Bregman to a non-exclusive artist contract.

Deal calls for Bregman's services as a maestro for a minimum of 12 sides for one year with no options. Heralded as one of the most promising musicians in the field, Bregman's pact does not call for an exclusive.

## Allied-MPHC Pubbing Deal

HOLLYWOOD, Feb. 18.—Allied Artists this week completed negotiations with Music Publishers Holding Corporation for the publication, thru Harms, Remick & Witmark, of all music in current and forthcoming Allied films.

In the process of negotiation for several months, deal was consummated by Victor Blau and Herman Starr, of the Warner Bros. Publishing subsid, and Marvin Mirisch, representing the film company. First films to be affected by the association are "The First Texan," "Mother-Sir," "Three for Jamie Down" and "Hold Back the Night."

## Broadcasters Take License Pact Steps

Continued from page 15

tions will be asked to fill out the survey forms promptly.

The NARTB's Copyright Committee is now working out the questionnaire. Among other things, each station will be asked to indicate what type of license it has, from whom (whether ASCAP, BMI, SESAC or a combination of these) and how much money is being expended for music clearance.

"With this information available, we will know what to talk about," an exec stated. He pointed out, however, that the NARTB Copyright Committee would not be the negotiating body. Rather, it will gather information to clarify the matter for the negotiators who will be appointed later.

From the standpoint of music publishers and songwriters, the negotiations for new TV and AM

# Battle of Tape Vs. Records Due in '57 Car Market

## Ford Testing Motorola Tape Unit, Delco Appliance Active for GM

By IS HOROWITZ

NEW YORK, Feb. 18.—Tape is due to give records a sharp battle for the passenger car market, with several companies now engaged in development work timed to supply 1957 model cars with tape phonographs as optional accessories.

So far, selective music in autos has been available only in current model cars in the Chrysler line, via a special unit engineered by CBS-Columbia and using 16 2/3 r.p.m. records.

But now it has been definitely learned that the Ford Motor Company has let a tape development contract, with work on a proposed unit already well advanced. In addition, trade sources are aware that engineering is also under way at General Motors. In the latter case, work is being done by GM's Delco Appliance Division.

Chrysler, too, has apparently not entirely abandoned the idea of eventually using tape. Observers close to the tape industry scene report that inquiries on tape, car-

tridges and equipment still continue to come in from Chrysler.

Tho a veil of secrecy has thus far wrapped tape-unit development for the Ford car, the necessity for long-range planning and the availability of suitable supplies and music has leaked news of the project to key industry execs.

Glimpses thru this "acetate curtain" have disclosed the following:

Motorola, which years ago pioneered the use of radios in cars, has been working on a tape phono for Ford. It has been established that at least one prototype, fitted for use with the Cousino cartridge (see separate story), has been furnished to Ford and that the automobile company is subjecting it to tests.

One source at Motorola stated that, if the unit is accepted, tooling up production schedules would permit delivery in quantity by September.

It was also determined that Motorola has "verbal agreements"

with four record companies to supply recorded repertoire for the car unit. One of these is Mercury. The others are smaller independents.

American Molded Products has been given what is described as a "substantial order" for Cousino cartridges to fill the expected Ford commitments. American Molded is the firm licensed to manufacture and sell the automatic threading magazine (see separate story).

The Pentron Corporation, which for the past two years has had a tape phonograph on the market, admitted working on a continuous-loop cartridge player for Motorola, presumably as a sub-contractor.

Continued on page 24

## Cap May Get Track Rights To 'King & I'

HOLLYWOOD, Feb. 18.—Motion picture soundtrack albums of shows previously presented on Broadway are destined to become infinitely more important and successful than the original cast versions. This is the opinion of Alan Livingston, executive vice-president of Capitol Records, who this week disclosed the near acquisition of soundtrack rights to the 20th Century-Fox production of "The King and I."

The agreements have yet to be signed. "The King and I" will mark the beginning of a new era.

## Coral EP Sets Peg Hit Tunes

NEW YORK, Feb. 18.—Coral Records is on a hit EP kick. One of the sets being released is titled "Star Parade" and contains four of the label's top-selling sides. These include Teresa Brewer's "A Tear Fell," Dorothy Collins' "Mr. Wonderful," Don Cornell's "Teen-Age Meeting" and the McGuire Sisters' "Missing." A big deejay push on the set is also planned.

Another Coral EP, this one pegged to hit tunes, is Lawrence Welk's set, including "Moritat," "Lisbon Antigua," "Chain Gang" and "Rock and Roll Waltz."

## M-G-M Signs 5 New Artists

NEW YORK, Feb. 18.—Five new artists, including kid star, Barry Gordon, were signed to term disk pacts by M-G-M Records this week. Others in the group were Jacques Belasco, a pop singer, country artists Don Gibson and Bob Gallion, and Bernie Knee, well known in the Brill Building area as an active waxer of demo disks.

Gordon rose to heights on the strength of his disk, "Nuttin' for Christmas."

## CLEANER TO G.G. NOT VICE-VERSA

NEW YORK, Feb. 18.—When Georgia Gibbs appeared at the Latin Casino, Philadelphia, a couple of Saturdays ago, she confessed to nitery owner Dave Dushoff that she was on a domestic kick.

Last week Dushoff sent her a brand-new vacuum cleaner as a gift. At the same time he sent a tiny miniature vacuum to the canary's booking agent, Buddy Howe, at General Artists, with a note reading, "Here's your 10 per cent."

# AFM Seeks 20% Tax Drop in March

## Believes Cabaret Tax Top Factor In Union Majority Unemployment

NEW YORK, Feb. 18. — The American Federation of Musicians, now convinced that the 20 per cent federal cabaret tax is a major factor in the current dearth of live music employment, has set its sights on Congressional repeal action in March.

The new AFM drive, masterminded by the public relations firm of Hal Leyshon Associates, stems from a nine-month survey completed at the end of 1955 by the Research Corporation of America. The purpose of the survey was to determine the economic impact of the entertainment tax, and also the current economic status of music and musicians.

According to Leyshon, it was learned that live music, in the past 20 years, has been hit about equally by mechanical music and by the federal tax policy. It has been determined that two-thirds of the union musicians are unemployed or are unable to make the major portion of their livelihood from music.

Boiling the situation down to statistics, the AFM found that such excise taxes now represent only 15 per cent of the Treasury Depart-

ment's total revenue. Most of the taxes similarly introduced as wartime measures have been reduced or repealed, and today "only horses and musicians are still penalized at the full 20 per cent rate."

The cabaret tax, according to the survey, brought in less than \$39,000,000 last year. The AFM and its president, James C. Petrillo, hold that if the tax is repealed, the Treasury would increase its take from this particular area by another \$12,000,000. This money would come mainly from two sources: From added business taxes paid by club operators with increased business; and from increased personal income taxes paid by musicians with more jobs and longer working hours. This amount, Leyshon points out, doesn't even take into account the added income taxes from non-AFM entertainers, culinary help, waiters, bartenders, etc.

The AFM's big problem at this time appears to be the fact that the tax is still in effect.

## London Disking 12-Inch LP's

NEW YORK, Feb. 18.—London Records is currently repackaging more than a score of its 10 LP classical items into 12-inch packages. The move underscores the gradual disappearance of the 10-inch LP as a major factor in the American LP market.

Lee Hartstone, London sales chief, said that in Britain, where the label's disks are pressed, and in most other record markets of the world, demand for the 10-inch LP size far outstrips that for the 12-inch disk. Hence, much of the merchandise reaching distribution points here from English pressing plants has been of the narrower dimension.

In the United States, however, because of favorable pricing factors and more material on a single disk, the 12-inch record has become the top seller. With the current move, London hopes to keep pace with trends in this country.



*Mindy  
Carson*

**YOU CAN'T BE  
TRUE TO TWO**

b/w (My Sweet) **WATUSI** (pronounced Wah-foot-si)

COLUMBIA 40641 4-40641

**COLUMBIA**  **RECORDS**

## Bing Skedded To Hoist Cap Banner

HOLLYWOOD, Feb. 18.—For more than 20 years a Decca recording artist, Bing Crosby is scheduled to appear under the Capitol Records banner shortly in what might be termed the most blatant yet profitable "steal" in recent disk-picture history.

Largely as a result of diligent negotiation, Capitol Records will shortly acquire the album rights to the M-G-M production of "High Society," starring Crosby, Frank Sinatra, Louis Armstrong, Celeste Holm and Grace Kelly.

The contracts have not yet been inked, Alan Livingston, executive vice-president of Capitol, acknowledged that discussions with Bing and Everett Crosby have been held and that he is confident that negotiations will be consummated.

Crosby has not been under contract to Decca for some years now it was learned, but has been leasing masters to the firm. It was also learned that Louis Armstrong, a veteran Decca pactee, has not renewed his pact with the firm. Negotiations are also under way with Armstrong and Celeste Holm. Sinatra is the only Capitol pactee in the film, a musical remake of "The Philadelphia Story," with a completely new score by Cole Porter.

Johnny Green, M-G-M music director, has already recorded music for the film. Should any re-recording have to be done, it will be under the baton of Capitol's Nelson Riddle. Film is due to be released this coming spring.

## Long-Hair B&H Go Crew Cut

NEW YORK, Feb. 18.—Boosey & Hawkes, Inc., heretofore primarily in the long-hair music publishing field here, is branching out into the U. S. pop song market.

The veteran firm has long been active pop-wise in England, but has usually sold its pop songs ("These Foolish Things," etc.) for release here by U. S. publishers. Currently Boosey & Hawkes is publishing "Unfaithful You" (recently released here by Vera Lynn on London), and "The Little Musicians," which has been recorded by Hugo Winterhalter for RCA Victor, and by several other labels.

In announcing the new pop-policy, Simon Boosey, who will head up the operation here, sent out the following limerick: "Said Copland to Stravinsky 'Whatever shall we do, Boosey-Hawkes have cropped their hair. First cut!—Unfaithful You!' Maurice Taylor, manager of Boosey & Hawkes' pop department in London will arrive here shortly to confer with Boosey on the new pop division and discuss promotion activities on tunes.

## Com'ittee Sets ASCAP Appeal Board Slate

NEW YORK, Feb. 18.—Writers' nominating committee of the American Society of Composers, Authors and Publishers this week nominated the following writer candidates for the Society's board of appeals. For the popular-production division: Abel Baer, Pat Ballard, John Benson Brooks, Vic Mizzy, John Redmond and Leonard Whitcup; for the standard division: Norman Dello Joio, Langston Hughes and Douglas Moore. Publishers' nominating committee nominated, in the pop-production division: Ben Barton, Joe Davis, Fred Fox, of Sam Fox Music; George Paxton; Joe Santly and Murray Wizell; for the standard division: Joseph Fischer, of J. Fischer & Bro., and Charles H. Hansen, of Charles Hansen Music.

## FOLK PROGRAMS HYPO STATION RATING OF WEW

ST. LOUIS, Feb. 18.—Proof of the growing potency of c.&w. music is seen in the recent history of radio Station WEW here, operation of which was taken over last June by Bruce Barrington.

WEW had been a classical music station for five years prior to Barrington's entry into the picture. He immediately instituted a 100 per cent c.&w. music programming policy. Folk music had been out of the St. Louis market for at least seven years and its reintroduction apparently caught on well. Hooperatings have placed the station as high as third at times in its market, after formerly being ninth, and on several occasions the station has placed fourth in listenership.

Programming is built around two deejays, Skeets Yaney, who also records for M-G-M, and Dwight Gordon, a comparative newcomer to the c.&w. field.

## Seeco Goes in For Pop & Jazz Specialties

NEW YORK, Feb. 18.—Seeco Records, known for many years as a Latin American specialty house, is now shifting much of its weight into the pop specialty and jazz fields.

Last week the diskery cut its first album with the chanteuse Hildegard, who recently signed an exclusive contract with the label. She will be a star attraction in a new Personality Series, which also will include the previously pacted Skitch Henderson and other sophisticated acts.

In the jazz field, president Sidney Siegal has been sponsoring some intensive recording, prepared under the supervision of indie producer Chuck Darwin. Among the LP's cut are programs by vocalists Donna Brooks and Bob Stewart, and by such instrumentalists as Julius Watkins, Charlie Rouse, Gene Quill, Joe Puma, Dick Garcia and Mat Mathews.

## DOLA Festival to Provide Funds for Permanent Org

NEW YORK, Feb. 18.—The special Eastern meeting of the Dance Orchestra Leaders of America, scheduled for Monday (20) at Al and Dick's here, is expected to clear the way for an annual DOLA Dance Festival designed to raise operating funds for permanent organization.

Altho called a secondary issue by prexy Les Brown, it seemed certain that a number of Eastern maestri also would seek to make major import of the recent ASCAP revision of credit points for band

## Cap Label Eyes Musicals

HOLLYWOOD, Feb. 18.—Capitol Records delved into the Broadway musical field this week, coming up with the original cast album rights to the upcoming musical "Strip for Action," due to bow on Broadway in April.

Jimmy McHugh and Harold Adamson scored the stage production which includes a cast headed by Yvonne Adair, Jack Whiting and Louise O'Brien, with Howard Hoyt producing.

Score for the show is published by Robbins, Feist & Miller. Property marks Capitol's first Broadway show this season, their last original cast album having been "Cau-Can."

## ARTISTS IN THE RED

# Disk Royalty Minus Quantity; It's Exposure That Counts

By JOEL FRIEDMAN

HOLLYWOOD, Feb. 18. — A majority of recording artists, regardless of label affiliation, seldom if ever earn any money making phonograph records. While the foregoing is bound to be received with much indignation and quite naturally would be refuted by diskery execs, it nevertheless is true of the lion's share of any company's recording roster.

Despite the fact that records might not be a profitable venture as an entity in itself, there hardly exists a performer who could do without the tremendous exposure

medium the disk field represents. Records pave the way for the big money that does exist in night clubs, television, motion pictures and the numerous other entertainment industry avenues.

### 2G Per Session

It's an established fact at virtually every recording company that a recording artist, with particular respect to newly signed artists, pays the bill for his session and arrangements. Expenses are deducted from the artist's royalty statement rather than an "out of pocket" expense for the artists. The generalities are often wrong, it's

pointed out that the average disk session will run an artist somewhere in the neighborhood of \$2,000. With disk royalties these days approximately at 2½ and 3 per cent, the artist would have to sell approximately 60,000 copies of his record in order to merely break even. It's known that few artists sell that many recordings, especially with the number of releases and the number of new faces currently being used in the industry.

Every company varies in their contractual commitments to talent, with a sliding scale of royalties currently being favored by the diskeries. An artist ostensibly might receive 2½ per cent the first year, 3 per cent the second, 4 per cent the third. Few artists, with the exception of a label's top names, receive more than 5 per cent, and in the case of an established artist, the label very often writes off the recording cost to its own expense.

### Few Sell 100,600

Every company appears to have a limited number of recording artists who sell in excess of 100,000 copies per release. Despite this, disk rosters are fairly well sprinkled with names who seldom balance their budget. Just as it takes a hit recording for a company to suddenly achieve prosperity of its full line, so does it take only one hit for the recording artist, regardless of his stature, to get out of red. In these days where disk fans buy a song and a particular rendition rather than buy a name, the odds are somewhat better for the artist with little or no notoriety.

A number of recording artists suggest that royalties be raised to an all-industry figure; others believe that the recording company should defray the cost of a recording session. Regardless of opinion, there is little question that the talent supply exceeds the demand, and as long as it does, it appears as if talent will have to subscribe to diskery practices.

It should be pointed out, however, that the recording companies have never requested payment of an artist who has been in the red. A contractual severance appears to satisfy both talent and the diskery.

## Cap International Set for Realignment

HOLLYWOOD, Feb. 18. — A realignment of Capitol Records foreign distribution and manufacturing agreements is quietly being accomplished, with rights to the sale and production of the firm's product going to Electric & Musical Industries and their affiliates in virtually all cases.

Changes are being made at the expiration of existing agreements, the most recent example the change in England from British Capitol to E.M.I. at the first of the year. Latter move had been predicted when the original E.M.I. purchase of Capitol was made known. Capitol also recently switched from the Australian Record Company to E.M.I. in Australia.

The procedures involved in the release of Capitol material in England have not appreciably changed, the parent company is taking advantage of Capitol's numerous merchandising and promotion aids. Window streamers, counter cards, easels and album covers are reproduced and printed in England with minor modification. Current campaign in England highlights "Capitol Artistes—Capital Entertainment." The parent company has also released a 16-page booklet titled "The Month's Greatest

Tunes," which is sold to the consumer for one penny. In virtually all cases, E.M.I. has also taken advantage in reproducing sketches and photographs of Capitol's newly constructed circular office building here. Latter is even featured on the sleeves of a number of 7 and 10-inch singles.

The English market has not apparently been deprived of 10-inch album material as yet, with E.M.I. issuing both 10 and 12-inch versions of Capitol albums, as in the case of recent Jackie Gleason and Frank Sinatra packages, released as 12-inch albums only here. E.M.I. has the option to select and release material as they choose, tho its first release in January coincided with like Capitol material here.

E.M.I. acquired all metal parts and masters in the change-over from British Decca, and is expected to put these and other standard Capitol repertoire into its catalog shortly.

## Mennen Backs Buddy Morrow For Camp Tour

NEW YORK, Feb. 18.—Buddy Morrow and his band have blueprinted a triple-threat tour for next month, which will enable them to play a series of concerts at various Armed Service camps, work weekend dance dates and keep a sponsor happy.

The Mennen Company, thru the Kenyon & Eckhardt Agency here, is sponsoring the band's appearance March 5 thru 20 at 10 U. S. Army, Navy and Marine bases in Virginia, Georgia, Ohio, New Mexico, Missouri, Illinois, Wyoming, Florida and Kentucky.

Mennen picks up the tab for the band while the U. S. Defense Department pays their transportation—both to the camps and to their commercial dance dates. Latter are booked by General Artists during the weekends of March 9 and March 16.

Canary Eugenie Baird is traveling with the Morrow Band for Mennen, and will be introduced to servicemen as "Miss Skin-bracer," a slogan line used for one of the company's products.

Among those who planned to make it were Brown, Tommy and Jimmy Dorsey, Guy Lombardo, Woody Herman, Ralph Flanagan, Vincent Lopez, Henry Jerome, Claude Thornhill, Willard Alexander and several key agency men.

Lopez and T. Dorsey, both active also as publishers, were known to be among those concerned with ASCAP's de-emphasis policy. Lopez, aware that Brown and some of the others leaders consider the issue minor to them, told The Billboard that he planned to apprise them of the facts.

## BIEM Impasse Halts Exports

NEW YORK, Feb. 18.—American diskeries are beginning to feel the effects of the recording holiday in Europe, where a contract-less situation exists between the International Federation of the Phonographic Industry and the Bureau Internationale de l'Edition Mecanique BIEM. The Federation recently advised its members that owing to a deadlock in negotiations with BIEM, no new recording could be undertaken until further notice (The Billboard, February 4).

This week, it was learned that several American diskeries had discussed the matter with the office of Harry Fox, publishers' agent who is also the American representative of BIEM, and had come to the conclusion that while the deadlock persists they cannot send tapes and masters abroad.

Reason for such a conclusion is that the song material on such masters and tapes, while completely cleared in the United States, belongs to European publishers, when disks are distributed abroad. In general, these publishers controlling the European rights are members of BIEM.

However, negotiations between BIEM and the Federation are proceeding, and it is expected that the hassle will not continue over-long.

# AGVA Against DJ Disk Hops

By JUNE BUNDY  
 NEW YORK, Feb. 18.—“Deejays who put on record dances are putting musicians out of work,” Jackie Bright, the American Guild of Variety Artists’ national administrative secretary, said here this week. He declared AGVA’s willingness to “work with the American Federation of Musicians toward the elimination of deejay disk hops.”  
 Bright also noted that as of February 1, “all agents, producers and packagers of shows” must have official AGVA theatrical bookers’ licenses before they can book any AGVA artist, thus enabling the union to provide more protection for its membership and making it necessary for deejays to work thru AGVA-endorsed bookers to line up talent for record hops or TV shows. Bookers pay a service fee of \$50 a

year to AGVA, while their associates (dealing with talent) pay \$25.  
 Altho AGVA members are permitted to be interviewed on radio and TV programs and at record hops, AGVA forbids them to perform or even lip-sync while their records are played unless they are paid union scale. Bright, however, maintains that “unscrupulous jockeys are pressuring AGVA members to perform gratis by threatening that if they don’t appear the deejays won’t play their records on his show.”  
 “This is a racket,” said Bright, “a racket by the deejays, and if these abuses don’t stop AGVA may shortly forbid its members to appear on any deejay program, even if only for an interview. Deejays are paid by stations and sponsors to provide entertainment and AGVA will no longer tolerate their unfair pressure-tactics.”  
 Bright expressed complete approval of a recent move by AGVA’s Ohio branch chief, Samuel “Blackie” London, to clamp down on gratis appearances by AGVA artists at deejay-sponsored record hops and on deejay radio and TV shows in that State, and particularly in Cleveland.  
 AGVA’s new get-tough policy is frowned upon (unofficially, of course) by some record artists, particularly newcomers, who feel that a gratis appearance is fair enough exchange for getting their disks played on the air, thinking otherwise the jock would probably elect to spin platters by better known waxers.

### THESE HANDS

Recorded by:

Tex Ritter-Nelson Riddle...Capitol  
 Lefty Frizzell...Columbia  
 Jeffrey Clay...Coral  
 Jerry Jericho...Daffan  
 Mac Wiseman...Dot  
 Johnny Oliver...M-G-M  
 Low Dressler...Mercury  
 Hank Snow...RCA-Victor

\*Records listed alphabetically by companies

### HILL & RANGE SONGS

#### NEW RELEASES

### 'SIXTEEN TEENS'

The Rover Boys—Abc-Par

### 'GOODBYE MAMBO'

Frank Virtuoso—Rhythm

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

Watch this cute novelty go!

### SMALL TOWN

Recorded by Kay Cee Jones  
 on AMERICAN RECORDS



AMERICAN ACADEMY OF MUSIC, INC.

### Smoldering

### "WHITE BUFFALO"

Bill Hayes—Cadence  
 Jimmy Brown—MGM

**Bourne, Inc.** 134 W. 52d St. N.Y.C., N.Y.

### HELEN of TROY

3 OUTSTANDING RECORDINGS  
 LEROY HOLMES—M.G.M.  
 LES BAXTER—CAPITOL  
 MAX STEINER—R.C.A. VICTOR  
 and more recordings to come!

**HARMS, Inc.**

### Mail Order

Continued from page 16  
 major competitive activity of any kind. Our test is limited exclusively to the children’s record field which in the past few years has dwindled tremendously thru dealer outlets. The test is for accumulating information as a guide for future plans in the children’s record field.  
 Dunn further emphasized that the company has no plans with respect to a record club in either the popular or classical market at this time.  
 The company’s decision to look into the mail-order market via a children’s disk club is viewed as a means of obtaining additional kidisk business at so-called established list prices. It is well known that cut-rate disk operations, the 25 and 35-cent labels, have appreciably cut into children’s record sales in both dealer and rack-jobber serviced outlets.  
 The direct mail solicitation is also seen as a means of obtaining a personal approach, rather than the mass appeal existing club ads have.

### Marquee Moniker

Continued from page 16  
 Washington, Pittsburgh, St. Louis and Cincinnati. Ward will introduce the LP line to distributors and jockeys, in addition to promoting the company’s new single releases.  
 Mills continued their expansion plans with the addition of Bob Mills to the Coast office from New York recently. He will handle national advertising and promotion design for both Mills Music and the American Records, co-ordinating the operation with the firm’s New York offices.

### RCA Albums

Continued from page 16  
 the workshop LP by pianist Hal Schaefer, the one-time Marilyn Monroe vocal coach, and other sets by Joe Newman (“I’m Still Swinging”) and by Stan Rubin’s Tigertown Five (“Dixieland Bash”).  
 Others in the release will be “Great Love Themes” by movie maestro Max Steiner, “Flirtation Walk” with the Walter Schuman

# 'Follies' Score To Valando

NEW YORK, Feb. 18.—Publisher Tommy Valando, who blossomed into a show score impresario with “Mr. Wonderful,” already has landed his second major slice of legit material. This week he signed up the score for the forthcoming Ziegfeld Follies, set to open at the Winter Garden here on May 26.

The Follies, produced by Dick Kollmar and Jimmy Gardiner, will feature Talullah Bankhead, Carol Haney, David Burns, Joan Diener, Elliott Reid and Mae Barnes. Arrangements will be by George Bassman, and Anton Copolla will conduct.  
 Three of the tunes have been clefted by Valando’s team of Jerry Bock and Larry Holofcener, and others are by Joe McCarthy Jr. and Cy Coleman, by Floyd Huddleston and Al Rinker, by Arnold Horwitt and Albert Hague, and by Ralph Blaine and Hugh Martin.  
 The show goes into rehearsal March 8, opens in Boston April 14. From there is goes to Philadelphia for a three-week run starting April 28.

### Best Selling SHEET MUSIC IN BRITAIN

For Week Ending February 11

- A cabied 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 and Marriage—Barton (Barton)
  - With Your Love—Macmelodies
  - Young and Foolish—Chappell (Chappell)
  - Memories Are Made of This—Montclare (Montclare)
  - Love Is a Many-Splendored Thing—Robbins (Miller)
  - Sixteen Tons—Connelly (American)
  - When You Lose the One You Love—Bradbury (Chappell)
  - Love Is the Tender Trap—Connelly (Barton)
  - Picking a Chicken—Berry
  - It’s Almost Tomorrow—Macmelodies (Northern)
  - Robin Hood—New World (Official)
  - Shifting, Whispering Sands—Maurice (Gallatin)
  - Suddenly There’s a Valley—Aberbach (Warman-Hill & Range)
  - Zambezi—John-Fields (Shapiro Bernstein)
  - Band of Gold—Essex (Ludlow)
  - Dambusters March—Chappell (Chappell)
  - Jimmy Unknown—Bron (Jefferson)
  - Stealin’—Leeds (Leeds)
  - Rock Around the Clock—Kassner (Myers)

### Best Selling POP RECORDS IN BRITAIN

For Week Ending February 11

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

This Week	Last Week
1. MEMORIES ARE MADE OF THIS Dean Martin (Capitol).....	4
2. SIXTEEN TONS Tennessee Ernie Ford (Capitol)...	1
3. ZAMBESI Lou Busch (Capitol).....	7
4. LOVE IS THE TENDER TRAP Frank Sinatra (Capitol).....	2
5. BALLAD OF DAVY CROCKETT Bill Hayes (London).....	3
6. IT’S ALMOST TOMORROW Dream Weavers (Brunswick).....	16
7. LOVE AND MARRIAGE Frank Sinatra (Capitol).....	5
8. ONLY YOU Hittoppers (London).....	8
9. ROCK AND ROLL WALTZ Kay Starr (HMV).....	—
10. BAND OF GOLD Don Cherry (Philips).....	19
11. DREAMS CAN TELL A LIE Nat (King) Cole (Capitol).....	12
12. ROCK ISLAND LINE Lonnie Donegan (Decca).....	9
13. MEMORIES ARE MADE OF THIS Dave King (Decca).....	—
14. BALLAD OF DAVY CROCKETT Tennessee Ernie Ford (Capitol)...	10
15. ROCK A BEATIN’ BOOGIE Bill Haley Comets (Brunswick)...	6
16. ROBIN HOOD Dick James (Parlophone).....	14
17. ROBIN HOOD Gary Miller (Nixa).....	11
17. YOUNG AND FOOLISH Edmund Hockridge (Nixa).....	—
19. WHO’S SORRY NOW Johnnie Ray (Philips).....	—
20. BALLAD OF DAVY CROCKETT Max Bygraves (HMV).....	—

Voices, “Merengues” by Noro Morales’ ork, and “Calypso From the Virgin Islands” by the Zebra.

# MUSIC AS WRITTEN

### HERMAN PLATT NEW PLATT MUSIC PREXY

Herman Platt has been elected president of the Platt Music Corporation, Los Angeles, with Benjamin Platt named chairman of the board at a recent meeting of the company’s board of directors. Platt Music Corporation has operated the record and concession at the May Company department stores in Southern California since 1924.

### SONGBIRD BOWS WITH CAL, VAN ALEXANDER

Songbird Records, Hollywood, headed by M. E. Conception, was launched this week with the company releasing its first sides by singer Charlie Cal with Van Alexander conducting. Conception is currently setting national distribution. Artist and repertoire head Nadyne Aragon has set records by thrush Mae Williams for release in March.

### DECCA SIGNS ALVINO REY, TOMMY SMITH

Decca Records has signed several new artists. These include veteran maestro Alvino Rey and vocalist Tommy Smith.

### PROMOTION DRIVE ON DICK KALLMAN SET

Decca is scheduling a promotion drive on behalf of its new vocalist, Dick Kallman. The chanter, who has appeared on Broadway in “Seventeen” and “The Fifth Season,” will embark on a deejay tour as soon as he completes a screen

### Montilla Line In Expansion

NEW YORK, Feb. 18.—The Montilla and Puchito disk lines stepped up activity on several fronts last week. Harry Sultan, general manager of the Latin diskeries, inked five new distributors bringing the total up to 16.  
 The outfit consolidated its offices and warehousing facilities in more spacious quarters on 23d Street.  
 Fernando Montilla, owner of the companies, is heading back to the States after a recording jaunt to Spain, where he taped several zarzuelas, plus a Spanish-language version of Lehár’s “Count of Luxemburg.” Montilla also made a deal with Mme. Nichole Barclay, Paris disk tycoon, to have Montilla disks released in France.

### BMI Skeds 42

Continued from page 16  
 April Convention of the National Association of Radio and Television Broadcasters.

According to Glenn Dolberg, BMI vice-president in charge of station relations, attendance during 1956 will probably be close to the 3,500 mark. The 1955 attendance was 2,779.

The clinic schedule will cover 40 States, with two meetings each set for California and Texas owing to the great traveling required in those large States. Too, a tri-State clinic will be held at Detroit Lakes, Minnesota.

In 20 States, broadcaster associations have already made up their schedules so that their State meetings will be held back-to-back with the BMI clinics. Station execs, therefore, will be able to attend both meetings with one trip.

BMI will have two teams of speakers traveling concurrently, one starting in Little Rock, Ark., Sunday (26) and the other in Seattle, Wash., Monday (27). Present plans call for approximately 150 broadcasters to participate as speakers.

Total attendance during the past five years was 17,309 for the 223 clinics held.

test for 20th Century-Fox. Promoting his initial disk, “The End of a Love Affair” and “Love Me as Tho There Were No Tomorrow,” he will cover St. Louis, Chicago, Detroit, Cleveland, Pittsburgh, Philadelphia and New York.

### New York

Capitol execs here tossed a luncheon here Friday (17) at Al & Dick’s in honor of the label’s executive veepee Bill Fowler, who moves over to Crowell-Collier next week to head up that outfit’s new record club operation. Two ex-Capitol staffers—Hal Cook and Dick Linke (now both with Columbia)—also attended the party. . . . Sid Bernstein, of the Shaw Agency, has inked the dance team of Jack and Beverly Palmer and singer Billy Fields for the agency. The Palmers are booked into the Golden Slipper, Glen Cove, L. I., while Fields goes into the One Two Club, Toronto, Canada. . . . Coral’s artist and repertoire chief, Bob Thiele, this week leaves for Hollywood, where he will cut sessions with Lawrence Welk and the Modernaires. Thiele recently signed Bob Crosby, who will wax some Dixieland packages for the label. . . . Wing artist Nick Noble opens at the Chez Paree, Chicago, March

### ANOTHER BMI "PIN-UP" HIT

### SEVEN DAYS

Recorded by  
 CLYDE McPHATTER...Atlantic  
 CREWCUTS...Mercury  
 DOROTHY COLLINS...Coral  
 SNOOKY LANSON...Dot

Published by  
**PROGRESSIVE MUSIC PUB. CO.**



### LOVELY LIES

MANHATTAN BROS.  
 London #1610

NICK NOBLE  
 Wing #90045

published by **BURLINGTON MUSIC CORP.**  
 539 W. 25th Street  
 New York 1, N. Y.  
 Oregon 5-6060

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

### I'LL CRY TOMORROW

ROBBINS MUSIC CORPORATION

### NOTICE

Notice is hereby given to all concerned that all rights to “The Search for Bridey Murphy” in any form are reserved by its author, Morey Bernstein. No record may be released or song published using the name or material, directly or indirectly, without express written permission from the author. All violations will be vigorously prosecuted and violators will be liable for full damages to the property.

**MOREY BERNSTEIN**  
 Pueblo, Colorado

### A GREAT!!! INSTRUMENTAL


### "THE GREATEST LOVE SONG"

(of all time) From TV Play “Mister Funnybone.”  
 Bandleaders—Lead sheets on request.


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sings  
**Love Me As Though**  
**There Were No Tomorrow**  
*(From Musical Production "Strip for Action")*  
and  
**Mr. Wonderful**  
*(From Musical Production "Mr. Wonderful")*  
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**NANETTE FABRAY**  
sings  
**HOW SOON**  
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**DICK JACOBS**  
AND HIS CHORUS AND ORCHESTRA  
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**"MAIN TITLE" and "MOLLY-O"**  
*(From The Otto Preminger Film "The Man With the Golden Arm")*  
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**STEVE ALLEN**  
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4 HIT PARADE SONGS ON 1 HIT RECORD  
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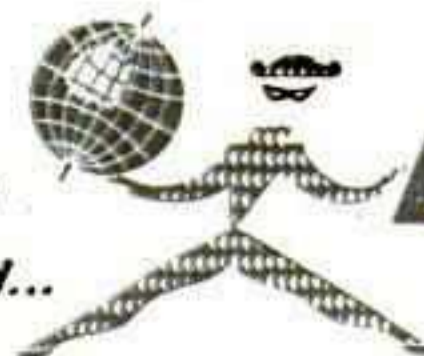
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**EDITORIAL**

# Tape: A Lusty Infant

Recorded tape is fast finding its place as a medium for quality home entertainment. It may still be in its infancy, but signs of coming lusty growth cannot be ignored. It would be foolhardy for record dealers to shut their eyes to this development.

Rather it is incumbent upon disk retailers to become intimately familiar with tape in all its aspects. Already there are profit possibilities in this medium for many outlets. And the potential will grow. All available guideposts point in that direction.

This does not mean that the retailer need fear that his familiar product—the flat, etched disk—is on the way out. If anything, the growth potential in records is far from realized. Its horizons appear limitless.

More likely, it now looks as if recorded tape will grow along with records, first making its impact felt in a specialized segment of the market. This would be the exacting, sound-conscious

hi-fi fringe, which is always seeking the elusive ultimate in music reproduction.

In the next two pages an attempt is made to round up significant recent developments in the tape and recorder field, and to show the way they are heading. It is believed the following pattern will disclose itself to the thinking music-record man:

Two-step merchandising, with wider dealer participation in tape sales is on the way; stereophonic tapes may rather quickly overshadow the more familiar monaural variety in importance—that is the major diskery thinking; hectic research on self-threading cartridges seems certain to bear fruit before the year is out.

Many dealers very soon will find some way of turning a profit with recorded tape. Those who get to learn the special nature of the field will reap the most benefits.

THE BILLBOARD'S MONTHLY

# PULSE OF THE INDUSTRY

Another special section in a regular series dealing with important and timely industry developments. Next month "Pulse" will report on patterns in the sale of phonographs by record retailers.

## TRENDS AND FORECASTS

**Mail-Order Club Volume to Spurt**

In 10 years half the record volume will be done thru mail-order clubs. Dealer business will also increase, thus indicating a more than 100 per cent expansion in the decade. That is the studied prediction of a top manufacturer exec, based on analysis by a research org.

**Crowell-Collier New Contender**

Entry of the giant publishing house, Crowell-Collier, into the disk club ranks portends an early and significant step-up in consumer promotion. Firm has about 10,500,000 subscribers on its mail lists, many of whom undoubtedly will be solicited for club-membership. Capitol veepee Bill Fowler moves over to Crowell-Collier to head up the record operation, and the firm this month was close to a deal calling for use of the Urania catalog. Deals were also reported pending for the purchase of two mail-order catalogs.

**Perhaps Another Club Soon**

Meanwhile reports persist that still another mail-order club is due to break with an announcement soon. This, it is understood, will not be an across-the-board operation but will plug a limited repertoire catalog. Sponsorship is major, too.

**Dealer Orgs Blossoming**

For some years now there has been relatively little activity on the dealer association front. There was a small flurry last year when the Columbia LP Mail-Order Club was introduced, but it soon subsided. Now apparently unrelated moves to set up new associations are being made on both Coasts. A few weeks ago an association was formed in Los Angeles. Last week one sprang up in New York, headed by Charles Lichtman, an experienced hand at association work. This week a New Jersey group was reactivated (see story in Music department).

**Gripes Cover Lots of Ground**

Why the association? The clubs are one reason, say the association backers. But there are other reasons closer to home. Dealers are seeking some way to counter the inroads of rack jobbers and other "new blood" operators. This is competition they don't like. One beef is the allegation that rack jobbers get extra discount privileges as compared to dealers. This burns deeply, since the established dealers feel they have been responsible for the present growth of the record business . . . their distribution power has made possible the expansion activities of the manufacturer.

**Industry Is Dynamic**

Manufacturers, tho, can't sit tight. They are committed to a growth program and must seek new ways to distribute their product. They've found racks a volume mover of disks. Dealers backing associations hope their collective strength may sway diskery policies. Isolated gripes have no effect.

**Components Vs. Package Units**

Packaged hi-fi phonographs have enjoyed increasing consumer acceptance and are due for greater promotion as the big-name manufacturers continue to exploit the sound market. At the same time, the components field has continued to prosper. Altho the two have been moving closer together—some components people putting out complete phonos, and some package firms plugging components, there are still points of friction. Just who is entitled to the term "high fidelity" has, on occasion, caused some bad feeling.

**Two Shows—Where To Exhibit?**

Now the components people have organized themselves into the High Fidelity Institute, and are planning to run their own consumer shows. At this point it looks like package manufacturers will be barred.

And, in New York, the Institute has scheduled its show a week or so prior to the venerable Audio Fair, which has long opened its door to package producers. Some manufacturers are still trying to puzzle out the question of where to exhibit. Few, if any, are likely to show their wares at both shows. The Institute, meanwhile, is planning to run its own shows in other cities as well.

**Goody Suit Poses Dealer Liability**

Court action against dealer Sam Goody brought by a publishers group is expected to bring into the open many questions pertaining to a retailer's obligations under the Copyright Law. If Goody is held responsible for damages on the basis of his having handled disks containing "pirated" material, every dealer in the country could be held similarly liable, and every dealer could be forced to "clear" all records before placing them on sale. Goody implies that this would force all but the biggest labels to fold. Dealers won't chance dealing with less institutionalized outfits. Case involves Glenn Miller recordings on the AFN label.

**Record Companies Woo Dealers**

Launching of Columbia's Mail-Order Club last year has touched off a chain reaction as the titans, Victor and Columbia, continue efforts to outdo each other in demonstrating their affection for the established dealers. Currently, both are experimenting with special projects in certain test areas, and both of their plans are expected to be expanded soon on a nationwide basis. Columbia's try for dealer-enrolled Club members, tested in the Cleveland area, where dealers are giving customers three bonus disks in "front of membership," is labeled a success by the company. Victor's coupon book deal, being tested now in Boston, Los Angeles and Kansas City, will be extended to the entire country in March.

**Spotlight on 'Big Three'**

Revelations coinciding with a change in management at the "Big Three," major publishing enterprise whose parent firm is Loew's, Inc., focused attention on some present methods of publisher operation. The resignation of Abe Olman coupled with an admission that Loew's was making an audit of funds and expenditures, struck the trade with tremendous impact.

**Publisher Problems; Writer Attitudes**

Among the revelations was the fact that songwriter Al Jacobs had relinquished one-third of his royalties on the tune "I Need You Now," which was recorded by top artists and reached hit status via an Eddie Fisher disk on Victor. Songwriters' Protective Association promised a probe of publisher cut-ins on songs. Charles Moskowitz, vice-president at Loew's, Inc., promised a statement after digesting the facts.

**TV, Radio Start Copyright Study**

Matters of copyright will be explored on another front. The National Association of Radio and Television Broadcasters will survey all stations in order to obtain information on licensing. Stations will be asked what licenses they hold and how much they pay. The Copyright Committee of the NARTB seeks this information in view of the fact that licenses granted by the American Society of Composers, Authors and Publishers expire December 31, 1957, for TV stations and one year later for AM stations. Broadcast Music, Inc., licenses expire in March, 1959.

**Fact Finding**

The NARTB Copyright Committee will not be empowered to negotiate, but will gather information for negotiators who will be appointed later. (See story this issue.)

# 2-Step Marketing Paves Way To Bigger Dealer Tape Sale

## Top-Name Mfrs. See a Trend To Traditional Retail Outlets

By IS HOROWITZ

Entry of top-name manufacturers into tape merchandising, and their efforts to widen the market beyond its specialist origins, is triggering a change in sales philosophy that spells greater participation by the average music-record store.

Tradesters close to the situation see a gradual veering away from the specialist electronic parts house and hi-fi salon, and a sharp turn to the traditional outlet for recorded music, for tape and associated equipment. And they see it happening soon.

The recorded tape industry, like a substantial segment of the hi-fi disk business before it, has run into an expansion block in one-step merchandising, and most companies in the field are now closely examining two-step (or distributor participation) selling.

Actually, for some recorded tape firms, the step is even more drastic. A number first approached the field as direct sellers to consumers, bypassing even the specialist retailer as a sales medium.

### Big Name Manufacturers

Key to the situation is the step-up in recorder production by big-name manufacturers such as RCA Victor, Columbia, V-M, Webster-Chicago, etc. These firms are used to doing business via distributors, getting maximum exposure of their product thru widespread handling by dealers across the country.

But recorded tape and top-price equipment companies, many of whom have relied on direct sales to select retailers and parts jobbers, are now beginning to feel that they have outgrown a way of doing business that was adequate only when the field itself was sharply restricted.

An important example in the latter category is Ampex. The company until now has pegged its sales policy to the specialist outlet, but this is no longer completely satisfactory. An Ampex sales exec this week said orientation at his company is shifting to the music-record store as the volume outlet, and its merchandising program next fall will reflect that view.

Ampex, of course, has been a leader in promotion of stereophonic tape phonographs and is deep on a course of further exploitation in this medium. In the fall, as well, the firm will introduce a series of new components aimed at making easier the integration of its stereo player as an accessory in current hi-fi equipment.

### Phonotapes Set-up

A recent illustration on the recorded tape front of the trend toward two-step merchandising is the tie-in effected between Phonotapes and Polyvox. Latter, the distribution arm of Vox Records, is now also distributing the Phonotapes catalog. It will use a number of its regular disk distributors in its expanding network.

Still more recent is the case of Sonotape, the firm set up to exploit the Westminster catalog on recorded tape. Here it is a case of moving from what might be termed "no-step" to "one-step" distribution, a short pace, at least, in the direction taken by the rest of the industry.

Sonotape sets its initial program exclusively on direct mail-order sale to consumers. This has not worked out, and the firm this month started to offer its product to dealers. However, it

will still fill direct orders. Under the new set-up dealers get 25 per cent off list on orders of 10 or less reels; one-third off on orders of greater quantity.

### Livingston Electronics

Livingston Electronics, one of the pioneers in the stereophonic tape field and holding a hefty catalog of conventional reels as well, also has run into the expansion problem inherent in one-step merchandising. The firm has marketed its product both direct to consumers and thru selected dealers who bought direct from the manufacturer.

This company now feels it has outgrown custom selling. To get its product adequately showcased in the market it must seek distributor participation. And there

are cogent economic reasons behind this conviction, that hold for other companies in addition to Livingston.

To handle all dealer accounts directly, the manufacturer must assume the entire credit burden. There comes a point when expansion (under one-step selling) must cease, especially in the case of smaller independent enterprises, or capital become completely depleted.

Especially in recorded tape will the impetus toward two-step merchandising snowball once major diskeries turn seriously to the field. As Victor steps out later this year (see separate story) and other majors join in, the product will freeze out the indies, unless the independents, too, seek national exposure.

# Cousino Cartridge Leads Tape Race

## Current Major Criticism Is Brief Playing Span and Duplicating Problems

The Cousino cartridge is several lengths ahead of the field in the race to come up with a workable device for automatic magazine loading of tape recorders. Tho a number of competing designs have been brought forth, most of the industry is currently seriously working with the unit, either to adopt it or adapt it to further increase its versatility.

At least one manufacturer, Keystone Camera, is already out on the market with a player fitted for use of the Cousino cartridge.

Bernard Cousino, of Cousino, Inc., Toledo, O., began work on the device over four years ago. In its present stage, thought usable by its inventor and others in the industry, it is being manufactured by American Molded Products, largest suppliers of reels in the country. Raw tape incorporating the special qualities needed for cartridge use has been produced by both Minnesota Mining and Reeves-Soundcraft.

### Continuous Loop

Basically, the cartridge consists of a continuous loop of tape which rewinds itself as played. The reel is held in a cartridge which is placed over a receiving adaptor on the playback and snapped into position. Threading is automatic, a button is pressed and the unit plays.

So far, the major criticism leveled at the cartridge is its modest playing time, about 11 minutes on single track, and double that time when both sides of the tape are used. Latter effect is achieved by use of a mobius loop, or a loop with a half twist which runs past the playback head first on one side and then on the other.

American Molded holds limited exclusive manufacturing rights to the cartridge. It is the only company permitted under this license to produce the unit for sale to others. Manufacturers of recorded tape, however, will be licensed to build the cartridge for use with their own tape only. No companies in the latter category have been licensed yet. American Molded is prepared to sell the cartridge to recorded tape manufacturers for 34 cents each in lots of 10,000.

### Duplicating

While duplicating of tape used in the cartridge poses special

problems, solution of this task is already near, states Cousino. But he was unable to state if any high-speed method of duplicating had yet been evolved. In commercial tape duplication, tape is run thru machines at 60 i.p.s., or eight times as fast as it is played back at the accepted speed of 7½ i.p.s.

However, the Benz, Aud-O-Scope Corporation, of Ann Arbor, Mich., has already developed a duplicator that will duplicate tape held right in the cartridge, at the rate of five cartridges at a time.

# Tape Contender for Car Music in '57

• Continued from page 17

But this statement by an exec was tempered with "I don't have anything to say at this time," in answer to a query if the device was for the Ford Motor Company.

Reports persist, meanwhile, that Chrysler still is playing with the possibility of converting to tape for its car phonograph. It is recalled that the motor company first approached Columbia with the request that a tape player be developed, but after much experiment decided on their special 16% mechanism as more appropriate.

The special disk provides up to one hour of playing time on one face of a seven-inch disk with varied repertoire designed for playback on the car phono.

While the tape phono being worked on by Motorola will probably meet all simplicity of operation requirements (the tape cartridge threads itself automatically), it still remains to be seen if playing time will be thought adequate. Current tape cartridges play up to a maximum of 22 minutes, less than half the entertainment-time etched on a 16% platter side.

Looking to the future, it is also known that at least one manufacturer, active in the early stages of design on a coin-operated tape duplicator. This mechanism, if perfected, would be placed at

# THEY'D RATHER HEAR THAN SELL

The move to two-step merchandising by tape and recorder producers is also aimed at getting a more aggressive set of retailers behind the product. "The trouble with lots of the people in the hi-fi specialist store," said one company spokesman, "is that they like music and sound too much. They'd rather listen than plug for the sale."

# Pentron Debts 3 New P'kges

Pentron Corporation is readying three new tape phonograph packages for early delivery to the trade. The units are suitable only for playback of recorded tape.

One unit, a self-contained system with speaker and power amplifier, will begin shipping next month. List price will be \$149.95, audiophile net \$119.95. The tape deck of this model, furnished alone for integration into a hi-fi phono system will list at \$59.95, audiophile net \$44.95. Tape deck with pre-amplifier will list at \$79.95, or \$55.95 thru hi-fi outlets.

# Harvest for Tape Dealers

When recorded tape and playback volume is large enough to attract general dealer support, the trade will find itself with many accessories suitable for sale to build retailer revenue. It will be like the early days of the LP business when products flooded the market to help the new product perform better.

Just a partial list of tape accessories already available, and on several brand varieties, would include blank reels, de-magnetizers, spare recording heads, ear phones, microphones, splicers, splicing tape, paper leader tape and storage cases.

# RCA Studies Cartridge Tape Development

## Consumer Intro Waits Solution of Engineering Bugs

Development of a tape cartridge is being given high priority in RCA Victor's home instrument division laboratories, but a number of knotty problems are still being wrestled with by company engineers. Marketing of a cartridge player, as a result, has been held up.

Meanwhile, the company is going ahead at a brisk pace in the manufacture and sale of conventional tape recorders, tho RCA models now do sport improvements said to improve the sound quality of music tape playbacks.

RCA has tested just about all the cartridges currently available, and has been working on one of its own for more than a year, according to Jim Toney, division chief. But until certain pre-set conditions are met the company intends to hold off on consumer introduction. These conditions have to do with quality, length of playing time, cost and convenience.

### Stumbling Block

One of the main stumbling blocks is length of playing time, said Toney. His opinion is that a suitable cartridge must be capable of playing for at least 30 minutes at 7½ i.p.s. The speed is considered essential for high fidelity reproduction, and consumers are conditioned to an uninterrupted playing span equal to one side of an LP.

His engineers believe that the mobius loop (half-twist, continuous loop) complicates the adaptation of stereophonic tracks, and that it also makes difficult or impractical fast-forward and rewind. Latter features are needed for selectivity.

Toney also views the present cost factor of available cartridges (see separate story for round-up of cartridge development) as high. The virtue of convenience is met by the cartridges now available, Toney noted.

### Problem of Invention

Altho work still to be done on a cartridge meeting RCA's self-imposed standards is considerable, Toney tags it a "problem of invention," and looks to its eventual satisfactory completion.

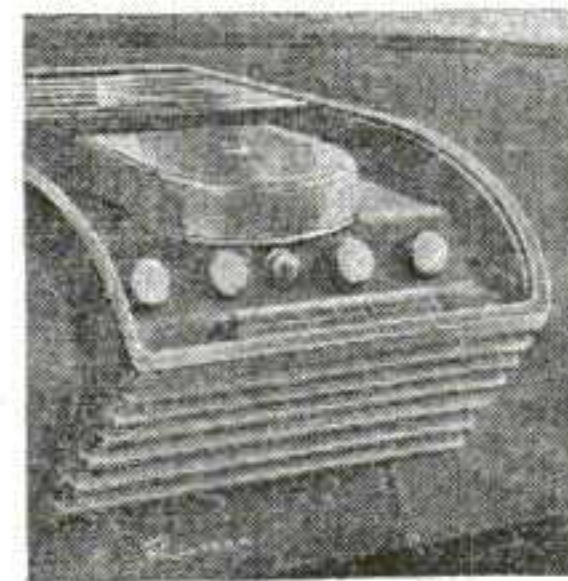
RCA has no plans to issue a tape phonograph at this time. Addition of recording facilities ups the cost of the finished unit only about \$25, Toney said, and versatility of the complete recorder increases salability.

As for stereophonic recorders, RCA has units in the development stage, but doesn't plan to market any until they can be brought out at somewhere in the \$200-\$400 price range.

In March, the company will add another unit to its recorder line, which so far includes the \$199.95 "Judicial" model. The new model will be a console job listing for about \$270. It will have an eight-watt amplifier and three speakers, and include separate voice and music circuits.

# IT'S TAPE PHONO NOT PLAYBACK

Music on tape for home entertainment is coming of age, and the industry is coming up with its own terminology and set of definitions. The term "pre-recorded tape" is being dumped in favor of the more succinct "recorded tape," and manufacturers are now beginning to describe playback units as "tape phonographs."



Artist's conception of how a tape phonograph could be installed on an automobile dashboard. Device uses a self-threading cartridge, and dials resemble those on a car radio.

**NO DISCOUNTS**

**Pubbers' Tape Royalty Rate 2c Per Tune**

Unlike the case in LP's, current practice is not to give manufacturers a special mechanical royalty rate on music used on recorded tape. The statutory 2-cent rate per selection is asked and paid, according to the office of Harry Fox, agent and trustee for most publishing firms.

The going rate on LP is 1½ cents per tune. Only rarely is the statutory rate, enforced on LP, and occasionally special deals call for as little as 1½ cents per ditty.

The reason no rate is given on recorded tape, said a Fox representative, is that the selling price of recorded tape reels is two or three times greater than an equivalent LP, and that the royalty obligations are proportionately low.

RCA Victor did get a special rate for their first tape issue more than a year ago, it was learned, but later reels called for the full 2-cent payment.

While piracy on tape is considered a possible future problem, the volume of recorded tape sold at retail today is not heavy enough to warrant any policing of the industry, the Fox office explained. Unauthorized duplication of tape is relatively simple to accomplish, and when the market is large enough, steps may have to be taken to insure full payment of publisher obligations:

**MRIA REPORTS 1955 SALES UP 50% OVER '54**

Tape recorder production in 1955 totaled 360,000 units, a 50 per cent rise over the 1954 industry output of 235,000. These figures are given by the Magnetic Recording Industry Association, which predicts a still larger increase in 1956.

Bulk of the units produced in 1955, or 300,000, were home-type machines selling at less than \$300. Of the remainder, 50,000 were of professional type listing up to \$600, and 10,000 at prices ranging up to more than \$1,000. Greatest percentage growth was in more expensive machines, altho cheaper equipment far outpaced the professional units in numerical growth.

**'Load-o-Matic' New Tape Unit**

First manufacturer to come out with a tape recorder designed for use with the Cousino cartridge is Keystone Camera, which now is delivering sample units to its sales force. Dealer availability is expected within a few weeks.

The machine, called the Model K-400 "Load-o-Matic," is also capable of playing conventional seven-inch tape reels. It carries a suggested list price of \$199.50.

Engineered by Magnecord, the recorder uses an eight-watt push-pull amplifier, a woofer and two tweeters, and an electric eye level meter. A pencil-type ceramic microphone comes with the portable machine.

**Hi-Fi Gets Stereophonic Hypo Via RCA & Angel**

**Stereophonic Tapes May Prove Future Top Quality Medium**

Stereophonic tape is slated to deepen its hold on the hi-fi market this year, hustled along promotionally by two major producers of recorded music.

If the philosophy upon which these manufacturers are proceeding is sound, there is a growing likelihood that stereophonic tapes may well prove to be the top quality medium of the future, with the more familiar monaural product gradually taking a back seat in public favor and industry effort.

In fact, a responsible body of industry opinion already believes that tape development must proceed along stereophonic lines. RCA Victor will release stereo tapes in abundance during the remainder of this year. Angel Records, too, will introduce a number of stereo tapes culled

from Electric and Musical Industries' masters.

While none of the other majors at this time will admit to a timetable for the introduction of stereo tape under their own labels, it is no secret that all the majors and most of the large independents have been heavily engaged in recording important record sessions stereophonically. These tape masters are being quietly stored away against the day when their release appears appropriate.

**Stereo Market**

Undaunted by the conservatism of some of their big competitors, a few smaller tape specialist firms are continuing to issue a stereo product, and apparently finding a satisfactory market for the reels.

The pattern is taking shape and bears a close resemblance to

past advances on the record front. Stereophonically, at least, the musical product is due to come out in relative quantity well before there is any considerable variety of equipment, at a price, suitable for its playback.

Victor's tape merchandising plans call for an almost complete promotional playdown on monaural reels. The stereophonic product, on the other hand, is due for a big build-up.

In April, Victor will release six new stereo reels, featuring some of its top artists and classical disk repertoire, to add to its token catalog of four stereo sets issued earlier. But by the end of the year the number of Victor stereo reels on the market will number 50, according to the present release blueprint.

The diskery-tapery is putting its best foot forward for its April stereo release. Upcoming are stereo tape versions of recent recordings by the Boston Symphony, with Charles Munch and Pierre Monteux, and Fritz Reiner and the Chicago Symphony. Also due is a stereo treatment of the best-selling Tchaikovsky Piano Concerto with Emil Gilels.

**Angel Label**

Another important label set to splash heavily in stereophonic tape is Angel. Its British parent company has been issuing such reels for the better part of a year, and Angel will introduce samples from the EMI repertoire this coming fall. While some monaural tapes will also be released, the emphasis will be on stereos.

Actually, Angel had hoped to release some tapes earlier, but problems of pricing, programming and equalization set back the original timetable. From EMI Angel can draw on a stereo catalog that already includes items featuring top name artists such as Walter Gieseking, David Oistrakh, Elizabeth Schwarzkopf and Herbert von Karajan.

EMI also has stereo tape footages of pop artist diskings, by such as Eddie Calvert, etc. If these are released here, they will be probably go to market under the Capitol imprint. Angel is the classical outlet for EMI, while pop material from the British company has been filtered thru Capitol.

**Others Watching**

Columbia, Decca and Mercury, also admit watching the tape market carefully, altho none state that definite plans are yet down on paper. All three companies, however, have been cutting important new sessions stereophonically and placing the tapes in the can.

While the current available stereo tape library, on all labels, is not too extensive, it is growing, and the pioneer smaller firms are continuing their output.

Certainly the most active, stereophonically, has been Livingston Electronics. Currently, in its stereo catalog are 24 titles, and a new release of 12 more reels is now being prepared for release.

Sonotapes, which issues the Westminster line on tape, plans to introduce some stereo reels before the end of the year, as does Phonotapes, which has tape rights to the Vox catalog.

By and large, however, the smaller firms seem to be toeing the monaural line (Livingston is an important exception), while the biggies are looking to stereo as the dramatic tape product of the future.

**Consumer Promotion Studied by MRIA**

Formulation of a public relations program to promote consumer use of tape recorders is being given high priority in councils of the Magnetic Recording Industry Association.

The project is one among several blueprinted by the org to help ease problems experienced by the young industry. Also high on the MRIA agenda is the question of standards, which has occupied its technical consultants

for many long months and is still unsolved.

During the run of the Los Angeles High Fidelity Show last week (The Billboard, February 18), a number of public relations firms submitted proposals to MRIA execs. These are now being subjected to scrutiny by a special committee, with a few to be winnowed out and presented to the MRIA board with recommendations at the next annual convention of the org in May. It is expected that the chosen program will be put into operation by next fall.

**Tape Standards**

Meanwhile, the knotty problem of standards is still being examined by an MRIA committee headed by C. J. LeBel, of Audio Devices. The task has been divided into four sections and handed to appropriate subcommittees. These concern themselves, respectively, with dimensional specifications of tape, reels, spindles and cartridges; recorded track dimensions; playback curves for 3¼ and 7½ i.p.s. speeds, and head mounting and adjustment specifications.

Last week the association completed one of its projects with the publication of a list of 600 local firms around the country equipped to repair and service tape recorders. This list will be made available to dealers who request it.

The association is headed by Joseph Hards, of Magne-Tronics, who reported that 33 firms are now listed on the MRIA roster.

**SALES HIKE DUE FOR HOME UNITS**

Major statistic lacking in the tape recorder field is the number of units in American homes capable of playing recorded tapes with acceptable quality. Estimates range all the way from 500,000 to 1,500,000. Most educated guesses place the figure at just under one million.

Thus, at the present rate of production (see separate story) machines in the market will probably double in the next two years. If predictions of the Magnetic Recording Industry Association are accurate, a sharp increase in the rate of sales may see that goal reached sooner.

**BACKGROUND MUSIC**

**Suppliers in Hot Background Fight**

Major background music suppliers, hot in a competitive battle to grab off dominant positions in the fast-growing industry, can now furnish users with a minimum of 625 hours of music without once repeating a performance.

This is a conservative, industry estimate of the present scope of the combined catalogs of the top six firms currently in the business of leasing music (most of it on tape) to industrial and commercial users of all types.

Altho the top firms — Muzak, Magne-Tronics, National Musitime, Magnecord, Musitapes and J. P. Seeburg—are reluctant to disclose the full extent of their individual catalogs, it has been determined that the "big six" cumulatively control well over 15,000 recorded selections, each averaging about two and one half minutes in playing time.

It should be noted, however, that a large percentage of the selections are duplicated in the competitive catalogs.

On the other hand, each of the active firms is adding consistently to its own pool of music, with much of the recording being done abroad to cut down on musicians' costs.

Of the "big six" Muzak has for some time been converting its library to tape. Seeburg, a major juke box manufacturer, uses 45 r.p.m. records in its background music system, and the remainder use tape exclusively.

**New Expansion**

Tho the industry is now in the

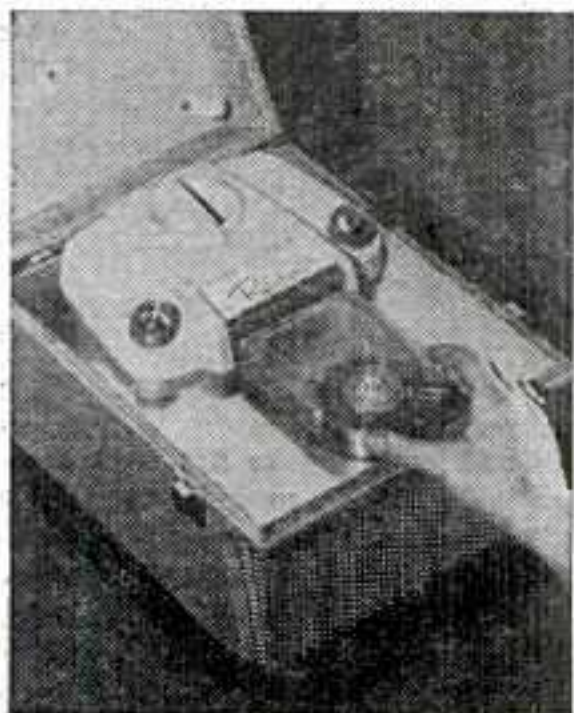
midst of a performance-fee hassle with the American Society of Composers, Authors and Publishers, it is aggressively exploiting new areas of expansion. Supermarkets are among users fast adopting commercial background music installations, with smaller retailers also reported showing increasing interest.

To service the multiplicity of smaller accounts, local wired-music operators are springing up in growing numbers. Often they are retailers who lease the service for their own use and then pipe in music to neighborhood accounts.

Multiplex, or multiple-channel FM broadcasting, also seems on the threshold of realizing its potential as a medium for commercial background music. The first commercial FM installation using multiplex was recently made by Magne-Tronics. The high cost of multiplex receivers has acted as a brake on development to date, but cheaper units are said to be on the way.

As the background music field expands, it presents the prospects of increased revenue to music copyright holders, and ASCAP is plugging higher performance fees. Test case involves Muzak, whose pact with the licensing org expired in December, 1954. ASCAP has asked for a flat fee per speaker arrangement, which Muzak thinks excessive, and the hassle is now being arbitrated under terms of the ASCAP consent decree.

The new formula is expected to provide the payoff pattern for all background music suppliers.



This is the unit developed by Bernard Cousino to demonstrate how his self-threading cartridge works. The playback device is a custom-built job supplied by Cousino to equipment manufacturers together with blueprints and technical data. It is not available for retail sale.

**LIVINGSTON CO-OPERATES**

The recorded tape field is still so wide open that few instances of competitive jealousy have yet arisen. On the contrary, there have been cases of co-operation that would be considered heresy in the knock-down, stomp-on record business.

Chet Smiley, of Livingston Electronics, for instance, firmly believes that the availability of new tape repertoire, regardless of label, helps the industry as a whole. So his firm now makes it a practice to include catalogs of competing firms in any Livingston promotional mailings to tape collectors.

Sift  
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faster  
from  
your  
record  
label  
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**RCA VICTOR**



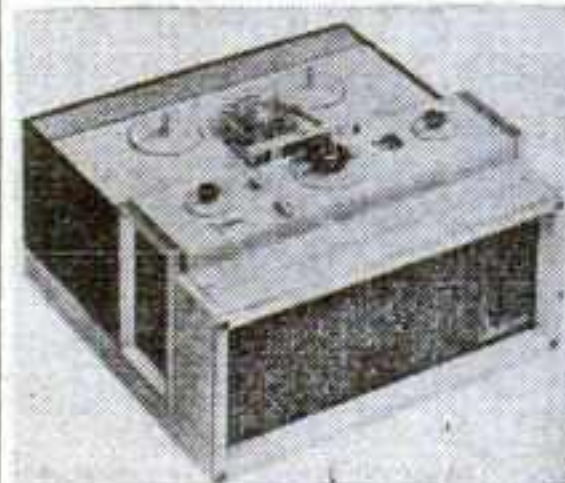
Sudden hits and overnight successes can *cost* you money or *make* you money—depending on how *fast*, how *well* and how *economically* you can deliver your records. And these are the three main reasons so many independent label hits are pressed by RCA Victor Custom Records. *Speed* is assured by three strategically located plants which offer the industry's finest pressing facilities. *Quality* is built in by our experienced engineers, skilled technicians and modern equipment. *Savings* are the result of 50 years' experience and our tremendous volume of business. Why not see us about your very next job? It's the surest way to sift out profits faster from your record label.

**RADIO CORPORATION OF AMERICA**  
RCA VICTOR RECORD DIVISION

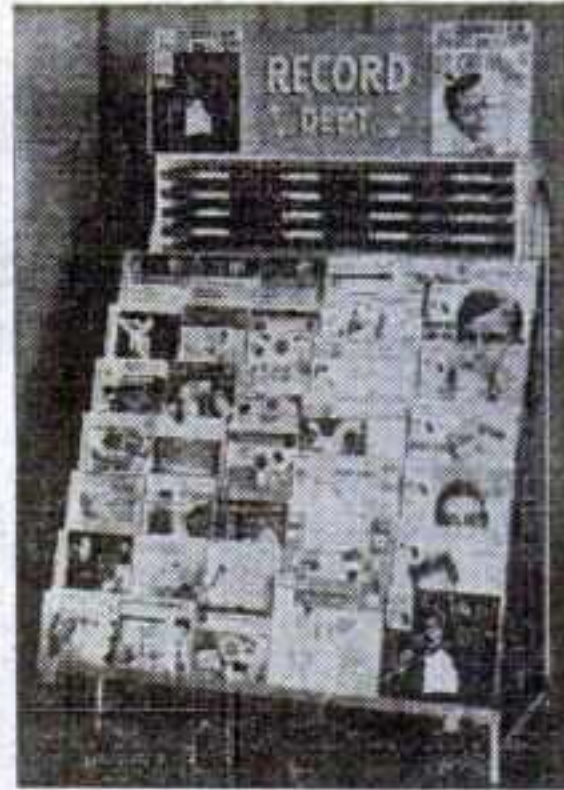
155 East 24th Street, New York 10, N. Y. — MUrray Hill 9-7200  
445 N. Lake Shore Drive, Chicago 11, Ill. — WHitehall 4-3215  
4016 N. Sycamore Ave., Hollywood 38, Calif. — HOLlywood 4-5171  
1525 McGavock Street, Nashville 3, Tenn. — ALPine 5-6691

In Canada, RCA Victor,  
225 Mutual St., Toronto;  
1551 Bishop St., Montreal

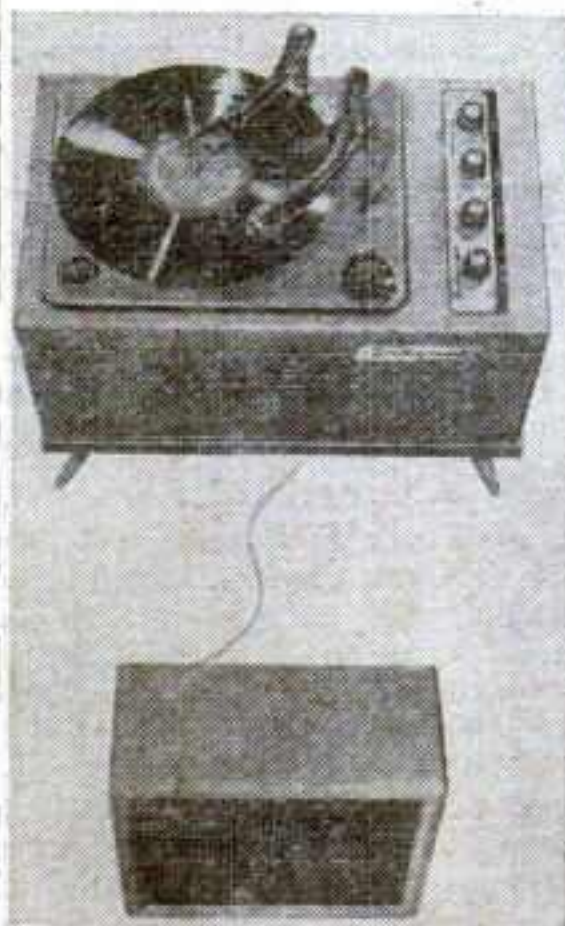
# New Products



Keystone Camera has introduced its first tape recorder, Model K-400. The player employs either the Cousins cartridge or a standard seven-inch reel. Three speakers and an eight-watt push-pull amplifier are features. Suggested retail price is \$199.50.



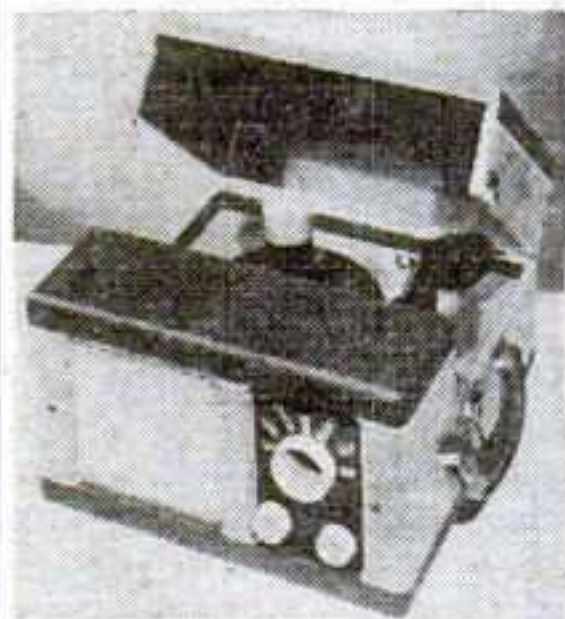
Columbia Records has introduced this new permanent-type display rack. The unit is expandable in width from 40 to 68 inches, and the shelves are also expandable for height. Except for the wooden single-records box, construction is all metal. All parts are available separately and priced individually.



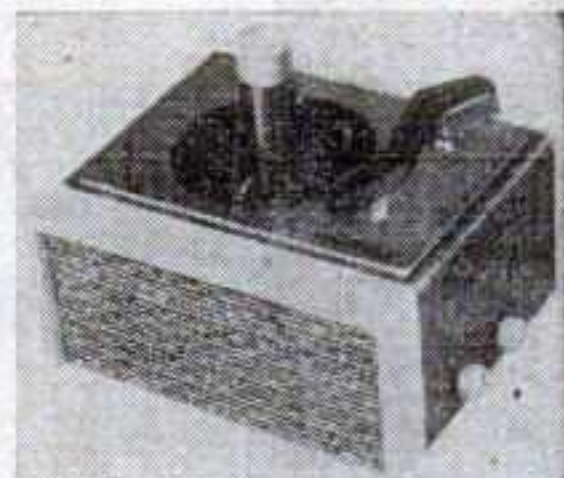
This Dictograph Home Music System, incorporates the Williamson amplifier circuit, a separate speaker unit and diamond stylus. The Dictograph line is now being handled in New York, Philadelphia, Cleveland and Detroit by Cosnat Distributors. Unit pictured retails at \$169.50.



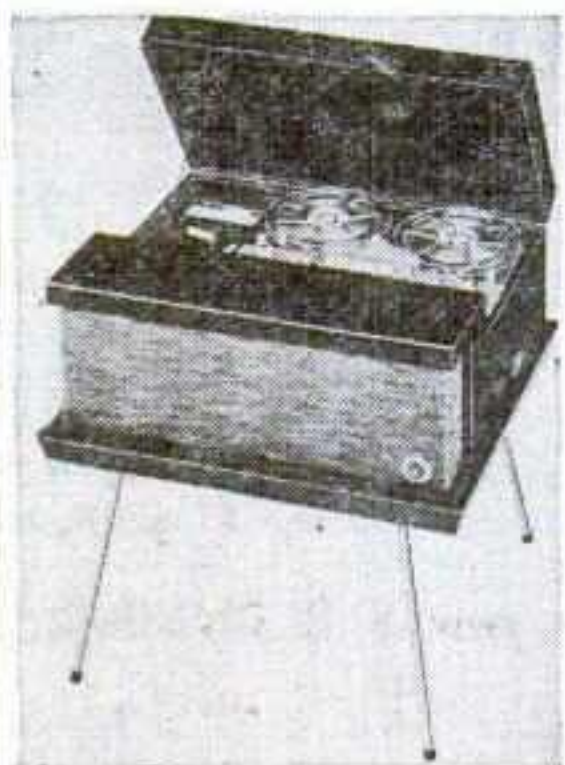
The V-M Corporation's new 45 r.p.m. automatic portable unit, Model 625, has been titled the "Teentime." Available in three-color combinations, it retails for \$39.95.



B & R's new light-weight phono-radio combination, Model AR-515, weighs only 8½ pounds. The unit, claimed to be the lightest and smallest of its type, can play 14 45 r.p.m. records. Retail price is \$44.



Crescent Industries has brought out the "Robin," a new 45 r.p.m. automatic changer unit, which can handle 14 disks at one loading. Suggested retail price is \$35.95.



The V-M Corporation has introduced the "Fidelis," a new table model tape recorder, Model 750. The unit houses two eight-inch speakers plus a tweeter and is equipped to play binaural tapes. Retail price is \$259.95. Optional legs in black or brass convert the player to a console.

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\*Slightly higher in the West.

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- THE Feature Phono Value of the Year!
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# 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. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler).....RCA Victor LM 1817
3. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowski).....RCA Victor LM 1894
4. VERDI: AIDA—Milanov, Rome Opera Orchestra (Perlea).....RCA Victor LM 6122
5. SHOSTAKOVITCH: VIOLIN CONCERTO—Oistrakh, New York Philharmonic (Mitropoulos).....Columbia ML 5077
6. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch).....RCA Victor LM 1893
7. GROFE: GRAND CANYON SUITE; COPLAND: EL SALON MEXICO—Boston Pops Orchestra (Fiedler).....RCA Victor LM 1928
8. BEETHOVEN: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg).....Capitol P 8313
9. RACHMANINOFF: PIANO CONCERTO NO. 3—Gilels, Paris Conservatoire Orchestra (Cluytens).....Angel 35230
10. CHOPIN: LES SYLPHIDES; J. STRAUSS: GRADUATION BALL—Boston Pops Orchestra (Fiedler).....RCA Victor LM 1919
11. BERLIOZ: SYMPHONIE FANTASTIQUE—Boston Symphony (Munch).....RCA Victor LM 1900
12. LA DANZA—Hollywood Bowl Orchestra (Dragon).....Capitol P 8314
13. MOZART: DON GIOVANNI—Siepi, Vienna Philharmonic (Krips).....London XLLA 34
14. BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: SYMPHONY NO. 8 ("Unfinished)—Boston Symphony (Munch).....RCA Victor LM 1923
15. PUCCINI: MADAME BUTTERFLY—Callas, La Scala Orchestra (von Karajan).....Angel 3523

### • 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 dealers in all key markets.

1. OKLAHOMA!—Sound Track.....Capitol SAO 595
2. JULIE IS HER NAME—Julie London.....Liberty 3006
3. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
4. ROMANTIC JAZZ—Jackie Gleason.....Capitol W 568
5. CAROUSEL—Sound Track.....Capitol W 694
6. LOVE ME OR LEAVE ME—Doris Day.....Columbia CL 710
7. MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY—Jackie Gleason.....Capitol W 475
8. THE STUDENT PRINCE—Mario Lanza.....RCA Victor LM 1837
9. MUSIC TO CHANGE HER MIND—Jackie Gleason.....Capitol W 632
10. IN THE WEE SMALL HOURS—Frank Sinatra.....Capitol W 581
11. MARK TWAIN—Harry Belafonte.....RCA Victor LPM 1022
12. SPARKLING STRINGS—Lawrence Welk.....Coral 57011
13. ROCK AROUND THE CLOCK—Bill Haley.....Decca DL 8225
14. FOUR FRESHMEN AND FIVE TROMBONES.....Capitol T 683
15. I LOVE PARIS—Michel LeGrand.....Columbia CL 555

### • Concerto

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
2. SHOSTAKOVITCH: VIOLIN CONCERTO—Oistrakh, New York Philharmonic (Mitropoulos).....Columbia ML 5077
3. BEETHOVEN: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg).....Capitol P 8313
4. RACHMANINOFF: PIANO CONCERTO NO. 3—Gilels, Paris Conservatoire Orchestra (Cluytens).....Angel 35230
5. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Colschmann).....RCA Victor LM 1005
6. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos).....Columbia ML 4965
7. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann).....Capitol P 8302
8. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg).....Capitol P 8271
9. BRAHMS: VIOLIN CONCERTO—Heifetz, Chicago Symphony (Reiner).....RCA Victor LM 1903
10. BRAHMS: VIOLIN CONCERTO—Oistrakh, Saxon State Orchestra (Konwitschny).....Decca DL 9754

### • Chamber Music

1. MOZART: THE LAST QUARTETS—Budapest String Quartet.....Columbia SL 228
2. PROKOFIEFF: VIOLIN & PIANO SONATA NO. 1; LECLAIR: VIOLIN & PIANO SONATA NO. 3; LOCATELLI-YSAYE: VIOLIN & PIANO SONATA IN F MINOR ("Au Tombeau")—Oistrach, Yampolsky.....RCA Victor LM 1987
3. BEETHOVEN: STRING QUARTETS, VOL. 3—Budapest String Quartet.....Columbia SL 174
4. BEETHOVEN: STRING QUARTETS, VOL. 2—Budapest String Quartet.....Columbia SL 173
5. CHAUSSON: CONCERTO IN D MAJOR FOR VIOLIN, PIANO & STRING QUARTET—Francescatti, Casadesus, Guilet String Quartet.....Columbia ML 4998
6. SCHUMANN: QUINTET IN E-FLAT MAJOR FOR PIANO & STRINGS—Aller, Hollywood String Quartet.....Capitol P 8316
7. SCHUBERT: QUINTET IN A MAJOR FOR PIANO & STRINGS ("Trout")—Badura-Skoda, Vienna Konzerthaus Quartet.....Westminster 5025
8. HAYDN: QUARTETS, OP. 76, NOS. 1-6—Budapest String Quartet.....Columbia SL 203
9. MUSIC OF VIVALDI, VOL. 4—Virtuosi di Roma.....Decca DL 9729
10. SMETANA: QUARTET IN E MINOR ("From My Life")—Hollywood String Quartet.....Capitol P 8331

### • Jazz

1. JAZZ: RED, HOT AND COOL—Dave Brubeck.....Columbia CL 699
2. BENNY GOODMAN IN HI-FI...Capitol W 565
3. THE GREAT BENNY GOODMAN.....Columbia CL 820
4. THE BENNY GOODMAN STORY—Sound Track.....Decca DL 8252
5. JAZZ GOES TO COLLEGE—Dave Brubeck...Columbia CL 566
6. LULLABY OF BIRDLAND.....RCA Victor LPM 1146
7. MY KIND OF MUSIC—Garry Moore.....Columbia CL 717
8. LOUIS ARMSTRONG AT THE CRESCENDO, VOLS. 1 AND 2.....Decca DL 8168, 8169
9. BETHLEHEM'S BEST.....Bethlehem XLD 6
10. TURK MURPHY'S NEW ORLEANS JAZZ FESTIVAL.....Columbia CL 793

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## 7 new POP money-makers!



**CAE-307 TODAY'S HITS from Rodgers and Hammerstein's PIPE DREAM "45 RPM", 79c**

Guy Lupa and lush 30-piece orchestra. Says "The Billboard": "A real classy buy at 79 cents, and they won't be outdated for a long time."

- ★ The Man I Used To Be
- ★ All At Once You Love Her
- ★ The Next Time It Happens
- ★ Everybody's Got A Home But Me



**CAE-328 TODAY'S HITS from THE BENNY GOODMAN STORY "45 RPM", 79c**

Another timely entry as the whole country becomes Benny Goodman conscious. All are done in scintillating, high fidelity by Guy Lupa and his orchestra.

- ★ Avalon
- ★ Memories Of You
- ★ Don't Be That Way
- ★ Moon Glow



**CAL-295 RAY McKINLEY—ONE BAND, 2 STYLES. 12" Long Play, \$1.98**

6 EDDIE SAUTER ORIGINALS never before released in any form!

- ★ Caesar and Cleopatra
- ★ Harold in Italy
- ★ McKinley for President
- ★ Cyclops
- ★ The Seventh Veil
- ★ Idiot's Delight

plus 6 RODGERS and HART SONGS that date from 1950.

- ★ My Heart Stood Still
- ★ Blue Moon
- ★ You Took Advantage of Me
- ★ Blue Room
- ★ It's Easy to Remember
- ★ Thou Swell

### 45 "Extended Play," 79c

**CAE-310 JESSE CRAWFORD PLAYS FOR YOU**

- Four songs by Jesse Crawford at the pipe organ.
- ★ A Precious Little Thing Called Love
  - ★ Birth of Passion
  - ★ Stein Song
  - ★ Hasta Manana

**CAE-312 THE WALTZ KING, WAYNE KING and his orchestra**

- ★ That Naughty Waltz
- ★ The Anniversary Waltz
- ★ Castle of Dreams
- ★ Memories

**CAE-311 SWING AND SWAY with SAMMY KAYE and his orchestra**

- ★ Let's Have Another Cup of Coffee
- ★ South of the Border
- ★ Miss You
- ★ I Understand

**CAE-320 DANCING PARTY with FREDDY MARTIN and his orchestra**

- ★ Symphony
- ★ Intermezzo
- ★ Strange Music
- ★ The 3rd Man Theme

## 6 sure CLASSICAL traffic-builders!



**CAL 289-290 Verdi's IL TROVATORE COMPLETE on two 10" Long Play, \$3.96**

One of the ten most popular operas — in a brilliant "Plus-Fidelity" musical performance that makes it one of the best buys anywhere! Sopranos Maria Carena, Olga De Franco; Mezzo-Soprano Irene Minghini-Cattaneo; Tenors Aureliano Pertile, Giordano Callegari; Baritone Apollo Granforte; Basses Bruno Carmassi, Antonio Gelli; with members of LA SCALA OPERA COMPANY CHORUS AND ORCHESTRA, MILAN.



**CFL-105 MOZART ANNIVERSARY ALBUM Six 10" Long Play, \$10.98**

The perfect budget buy for the Mozart lover during this Anniversary Year. Symphony No. 26, in E-Flat, K. 184; Symphony No. 29, in A, K. 201; Symphony No. 34, in C, K. 338; Symphony No. 38, in D, K. 504 ("Prague"); Symphony No. 39, in E-Flat, K. 543; Symphony No. 40 in G Minor, K. 550; Symphony No. 41, in C, K. 551 ("Jupiter"); Serenade in G, K. 525 ("Eine Kleine Nachtmusik"); Sinfonia Concertante, in E-Flat, K. Anh. 9; Sinfonia Concertante, in E-Flat, K. 364; Requiem Mass, K. 626.



**CAL-273 GLADYS SWARTHOUT IN OPERA 12" Long Play, \$1.98**

One of America's best known and beloved operatic artists in selections that have made her especially famous. Includes arias from CARMEN, FAUST, MIGNON, ROMEO AND JULIET, SAMSON AND DELILAH.



**CAL-274 MARTINELLI SINGS BY REQUEST 12" Long Play, \$1.98**

We asked the readers of "High Fidelity" magazine which selections they wished included from the famous Martinelli repertoire. Here they are: truly by popular request and at a very popular price.

- ★ Andrea Chenier
- ★ Cavalleria Rusticana
- ★ I Pagliacci
- ★ La Boheme
- ★ Il Trovatore
- ★ Fedora
- ★ La Forza del Destino
- ★ Samson and Delilah

**CAL-275 MARIA JERITZA IN OPERA 12" Long Play, \$1.98**

One of the immortals in opera's "Hall of Fame" is here represented by 12 of her greatest interpretations. A tremendous value and a real "exclusive." Includes arias from HERODIADE, JEANNE D'ARC, CARMEN, ALCESTE, LA GIOCONDA, THAIS, TOSCA, LOHENGRIN, TANNHAUSER, DIE WALKURE, THE FLYING DUTCHMAN. With orchestra and Metropolitan Opera Chorus and orchestra.

**CAL-281 Berlioz' SYMPHONIE FANTASTIQUE 12" Long Play, \$1.98**

An extremely popular orchestral work that's made all the more saleable by the noteworthy interpretation rendered by Conductor BRUNO WALTER and the PARIS CONSERVATORY ORCHESTRA.

To order, see your RCA CAMDEN distributor. He's the same man you get your RCA Victor records from. 45 "Extended Play," 79c 12" Long Play, \$1.98

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Review Spotlight on . . .

ALBUMS

Classical

VERDI: LA FORZA DEL DESTINO (4-12") - Mario del Monaco, Renata Tebaldi; Santa Cecilia Orchestra and Chorus; Francesco Molinari-Pradelli, Cond. London XLLA 37

This is an opera which conveys more exciting entertainment on disk than many others which rely more on story and visual pageantry. It's full of stirring melody and dramatic arias, here performed in outstanding fashion by a stellar cast. To the drawing power of Tebaldi and del Monaco are added the not inconsiderable appeal of Cesare Siepi, Fernando Corena, Giulietta Simionata and Ettore Bastianini. The full resonant sound is of the highest quality. In all, a package that should take off on a quick sales spurt and remain an active catalog standard for years.

Jazz

PRESENTING THE GERRY MULLIGAN SEXTET (1-12") - Gerry Mulligan, baritone sax; Zoot Sims, tenor sax; Bob Brookmeyer, trombone; Jon Eardley, trumpet; Dave Bailey,

drums; Peck Morrison, bass. EmArcy MG 36056

This is the first new Mulligan in a long time, and his debut disk for EmArcy. It should be a big one. The style, of course is modern, but sometimes with as much ensemble interplay and classic conception as any traditional New Orleans unit. Relaxed and swinging melodic jazz thruout, with an unusually high level of solo art and pervasive good taste. "Bernie's Tune" makes a good demo track. Will pull plenty of loot.

Pre-Recorded Tape

TCHAIKOVSKY: ROMEO AND JULIET OVERTURE; MARCHE SLAV; CAPRICCIO ITALIEN; 1812 OVERTURE (7"-Dual) - Vienna State Philharmonia; Jonel Perlea, Cond. Vox Phonotapes PM 112

The tapery has a set here that could make a big splash, even in the still limited tape market. Played back on good equipment it delivers really impressive sound, full of the required juice and punch. The repertoire, of course, provides a basic course in the fare of the most unsophisticated collector. Should sell mighty well wherever tape is displayed.

Reviews and Ratings of New Popular Albums

THE PIANO STYLE OF NAT (KING) COLE (1-12") - Nelson Riddle Ork (1-12") Capitol W689

Nat Cole was a pianist long before he became a singer, and this package presents him in his original role at the ivories, without a song to the collection. The great vocal stylist plays very much the way that he sings—relaxed, and relaxing, with tremendous feeling and tasteful phrasing. As mood music programming, this LP should be a deejay pleaser, while Cole fans will certainly want to add it to their collection. The color cover photo of the pianist is striking display material, but the label may receive some complaints from myopic buyers since the words, "The piano style of," in the title are considerably smaller than the artist's name. Titles include such lovely standards as "Imagination," "I Never Knew," and "April in Paris."

THE MAN WITH THE GOLDEN ARM (1-12") - Sound Track (1-12") Decca DL 8257

This sound track package from Frank Sinatra's new movie, "The Man With the Golden Arm," should sell in both the pop and jazz markets. The excellent Elmer Bernstein score is alter-

nately handed a sock jazz instrumental treatment by Shorty Rogers and his Giants and a haunting, tender interpretation by a symphonic crew under Bernstein's direction. The interplay between woodwinds and screaming brass—always underscored by a pounding rhythm and blues beat—creates a startlingly dramatic effect. Sinatra is being touted for an Academy Award for his performance and the picture is big box office across the country, all of which should pay off in sales for this LP. Jazz soloists contributing noteworthy jobs include Pete Candoli, Milt Bernhart, Bud Shank, Bob Cooper, Ralph Pena, and Shelly Manne, who sit in on the sound track when Sinatra takes over the sticks in the picture.

STRICT (1-12") - Elaine Stritch (1-12") Dolphin 3

Musical comedy star Elaine Stritch is usually thought of primarily as a visual performer, so it comes as a welcome surprise that her showmanship and super-charged vitality comes thru with equal sales savvy—in fact even more so—on wax. For sheer exuberance and high spirits this LP has few equals. It's also distinguished by clever phrasing and exhilarating arrangements (by sister-canary Portia

Nelson). Miss Stritch personalizes a group of standards, and manages to endow even the most done-to-death oldies with refreshing new interpretations. She's particularly effective on "Are You Having Any Fun?" "Easy Street," "That's My Boy" and "You Took Advantage of Me."

BEVERLY KENNEY SINGS FOR JOHNNY SMITH (1-12") - Roost LP 2206

For pop buyers and for jazz fans the discovery of this new thrush should be a major event. She's one of the most intriguing new voices to come along since Julie London's auspicious disk debut, and if she had had a big pop single out as a fore-runner, sales possibilities of this set would merit a higher rating. As it is, big things can be predicted for this thoroughly pleasing artist, with her warmth and humor, taste and tenderness, and her innate jazz pulse. Typically tasty backing by Johnny Smith's guitar and rhythm section. Includes "Surrey With the Fringe on Top," "Tis Autumn" and a distaff version of "Sweet Lorraine" called "Ball and Chain."

HOME ON THE RANGE (1-12") - Bing Crosby (1-12") Decca DL 8210

Uncle Bing gets back on the saddle here and rounds up some of his better known Western type works, including things like "Home on the Range," "I'm an Old Cowhand," "Silver on the Sage," "Take Me Back to My Boots and Saddle," "My Little Buckaroo" and "Along the Navajo Trail." Crosby has a whole range of moods which he can call up at will, and the Western motif has always been one of his best. This collection of some of the more noteworthy Crosby sides in this idiom should do right well in the sales department.

FOUR FRESHMAN AND FIVE TROMBONES (1-12") - Capitol T 683

This adds up to one of the group's classiest efforts to date. Top-notch scoring for trombone quintet and rhythm back-up by Pete Rugolo adds much to the quality of the whole package. Rugolo also did the vocal arrangements, which are of a super-modern caliber, somewhat in the style adapted by the Hi-Los. At times the bass range seems to be predominant in the scoring which gives a feeling of heaviness to the singing. Over-all, however, the effect is good and fans of the boys should enjoy the dish.

MISS TEDDI KING (5"-Dual) - A-V 408B

A transfer from the master that produced the Storyville LP, this reel holds some of the most convincing thrashing on tape. Miss King breathes a tender song, and her warm delivery comes across on tape with unusual fidelity. Backed appropriately by a small jazz combo, she performs a familiar group of standards, including "I Saw Stars," "Love Is Here to Stay," etc. With Miss King now on the RCA Victor label, her potential audience has been sizeably increased.

ARTHUR MURRAY PRESENTS LATIN DANCE SET (1-12") - Luis Oliveira Boys (1-12") Capitol T 567

A combination of features makes this a salable set. To begin with, the splash of color on the cover drawing of a dancing couple is bound to pull looks. Next, there's a tie-in deal of two free dance lessons that goes with the album. Finally, the music is some of the best currently around in the Latin motif. The Oliveira group is well-schooled in its particular form and offers here a dozen tunes covering most of the current Latin terp styles. Five authentic Latin instruments fill in with the rest of the band in making a fine, full sound, well-calculated to get the customers tapping their toes.

IN A SENTIMENTAL MOOD (1-12") - Tommy Dorsey and his Ork (1-12") Decca DL 8218

This is Dorseyana culled from Decca's old Dorsey file. The material is all of the slow, dreamy and sentimental variety that's tailored mainly to dancing and romancing. T.D.'s lush horn is spotlighted frequently and a num-

Reviews and Ratings of New Classical Releases

FAMOUS OPERATIC DUETS (1-12") - Renata Tebaldi, Mario del Monaco. London LL 1256

For this set London has plucked out appropriate duets from its complete diskings of "Aida," "Manon Lescaut," and "Otello." Exploitation of the two top names makes good commercial sense, and it is artistically impressive, too. Should be a good many buyers, unwilling to spring for the complete operas, who will find this a sound and economical purchase.

WAGNER: THE FLYING DUTCHMAN OVERTURE; GOOD FRIDAY SPELL FROM "PARSIFAL"; FOREST MURMURS; PRELUDE AND LOVE-DEATH FROM "TRISTAN UND ISOLDE"; (1-12") - Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 50044

Paray, in this LP, again shows himself to be an unusually gifted all-around conductor. His careful workmanship is apparent thruout; he is painstaking, building his climaxes with controlled enthusiasm, and making all the greater impact, most notably in the music from "Tristan." Quality of these Paray readings deserves serious consideration from the new collector—and from the Wagnerian fan who might consider duplicates.

SMETANA: HIGHLIGHTS FROM THE BARBERED BRIDE (1-12") - Hilde Zadek, Soprano; Hans Hopf, Tenor; Otto Edelmann, Bass; Vienna Symphony; Wilhelm Loibner, Cond. Epic LC 3181

A generous sampling of excerpts from the opera, somewhat weighted on the orchestral side. This is the only "High-light" LP in the catalog, and thus will pull added sales from collectors who might otherwise prefer to hear the work in idiomatic and flavorful Czech, as in Urania's excellent issue. Here the language is German. Soloists do well, contributing to an ebullient waxing that should grab off better than average sales.

HANSON: SYMPHONY NO. 5; CHERUBIC HYMN; BARBER: SYMPHONY NO. 1 (1-12") - Eastman-Rochester Symphony; Howard Hanson, Cond. Mercury MG 40014

Mercury, in its "American Music Festival" series, continues to showcase its contemporary candidates for musical posterity. And some of the label's product has surprised the doubters in salability. In this package, coupling works by leading current composers, exploring collectors will find material of satisfying worth. Performances are convincing and the sensational sound will exert its own influence on the hi-fi enthusiast. Only the Barber has been cut before, but in a disk of considerable lesser quality.

SIBELIUS: VIOLIN CONCERTO; GLAZOUNOFF: VIOLIN CONCERTO (1-12") - Thomas Magyar, Violin; Hague Philharmonic; Willem van Otterloo, Cond. Epic LC 3184

Two fiddle staples, not overly recorded in the LP era, make for logical coupling. Well-equipped technically, Magyar yet shows occasional signs of effort in the more difficult sections. His tone is sometimes on the wiry side, too, altho the over-all effect is pleasing enough. Repertoire-wise the package has solid merit. It should sell copies in a good many outlets.

LISZT: A FAUST SYMPHONY; LES PRELUDES (2-12") - L'Orchestre de la Societe des Concerts du Conservatoire de Paris; L'Orchestre de la Suisse Romande; Ataulfo Argenta, Cond. London LL 1303-4

The most popular of Liszt's symphonic works—"Les Preludes"—is paired here with one that is rarely performed, and has been recorded only once before. The "Faust" symphony consists of three long studies of the principals of Goethe's drama: Faust, Gretchen and Mephistopheles. Blood and thunder abound, but the conductor skillfully varies his attack so that bombast is kept to a minimum.

ber of performers, including Don Cherry, Marv Hudson, Lynn Roberts, the Heathertones and the Beachcombers, parade in the vocal spots. Tommy is at his smoothest here and it makes pretty and somewhat nostalgic listening for those who recall the Dorsey of another day. The cover contains colorful array of symbols that evoke the lovely moods.

HOLIDAY IN NAPLES (7"-Dual) - Gianni Monese and his Orchestra. Vox-Phonotapes PM 109

Background music to satisfy any lover of Neapolitan melody. A bumper collection, with one tune blending into the next, the reel holds a full 19 selections, including perennials such as "O Sole Mio," "Santa Lucia," "Funiculi, Funicula," etc., etc. Okay for the broad middle market.

I CAN COOK, TOO (1-12") - Nancy Walker (1-12") Dolphin 2

Broadway star comedienne Nancy Walker is as hot as she's ever been right now, what with the sock notices she drew recently for her tour de force performance in the current legit revival of Noel Coward's "Fallen Angels." However, she doesn't register nearly as strongly on records as she does in person, and, consequently, this album's main appeal will be to those who have caught her act and can use their imagination to get more out of the disk. She handles ballads in okay fashion, but is vastly more effective on special material ditties, scoring particularly with "Get Married Shirley," "Irving, I Can Cook Too" and "Down to the Sea" from her hit revue of last season "Phoenix '55."

MEET BILL THOMPSON (5"-Dual) - Livingston 1-5-1087

Thompson, a versatile performer on a (Continued on page 32)

Argenta keeps firm discipline with the Conservatory Orchestra and is rewarded with their best playing. The "Preludes" are thoughtfully worked out and measure up to competitive versions.

CIMAROSA: IL MAESTRO DI CAPPELLA; ARIAS BY DONIZETTI, ROSSINI AND MOZART (1-12") - Fernando Corena, Basso-buffo; Orchestra del Pomerigi Musical di Milano; Bruno Amaducci, Cond.; O'Orchestra de la Suisse Romande, Alberto Erede and Peter Maag, Conds. London LL 1334

One side of this delightful set of buffo arias is devoted to Cimarosa's comic little solo opera, while the flip carries flavo-rsomes, eloquent and buoyant renditions of such standard basso fare as "Udite, Udite o rustici" from "L'Elisir d'amore," and others from "Barber of Seville," "Don Giovanni," "Così Fan Tutti," and from the less frequently heard "Don Pasquale" and "La Gazza Ladra." The Cimarosa formerly occupied two sides of a 10-inch LP. New sales may be expected for this happy package.

FRANCK: ORGAN MUSIC (1-12") - Richard Ellsasser, Organ. M-G-M E 3279

This disk program furnishes an ample sampling of Franck organ compositions by a performer whose many LP's have moved to collectors in generous quantities. Ellsasser turns in musicianly readings on the giant instrument of the Hammond Museum of the Prelude, Fugue and Variation, Op. 18, the Pastorale, Op. 19, Grand Piece Heroique, and Final, Op. 21. All but the last are already available on LP.

GRIEG: PIANO CONCERTO IN A MINOR; RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (1-12") - Abbey Simon, Piano; Hague Philharmonic; Willem van Otterloo, Cond. Epic LC 3182

There is heavy name competition for both sides of this disk. Simon and the orchestral forces offer a lyrical, but small-boned conception of the popular works, and there is little reason for most dealers to stock it.

RAMEAU: PREMIERE LIVRE (1706) AND PIECES DE CLAVECIN (1924) (1-12") - Marcelle Charbonnier, Harpsichord. Epic LC 3185

Altho there is a scarcity of recordings of this delightful early music, the connoisseurs are unlikely to find complete satisfaction with these rather timid readings. The charm and sparkle never manage to come thru as they do in Casadesou's piano diskings of several of the smaller pieces.

THE ROMANTIC ALBUM FOR THE YOUNG BY CONTEMPORARIES OF SCHUMANN (1-12") - Poldi Zeitlin, Piano. Opus 6006

This album is made up of 43 short pieces from the works of three romantics of the Schumann period and it was selected for its particular attraction for the young. The pieces are relatively uncomplicated forms and in most cases can be mastered by the young piano student. Thus, the album comes equipped with piano music for all of the pieces. The student listens to the recorded versions as a guide to his own playing of the tunes. This is part of a new two-package release in the label's "Young Musicians' Record Library" series. The second is titled "The Classic Sonatina" with Miss Zeitlin, playing the works of four Beethoven contemporaries. Package also contains the music.

Pre-Recorded Tape

RAVEL: BOLERO; ALBORADA DEL GRACIOSO; PAVANE FOR A DEAD PRINCESS; LA VALSE; RAPSODIE ESPAGNOLE (7"-Dual) - Paris Radio Orchestra; Rene Leibowitz, Cond. Vox-Phonotapes P 107

Almost a complete hour of Ravel on one reel, and titles of demonstrated salability. This alone should insure success of the package, which should be further enhanced by virtue of its stunning sound. Surely the "Bolero" is prime demonstration footage for anyone mulling tape purchase, and the label has wisely placed it up front on side one.

SHOSTAKOVITCH: SYMPHONY NO. 5 (7"-Dual) - Vienna Symphony; Jascha Horenstein, Cond. Vox-Phonotapes PM 106

This performance has long been rated among the best of the popular Shostakovitch symphony. Its availability on tape, therefore, should be doubly welcome to collectors of the new medium. The dramatic contrasts in tone color and dynamics are conveyed convincingly in this transfer. Better than usual program noses for a tape issue increase the package's desirability.

CHAVEZ: TOCCATA FOR PERCUSSION; FARBERRMAN: EVOLUTION; BRITTEN: SERENADE, OP. 31 (7"-Dual) - Boston BO 7-2

The Chavez "Toccata," a showpiece in hi-fi sound, that developed into a heavy disk seller in several versions, including the Boston entry, is an ideal display item on tape. This is the selection on this reel that will move the package to a goodly number of collectors interested in contemporary music, as well as sensational sound. The other works go along for the ride, altho they are played well by members of the Boston Symphony, conducted by Richard Burgin. Duplication is by Livingston Electronics.

CHOPIN RECITAL (5"-Dual) - Erno Balogh, Piano. Lyricard LY 5-2

Balogh is a fine Chopin interpreter, fully capable of the required lyricism to bring out the poetry of the music. He is heard here in expertly reproduced sound, playing an attractive program including three impromptus, the popular "Fantasie-Impromptu," Op. 66; a berceuse and tarantelle. A welcome addition to the catalog.



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# DEALER-JOCKEY REPORT

for March, 1956

A service from Columbia Records

## FOR DEALERS

New releases are the lifeblood of the record business. In themselves, they are the greatest single traffic stimulant and, if new releases are merchandised as such, they will provide the greatest turn-over and return. Do not mix newly released albums upon their receipt in browsers with regular catalog merchandise. The newness of a release should be exposed. Keep them separately identified in a section where they can be seen for at least 30 days and then rotate them to the regular browsers. Remember that while self-service has opened the door to a new concept of record merchandising, it has lessened the consumers' need to ask the clerk "What's new?". His desire however is still there. Why not try this separate display with some of the new releases listed below?



**DID YOU KNOW** that Kostelanetz displays a new sound never before attempted by him in his new "YOU AND THE NIGHT AND THE MUSIC" album (CL-772)? Kosty (his accepted trade name) achieved a new provocative effect by using two separate orchestras simultaneously. An intimate string group was on one side of the studio and a larger orchestra featuring brass, woodwinds and so forth on the other. The sound from each group was picked up by separate mikes and then blended together on tape for a single performance. His unique inventive musicianship is why Kostelanetz, the originator of lush interpretations of popular works, has sold more "mood" albums than any other single conductor.



**DID YOU KNOW** that award winning J. J. Johnson, Kai Winding and Jo Jones are just some of the stellar jazz greats who perform in Columbia's newly released "JAZZ SPECTACULAR" (CL-808)? This album which stars Frankie Laine and Buck Clayton, who, incidentally does much of the trumpet sound-tracking in "The Benny Goodman Story," also boasts such names as Sir Charles Thompson, Milt Hinton, Larry Brown and Urbie Green just to mention a few others. Laine never needed to rehearse a note for the album. His performances were cut while rushing back and forth between his floor act at New York's Latin Quarter. His real encores that night were done in the studio.



**DID YOU KNOW** that Percy Faith's "KISMET" album (CL-550) is used for hi-fi demonstration by more dealers perhaps than any other long-playing record? The reason is simple. It has been found to be the best all-around performance on a single Lp for use in putting a piece of equipment through its paces. The treble, the bass, distortion checks, etc., can be handled perfectly. "Kismet's" use isn't strictly functional, however, and since release, it has been a rapid turn-over item and since the production appeared as a film, it is moving stronger than ever. It is Faith's best-selling album (of his many) in Columbia's fabulous CL-500 series. And just out this week is Faith's great new album "SWING LOW IN HI FI"—a rare musical experience.



**DID YOU KNOW** that the reason why Les Elgart is the most popular band leader among college students is because he has actually made a career out of playing college proms and dances? Les plays more college affairs yearly than any other single big name orchestra. It took three years for the highly recognizable Elgart sound to be developed. Elgart's newest collection, "FOR DANCERS ONLY"—(CL 803) contains the most often requested tunes on his college appearances. His catalog of Columbia albums is the industry's best-selling dance releases. Every album Les has released has passed the \$100,000. retail mark. The average retailer will sell approximately 39 assorted Elgart albums this year.



**DID YOU KNOW** that Columbia's "WISH UPON A STAR" album (CL-2549) is a true-to-life musical biography of a young singer's rise to fame? The circumstances could belong to almost any top female vocalist today, but in this case it is the authentic history of Peggy King. It is not just an assortment of songs but an "idea" album with musical and story continuity. Songs like, "Long Ago," "Little Girl Blue," "Let There Be Love," etc., and even the famous Hunt's Tomato Sauce jingle are used in weaving the delightful tale. Percy Faith provides a brilliant background with magnificent hi-fi quality as can be expected from a recording made in Columbia's famous 30th Street Studio. It is another addition to Columbia's fast moving budget-priced \$1.98 House Party Series.

## FOR DISC JOCKEYS

Time was when you took a collection of songs by a top artist, gave it a title like "Presenting," or "Encores" and you had a best selling album. The artist most often with the best selling singles was also most often with the best-selling albums. Today, popular albums have become a separate and distinct creative function apart from single records. Now, names like LeGrand, Weston, Luboff, Elgart and others, whose names do not pepper the best-selling single charts, are just a few of the leaders in the revolutionary upswing of popular albums. And it has caused revolutionary programming too. For, in albums, jockeys have found the unusual and inventive music that provides such a wonderful change of pace in their programming. Programming recommendations from more outstanding Columbia albums are outlined below.

### Week of March 5 SELECTIONS FROM KOSTELANETZ "YOU AND THE NIGHT AND THE MUSIC"

- March 5....."Dancing On The Ceiling".....(ASCAP 3:46)
- March 6....."To A Wild Rose".....(P.D. 2:23)
- March 7....."I Could Write A Book".....(ASCAP 3:10)
- March 8....."Poeme".....(P.D. 3:25)
- March 9....."Blues In The Night".....(ASCAP 3:41)
- March 10....."You And The Night And  
The Music".....(ASCAP 3:20)

### Week of March 12 SELECTIONS FROM "JAZZ SPECTACULAR"

- March 12....."That Old Feeling".....(ASCAP 6:07)
- March 13....."Taking A Chance On Love".....(ASCAP 2:53)
- March 14....."If You Were Mine".....(ASCAP 4:30)
- March 15....."Baby, Baby, All The Time".....(BMI 3:58)
- March 16....."Roses of Picardy".....(ASCAP 5:24)
- March 17....."S'Posin' ".....(ASCAP 3:57)

### Week of March 19 SELECTIONS FROM PERCY FAITH'S "KISMET"

- March 19....."Sands of Time".....(ASCAP 4:15)
- March 20....."Stranger in Paradise".....(ASCAP 4:05)
- March 21....."Baubles, Bangles and Beads".....(ASCAP 3:30)
- March 22....."And This Is My Beloved".....(ASCAP 3:10)
- March 23....."Not Since Ninevah".....(ASCAP 3:35)
- March 24....."Bazaar Of The Caravans".....(ASCAP 3:05)

### Week of March 26 SELECTIONS FROM LES ELGART'S "FOR DANCERS ONLY"

- March 26....."For Dancers Only".....(ASCAP 2:10)
- March 27....."The Sweetheart of Sigma Chi".....(ASCAP 2:10)
- March 28....."Out of Nowhere".....(ASCAP 2:55)
- March 29....."Perdido".....(ASCAP 2:05)
- March 30....."Moonlight In Vermont".....(ASCAP 2:23)
- March 31....."The Enchanted Waitress".....(BMI 2:07)

### BONUS PROGRAMMING PEGGY KING'S "WISH UPON A STAR"

This album is not banded. For full effect the album should be played in its entirety. Total time is 24:07. The sides, however, break the story cleanly and can be played separately if desired. Side one, Peggy's hopes, bandstand career and Hollywood offer, runs 14:15 minutes. Side two, with the Hollywood scene and Gobel discovery, runs 9:52 minutes. Engineers, however, can cue specific selections if time prevents extended programming.

TEAR OUT

# • Reviews and Ratings of New Popular Albums

• Continued from page 30

theater organ, creates some fine moods in this collection of melodious standards. Program includes such staple fare as "Laura," "Smoke Gets in Your Eyes," "Falling in Love With Love," etc. Reel can serve a number of markets, but will do best among those wishing tuneful and familiar background music.

### JACKIE McLEAN .....71 (1-12")

Ad Lib ADL 6601  
While altoist McLean gets principal billing on this LP, the spotlight falls equally on trumpeter Donald Byrd, who trades brilliant, free-wheeling solos that complement McLean beautifully. Both are musicians in their early twenties who have aroused considerable critical admiration in the past year. The exhilaration of McLean's and Byrd's solos is weakened by poor rhythm support. For examples of the advanced writing and far-out playing of McLean, however, this LP serves a useful purpose—and should enjoy avant garde sales support.

### SWEET ADELINES .....71 (1-12")

Decca DL 8234  
These are the female counterparts of that particular male cult known as the SPEBSQSA. In other words, here are the lady barbershop quartets, seven of them in all and all either winners or close runners-up in various national competitions. It's wonderfully happy and novel stuff and should have a wide appeal, particularly those inclined to take part in those old-fashioned kitchen songfests. Groups on this disk include the Notables, Junior Misses, Mississippi Misses, Dotted Quarters, Big Four, Barber-Tones and the Cracker-Jills.

### HELEN MERRILL WITH STRINGS....70

Richard Hayman Ork (1-12")  
EmArcy MG-36057  
Tho the thrush has been identified with the jazz world, this set is in a pop mood music vein. With only a couple of exceptions the tunes here are slow and dreamy, with an unvaried misty quality. In this big a dose the effect is soporific rather than provocative. The most effective tune is "Mountain High, Valley Low," which was issued previously as a single.

### WINTER'S HERE .....69

Jerri Winters, Vocals; Don Costa Ork (1-12")  
Fraternity F-1001  
Miss Winters, an ex-Kenton vocalist, essays a collection of show tunes, standards, and a couple of specials, an example of which is "Spring Can Hang You Up the Most." The husky tone is hip in the Christy-Connors manner, but heavier and fairly inflexible. Will sell in limited quantities to the cool jazz set, and to those attracted by the titles of such great tunes as "In Love in Vain," "Blah, Blah, Blah," and "I Could Write a Book."

### FESTIVAL IN SPAIN .....68

Madrid Concert Ork; Daniel Montorio, Cond. (1-12")  
Montilla FM 63  
Recorded in Spain, this is a collection of a dozen songs by almost as many Spanish composers in the popular vein. The mood is gay, light and festive, as the title suggests, and the music itself has an attractive and colorful sound. Titles are all in the native tongue.

## Jazz

### JAZZ AT OBERLIN (5"-Dual) — Dave Brubeck Quartet. Fantasy FT-3 .....82

Entry of Fantasy into the recorded tape ranks couldn't be more auspicious. Among its initial efforts it has issued one of the really big jazz packages, a set that earned plenty of loot on disk for lots of dealers. On tape it projects a revitalized sound, as well. A "must" reel for any tape collector interested in jazz. Almost as desirable is the companion Brubeck Fantasy release, "Jazz at the College of the Pacific" FT-4.

### LIGHTHOUSE AT LAGUNA .....80

Howard Rumsey's Lighthouse All-Stars; Barney Kessel; Hampton Hawes Trio (1-12")  
Contemporary C 3509  
A distinguished crowd of West Coast modernists who ordinarily make headquarters at the Los Angeles jazz nitery, The Lighthouse, trekked South to Laguna Beach one night last June for a concert that must have been a real gasser for local fans. As recorded, most time is given to the Lighthouse All-Stars, which at that time consisted of Rumsey, Bud Shank, Bob Cooper, Frank Rosolino, Claude Williamson and Stan Levey. Barney Kessel, the guitarist, took the spotlight for a richly appealing set of his own. The third major attraction was a group by the Hampton Hawes Trio (backing the pianist were Shelly Manne on drums and Red Mitchell on bass). This is West Coast at its exciting best, and should be a great hit with jazz customers.

### GERRY MULLIGAN QUARTET (5"-Dual)—Fantasy FT-2. ....79

This package, on records, did much to establish Mulligan's place on the modern jazz scene. Joined by Chet Baker on trumpet, Chico Hamilton on drums, and Carson Smith on bass, Mulligan performs a group of originals and standards with imaginative individuality. Sound on the tape is ideally suited to the group's intimate style. A good reel for the jazz set.

### TJADER PLAYS JAZZ .....76

Cal Tjader Quartet, Cal Tjader Quintet (1-12")  
Fantasy 3-211

To a large part of the public, Tjader's popular success with his Mambo Quintet has obscured the fact that he is a jazz man pure and simple, and that his Latin-American stylings represent only one side of his musical development. This LP showcases the "other" Tjader—and along with him, some San Francisco musicians that also deserve wider publicity: particularly, trombonist Bob Collins, tenor man Brew Moore and guitarist Eddie Duran. Theirs is a relaxed, lyric, quietly purposeful jazz that would appeal to a wide cross-section of jazz customers. Tjader's work on ballads like "There Will Never Be Another You" is especially ingratiating.

### SONNY STITT PLAYS ARRANGEMENTS OF QUINCY JONES .....77

(1-12")  
Roost LP 2204  
Besides Stitt on alto sax, the cast includes such as Thad Jones and Jimmy Nottingham, trumpets; Seldon Powell, tenor; Hank Jones, piano; Freddie Greene, guitar; Oscar Pettiford, bass; Jo Jones, drums. All of which indicates jazz of a free-swinging variety, within the framework of Jones' smart, propulsive outlines. Stitt plays with the authority and invention of the late Charlie Parker, and fans can be sold on this vibrant type of modern, post-bop jazz. From the purely critical standpoint, this set would be a front-runner in the idiom.

### THE BROTHERS! .....77

Al Cohn, Bill Perkins, Richie Kamuca (1-12")  
Victor LPM 1162  
This album must have been conceived as a hopeful experiment: Three tenor saxophones are pitted against rhythm section. Such an arrangement could easily be monotonous but considerable care and ingenuity were exerted to achieve variety of aural effects, and interest is held without straining. Perkins and Kamuca blend well with

# AFM Seeks 20% Tax Drop

• Continued from page 17

legislators have dubbed 1956 a "no tax cut year." While this is the only important 20 per cent excise tax still in effect, there exists the question as to whether or not sponsors of repeal action can accomplish this repeal without opening the flood gates to many other claimants for tax relief.

At present there are nine repeal bills pending in the House and Senate. The two regarded as the most acceptable to the musicians are the identical bills now resting with the House Ways and Means

Committee. One is sponsored by Rep. Aime Forand (D, R. I.), and the other by Rep. Richard N. Simpson (R, Pa.).

During the last congressional recess, the research outfit polled congressmen on the tax in their home bailiwicks and determined that 321 of the House's 435 members favor repeal or substantial reduction of the tax. Seventy-seven of the 96 senators favor relief. The union's big problem then appears to be getting the bill reported out of the committee and up for a vote.

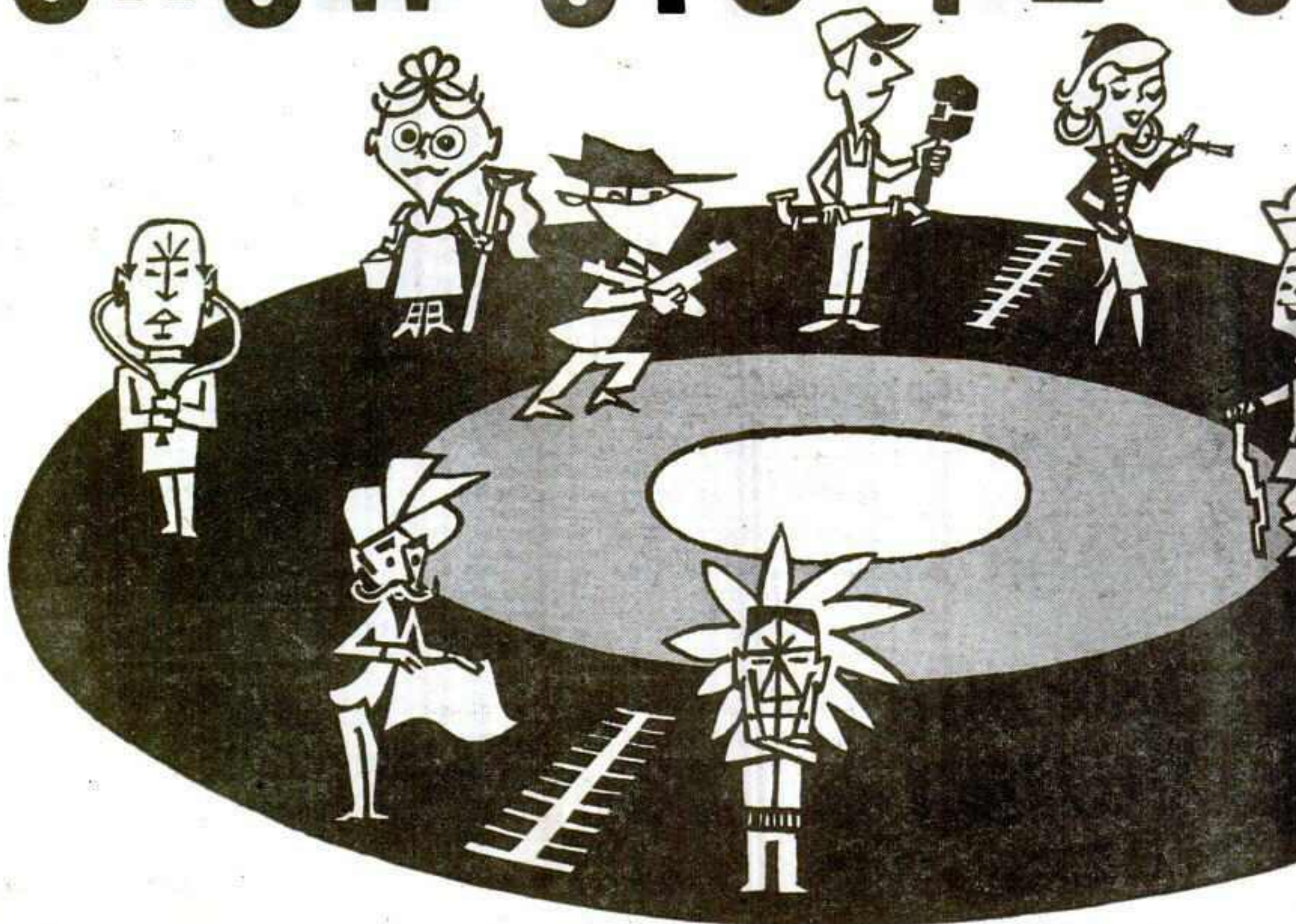
During February, the committee's docket has been jammed, but Leyshon is hopeful of getting some action in March.

Cohn and fall easily into his comfortable, listenable idiom. Something different to intrigue the modern jazz crowd.

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# SHOW STOPPERS



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**'Chicken' Off**

• Continued from page 17

umn to the disk one day last week (15), questioning the taste of the platter. Since then disk jockeys Ira Cook and Bill Stewart at Station KMPC here have banned airing the tune on the grounds that the lyrics are in "bad taste and detrimental to the public." Other DJ's at both network and indie stations indicated they would take similar action.

Meanwhile Manhattan indie WNEW, echoing the sentiments of the Hollywood jocks, has also refused to play the disk, pending further investigation into the effect of its "death-drive" lyric on youngsters.

Lieber and Stoller also penned

**Victor-Bergman**

• Continued from page 17

for him to relinquish any of his other recording activities.

He recently was named artist and repertoire director of Verve Records, and has a financial interest in the indie Era Records. In addition, Bregman will continue with his free-lance orchestral accompaniment chores, rendered for other major and independent labels.

Bregman is to be featured as an artist in his own right, and will get billing in much the same manner as does Hugo Winterhalter, Henri Rene and others.

"Black Denim Trousers," which came in for some adverse comment last year.

**Coral R&B Pact**

• Continued from page 16

Freed's band will back other r.&b. artists, whom Thiele expects to sign shortly. However, Thiele plans to move into the r.&b. single field at a fairly conservative rate and will only schedule three or four single releases as a start.

Meanwhile Freed is finalizing plans to take his new band into Birdland next month, and will also feature it on his forthcoming theater dates at the Brooklyn Paramount here, and the State in Hartford, Conn. (See separate story elsewhere in this issue.) Coral now has four deejays on the label—Freed, NBC's Al (Jazzbo) Collins, Bill Silbert and Bill Randle, of WERE, Cleveland, and WCBS, here.

**Hectic ASCAP Board Meet**

• Continued from page 16

Mack David, Paul Webster, Adolph Deutsch and Jerry Livingston.

A board member took issue with Starr, feeling that the latter had unjustifiably pinpointed the West Coast situation as the chief source of irritation. "That is incorrect," this member said, and added that small publishers constantly complain that the top publishers dominate the classification and the election of officers.

One of the directors mentioned that Wolfie Gilbert, Coast exec, seemed to be the logical man for the job inasmuch as he had had the most experience with West Coast members and their problems. Members at the meeting, however, stated that at this juncture an obvious attempt was made to steam-

roller the Harbach proposal and name Adams as the man.

Louis Bernstein, who previously had asked that the matter be tabled, declared his readiness to vote immediately. Loud protests ensued from the opposition, after which it was agreed that a special meeting be held in three weeks.

The doings at the ASCAP board meeting were described by some as typical goings-or during the "lame duck" season.

It was recalled that years ago, in the board room, a suggestion was made that Fred Ahlert, prior to his ascendancy to the presidential post, be paid \$10,000 a year to head the relief committee. This was turned down, with Starr and Adams voting against it.

On another occasion, a petition from Coast members asking that the Society pay Gilbert for his arduous work was also turned down, with Starr and Adams voting against it.

During the last two years, some requests have been made that the Society pay Paul Cunningham for his work on juke box legislation. This has always been put off, some members claiming the bylaws will not permit it.

On another occasion, the board did accede on a resolution to pay Ahlert's widow \$25,000 for work he had done apart from his regular duties. This, too, met with much opposition, many members stating that such a practice should be regularized; that others had been as deserving; and why do it after his demise?

**'King and I'**

• Continued from page 17

the third Rodgers and Hammerstein production filmed from which Capitol will release a soundtrack package. No previous P & H Broadway shows have ever been produced by Hollywood, and the association developed between Rodgers and Hammerstein and Capitol Records is viewed as a highly important one. Capitol currently has album versions of "Oklahoma" and "Carousel" in release.

Album versions of screen shows represent far less of a gamble, Livingston averred, and appear to be more profitable to the recording company, the show producers and writers, and to the motion picture studio. Livingston pointed to sales of "Oklahoma" which are in excess of 100,000 and to "Carousel," which is expected to reach that figure, he said.

"The King and I" has been regarded as a highly valuable property by the other major recording companies with highly competitive bidding for the album rights conducted since the film was first announced. Film version stars Yul Brynner, who also had the lead role in the play.

An ironic twist to Capitol's deal is that Brynner's exclusivity pact with Decca, who released the original cast album, expires next month. Latter contract forbids Brynner to record "King and I" tunes for a competitive label for five years.

**Dot and Doris Day**

• Continued from page 17

sibilities of obtaining Dot as the mainstay of a distributing firm in Los Angeles, as part of the deal that would land Miss Day on the Dot label.

The singer has never had a term contract with Columbia but has operated on a strict per record deal. It was understood that Columbia had recorded Miss Day just this week.

Spokesmen for Columbia, however, agreed that it was possible Miss Day might switch stables. One high exec at the diskery said it might help her to make a change. Another label, he said, might be able to promote her in a way that would restore her to top status as a record star.

Another highly placed Columbia exec said that with Miss Day, it was not a question of salary. They are (Miss Day and Melcher) interested in getting a better tax break, he said.

**THE TALK-OF-THE-TOWN**

**MOST VERSATILE RECORDED PROGRAMMING AID SINCE DJs WERE INVENTED!**

At last—a way to make *your* deejay show bigger and better than competition, fresher and different for both listeners and sponsors, with **SHOW STOPPERS**—RCA Thesaurus' new, exclusive series of recorded dialogue by more than 60 different "characters." Each voice track comes with appropriate lead-in continuity to be spoken by you (or you can make up your own lead-in to suit your own style), plus special, attention-arresting sound effects for maximum audience interest and impact.

**GREATEST LOCAL AUDIENCE-BUILDER EVER OFFERED DJs BY A TRANSCRIPTION LIBRARY!**

**SHOW STOPPERS** can be your greatest programming sensation of '56. Once your listeners hear the first startling humorous bits, they'll stay tuned in for more of the same. **SHOW STOPPERS** will inject fresh top-rating dynamite into your format. They'll bring back old listeners, bring in new listeners. Equally important, **SHOW STOPPERS** will build a high level of listener-attention that will carry over to commercial messages, too, making your show do a better job for sponsors.

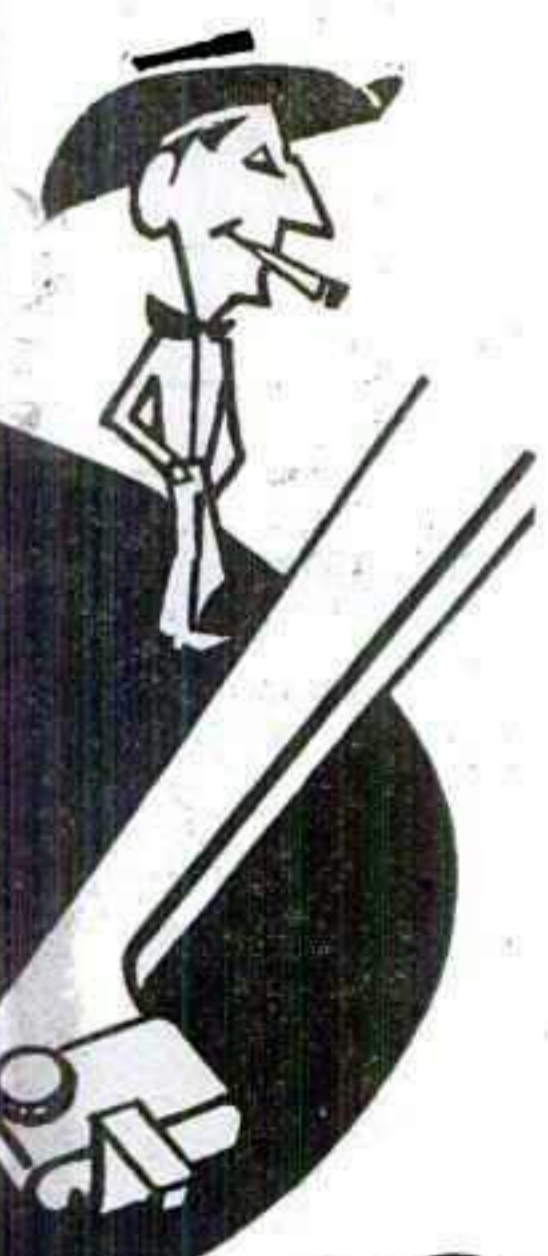
**THE PERFECT ANSWER TO "DEEJAY SAMENESS"!**

The tremendous success and popularity of two-man DJ teams has shown that radio audiences *want* the give-and-take dialogue, the ad lib jokes and fun, the novelty appeal that "character impersonations" make possible when more than one voice is available. **SHOW STOPPERS** make it possible for you to add, at will, not one, not two, *but more than 60 different characters, more than 60 interesting voices, including 17 different dialects!* And all this under *your* complete control.

**SHOW STOPPERS ARE THE TALK OF THE DEEJAYS! MAKE THEM THE TALK OF YOUR TOWN.**

**SHOW STOPPERS** come on 45 RPM records, complete with continuity, for live "lead in" by disc jockey or announcer. **SHOW STOPPERS** are available to RCA Thesaurus subscribers at no increase in cost. If you are not an RCA Thesaurus subscriber, contact your RCA Thesaurus sales representative today for availability and full details.

For Free Audition Disc and more details, **CALL, WIRE or WRITE** your nearest RCA Recorded Program Services office.



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RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY &amp; WESTERN, RHYTHM &amp; BLUES, CLASSICAL

# The Billboard Music Popularity Charts

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

## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

For survey week ending February 15

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Rock and Roll Waltz</b>		<b>3 8</b>	<b>6. Band of Gold</b>		<b>6 13</b>
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD—K. Starr, Vic 20-6359. RECORD AVAILABLE: L. Welk, Coral 81128.			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.		
<b>2. Great Pretender</b>		<b>2 11</b>	<b>7. See You Later, Alligator</b>		<b>8 6</b>
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753 RECORD AVAILABLE: J. Riggs, Media 1020.			By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bush, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786.		
<b>3. Memories Are Made of This</b>		<b>1 12</b>	<b>8. It's Almost Tomorrow</b>		<b>9 16</b>
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 Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORDS: Dream Weavers, Dec 29683; J. Stafford, Col 40595. RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; L. Welk, Coral 61524. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
<b>4. Lisbon Antigua</b>		<b>4 9</b>	<b>9. Poor People of Paris</b>		<b>13 2</b>
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			By La Gualante de Pauvre-Jean-Marguerite Mannot—Published by Alama Music BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: L. Welk, Coral 61592.		
<b>5. No, Not Much</b>		<b>6 5</b>	<b>10. Sixteen Tons</b>		<b>5 16</b>
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.			By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; M. Katz, Cap 3342; B. B. King, RPM 457; Marvin & The Chirps, Tip Top 202; S. Shore, X 01887; R. Sovine, Dec 29739.		
<b>Second Ten</b>					
<b>11. Theme From the Three Penny Opera (Moritat)</b>		<b>11 4</b>	<b>16. Tutti Frutti</b>		<b>13 5</b>
By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORD: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70741. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; T. Murphy, Col 40586; L. Paul, Cap 3329; T. Puente, Vic 20-6417; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.			By La Bastrie Tenniman—Published by Venice (BMI) BEST SELLING RECORDS: P. Boone, Dot 15443; Little Richard, Specialty 561. RECORDS AVAILABLE: A. Mooney, M-G-M 12165.		
<b>12. Dungaree Doll</b>		<b>10 8</b>	<b>17. Go On With the Wedding</b>		<b>16 6</b>
By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI) BEST SELLING RECORD: E. Fisher, Vic 20-6337. RECORD AVAILABLE: Rock Brothers, King 4851.			By Arthur Korb, Charley Purvis, Milt Yakus—Published by Pincus (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 70766. RECORDS AVAILABLE: K. Kallen-G. Shaw, Dec 29776; Modernaires, Coral 61555.		
<b>13. He</b>		<b>15 23</b>	<b>18. Angels in the Sky</b>		<b>18 11</b>
By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORD: A. Hibbler, Decca 29660. RECORDS AVAILABLE: K. Armen, M-G-M 12078; McGuire Sisters, Coral 61501; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth; Sunshine Boys, 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.		
<b>14. I'll Be Home</b>		<b>17 3</b>	<b>19. Chain Gang</b>		<b>18 6</b>
By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443.			By Quasha, Yakus—Published by Pincus (ASCAP) BEST SELLING RECORD: B. Scott, ABC-Paramount 9658. RECORDS AVAILABLE: L. Dressler, Mercury 70774; J. Oliver, M-G-M 12164; L. Welk, Coral 61595.		
<b>14. Teen-Age Prayer</b>		<b>12 10</b>	<b>20. Why Do Fools Fall in Love?</b>		<b>- 1</b>
By Riechner & Lowe—Published by La Salle (ASCAP) BEST SELLING RECORD: G. Storm, Dot 15436. RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; G. Mann, Sound 126; K. White, Mercury 70750.			By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORD: Teen-Agers, Gee 1002. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Sound 29832; G. Storm, Dot 15448.		
<b>Third Ten</b>					
<b>21. Lullaby of Birdland</b>		<b>- 1</b>	<b>24. Eleventh Hour Melody</b>		<b>- 1</b>
By George Shearing—Published by Patrica Music (BMI) RECORD AVAILABLE: Blue Stars, Mercury 70742.			By King Palmer-Carl Segman—Published by Paxton (ASCAP) RECORD AVAILABLE: A. Hibbler, Dec 29789.		
<b>22. Seven Days</b>		<b>21 4</b>	<b>27. Love and Marriage</b>		<b>27 19</b>
By Carrol-Taylor—Published by Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61562; Crew Cuts, Mercury 70782; C. McPhatter, Atlantic 1081; S. Lawson, Dot 15445.			By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: H. Grayco, X 0168; Homer & Jethro, Vic 20-6374; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266; F. Sinatra, Cap 3260. ELECTRICAL TRANSCRIPTION: Billy May Ork, Standard; Henry Jerome Ork, Lang-Worth.		
<b>22. Tender Trap</b>		<b>29 10</b>	<b>28. Woman in Love</b>		<b>23 13</b>
By Sammy Cahn and J. Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086; F. Sinatra, Cap 3290. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.			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 TRANSCRIPTIONS: George Cook, Standard; Airline Trio, Lang-Worth.		
<b>24. Are You Satisfied?</b>		<b>24 8</b>	<b>29. Only You</b>		<b>24 22</b>
By Wooley & Escamella—Published by Cordial Music (BMI) RECORDS AVAILABLE: T. Arden, Vic 20-6346; R. Draper, Mercury 70757; C. Francis, M-G-M 12122; C. Johnson, Col 40612; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114.			By Buck Ram—Published by Wildwood (BMI) RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90015; B. Frank, Bell 1109; Hilltoppers, Dot 15423; Platters, Mercury 70633. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
<b>24. Moments to Remember</b>		<b>22 25</b>	<b>29. Speedoo</b>		<b>- 1</b>
By Stillman & R. Allen—Published by Beaver (ASCAP) RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballad, Bell 1107; Four Lads, Col 40539. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.			By Esther Navarro—Published by Benell (BMI) RECORDS AVAILABLE: Cadillacs, Josie 785; S. Lawrence, Coral 61563; Commodores, Dot 15439.		

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



# Buyboard

## CAPITOL'S BIG HITS MEAN BIG SALES

**NELSON RIDDLE**  
**LISBON ANTIGUA**

ROBIN HOOD  
Record No. 3287

**LES BAXTER**  
**THE POOR PEOPLE**  
**OF PARIS**

THEME FROM "HELEN OF TROY"  
Record No. 3336

**DEAN MARTIN**  
**MEMORIES ARE**  
**MADE OF THIS**

CHANGE OF HEART  
Record No. 3295

**NAT 'KING' COLE**  
**ASK ME**  
**NOTHING EVER CHANGES**  
**MY LOVE FOR YOU**

Record No. 3328

**FRANK SINATRA**  
**FLOWERS MEAN**  
**FORGIVENESS**

YOU'LL GET YOURS  
Record No. 3350

**LOU BUSCH**  
**11<sup>TH</sup> HOUR MELODY**

THE CHARMING MADEMOISELLE  
FROM PARIS, FRANCE  
Record No. 3349

"TENNESSEE" ERNIE FORD

**SIXTEEN TONS**  
YOU DON'T HAVE TO BE  
A BABY TO CRY  
Record No. 3262

**THAT'S ALL**  
BRIGHT LIGHTS AND  
BLOND-HAIRED WOMEN  
Record No. 3343

**NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW**

*Red Nichols*

**THE WAIL OF**  
**THE WINDS**

**CORKY**

Record No. 3354



*Pakota Staton*

**HOW HIGH THE MOON**

**WEAK FOR**  
**THE MAN**

Record No. 3361



A "HIT FROM SCOTLAND"

*Jimmy Shand*

**THE BLUEBELL POLKA**

**THE BARN**  
**DANCE**

Record No. 3364



*The Jodimars*



**DANCIN' THE BOP**

**BOOM, BOOM**  
**MY BAYOU BABY**

Record No. 3360



*Vicki Young-Joe "Fingers" Carr*

**TELL ME IN YOUR OWN**  
**SWEET WAY**

**SPANISH MAIN**

Record No. 3358



*The Big Ben Banjo Band*



A "HIT FROM ENGLAND"  
**LOVE PLAYS THE STRINGS**  
**OF MY BANJO**  
THEME FROM  
"THE INDIAN FIGHTER"

Record No. 3355



*Merle Travis*

**LAZY RIVER**

**TURN MY PICTURE UPSIDE DOWN**

Record No. 3362



... A DOUBLE

ART

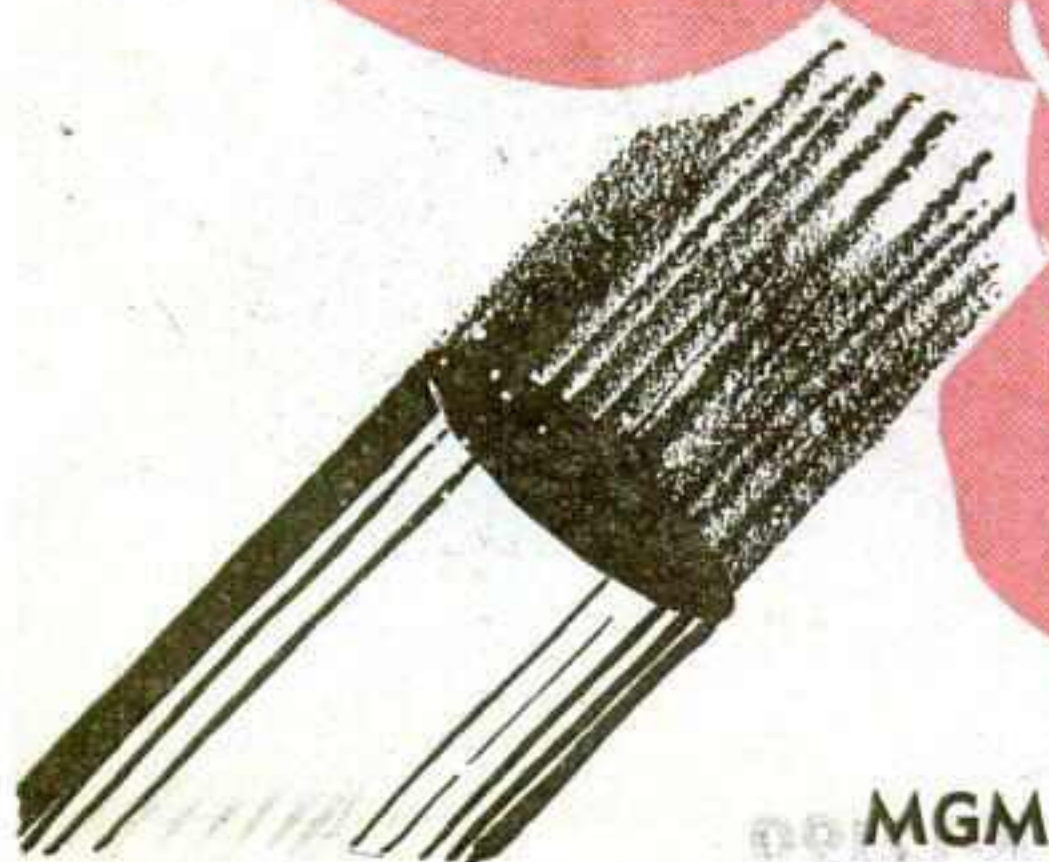
AND HIS

FIRST ONE OUT

the  
phonograph  
song

Vocal by  
THE  
CLOVER  
LEAFS

(Our Melody)



MGM 12190 K-12190

M-G-M

**BARRELED SMASH!**

# MOONEY



ORCHESTRA

PICKED  
BY TEEN-AGE  
CLUBS AS  
THEIR  
SONG

is there  
a teen-ager  
in the  
house

ROCK  
'N'  
ROLL

Vocal by  
**OCIE SMITH**  
and  
**THE CLOVER LEAFS**

**Records**

MGM 12190 K-12190

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending February 15

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	Last Week	Weeks on Chart	Record
1.	2	9	LISBON ANTIGUA (ASCAP)—N. Riddle Robin Hood (ASCAP)—Cap 3287
2.	1	8	ROCK AND ROLL WALTZ (BMI)—K. Starr I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
3.	3	10	GREAT PRETENDER (ASCAP)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753
4.	4	13	MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295
5.	5	5	NO, NOT MUCH (ASCAP)—Four Lads I'll Never Know (BMI)—Col 40629
6.	6	7	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley Paper Boy (ASCAP)—Dec 29791
7.	9	2	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter Theme From Helen of Troy (ASCAP)—Cap 3336
8.	7	12	BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597
9.	10	3	I'LL BE HOME (BMI)—P. Boone Tutti Frutti (BMI)—Dot 15443
10.	8	16	SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262
11.	11	16	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683
12.	12	9	DUNGAREE DOLL (BMI)—E. Fisher Everybody's Got a Home But Me (ASCAP)—Vic 20-6337
13.	15	2	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers Please Be Mine (BMI)—Gee 1002
14.	13	5	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—D. Hyman Baubles, Bangles and Beads (ASCAP)—M-G-M 12149
15.	14	11	ANGELS IN THE SKY (BMI)—Crew Cuts MOSTLY MARTHA (BMI)—Mercury 70741
16.	19	2	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—R. Hayman-J. August I'll Be With You in Apple Blossom Time—(ASCAP)—Mercury 12159
17.	21	3	SPEEDOO (BMI)—Cadillacs Let Me Explain (BMI)—Josie 785
18.	20	6	CHAIN GANG (ASCAP)—B. Scott Shadrach (ASCAP)—ABC-Paramount 9658
19.	15	9	TEEN-AGE PRAYER (ASCAP)—C. Storm Memories Are Made of This (BMI)—Dot 15436
20.	17	4	GO ON WITH THE WEDDING (ASCAP)—P. Page Voice Inside (ASCAP)—Mercury 70766
21.	—	1	LULLABY OF BIRDLAND (BMI)—Blue Stars That's My Girl (ASCAP)—Mercury 70742
22.	—	1	CRY BABY (BMI)—Bonnie Sisters I Saw Mommy Cha Cha Cha With You Know Who (ASCAP)—Rainbow 328
23.	—	7	ARE YOU SATISFIED? (BMI)—R. Draper Wabash Cannonball (BMI)—Mercury 70757
24.	18	5	TUTTI FRUTTI (BMI)—Little Richard I'm Just a Lonely Guy (BMI)—Specialty 561
25.	24	22	HE (BMI)—A. Hibbler Breeze (ASCAP)—Dec 29660

• THIS WEEK'S BEST BUYS

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

FLOWERS MEAN FORGIVENESS (Barton, ASCAP)—Frank Sinatra—Capitol 3350

In the past two weeks, this new release has been making good headway in most major markets. Now it is reported an excellent seller in Boston, Providence, New York, Philadelphia, Baltimore, Buffalo, Cleveland, Milwaukee, Atlanta, St. Louis, Nashville and other cities. "Flowers" seems headed for early placement in the charts. Flip is "You'll Get Yours" (Barton, ASCAP).

LIPSTICK AND CANDY AND RUBBERSOLE SHOES (Jimskip, BMI)—Julius La Rosa—RCA Victor 6416

Action on La Rosa's first Victor release has been good from almost the very beginning and continues to mount. Among the areas indicating outstanding sales were St. Louis, Baltimore, Milwaukee, Philadelphia, Providence, Boston, Durham, Nashville and Buffalo. Flip is "Winter in New England" (Bourne, ASCAP). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending February 15

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1.	2	8	GREAT PRETENDER (ASCAP)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753
1.	3	7	ROCK AND ROLL WALTZ (BMI)—K. Starr I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
3.	1	10	MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295
4.	5	4	LISBON ANTIGUA (ASCAP)—N. Riddle Robin Hood (ASCAP)—Cap 3287
5.	4	15	SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262
6.	6	6	BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597
7.	8	3	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley Paper Boy (ASCAP)—Dec 29791
8.	13	2	I'LL BE HOME (BMI)—P. Boone TUTTI FRUTTI (BMI)—Dot 15443
9.	7	7	DUNGAREE DOLL (BMI)—E. Fisher Everybody's Got a Home But Me (ASCAP)—Vic 20-6337
10.	16	2	NO, NOT MUCH (ASCAP)—Four Lads I'll Never Know (BMI)—Col 40629
11.	9	12	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683
12.	10	9	TEEN-AGE PRAYER (ASCAP)—C. Storm Memories Are Made of This (BMI)—Dot 15436
13.	19	2	CHAIN GANG (ASCAP)—B. Scott Shadrach (ASCAP)—ABC-Paramount 9658
14.	13	4	ARE YOU SATISFIED? (BMI)—R. Draper Wabash' Cannonball (BMI)—Mercury 70757
15.	12	4	GO ON WITH THE WEDDING (ASCAP)—P. Page Voice Inside (ASCAP)—Mercury 70766
15.	20	3	IT'S ALMOST TOMORROW (ASCAP)—J. Stafford If You Want to Love (ASCAP)—Col 40595
17.	—	1	THEME FROM THE THREE PENNY OPERA (MORITAT) (ASCAP)—D. Hyman Baubles, Bangles and Beads (ASCAP)—M-G-M 12149
18.	13	20	MOMENTS TO REMEMBER (ASCAP)—Four Lads Dream On My Love, Dream On (ASCAP)—Col 40539
18.	—	1	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter Theme From Helen of Troy (ASCAP)—Cap 3336
20.	17	6	ANGELS IN THE SKY (BMI)—Crew Cuts Mostly Martha (BMI)—Mercury 70741

• Most Played by Jockeys

For survey week ending February 15

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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	Last Week	Weeks on Chart	Record
1.	1	9	GREAT PRETENDER (ASCAP)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753
2.	3	8	ROCK AND ROLL WALTZ (BMI)—K. Starr I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359
3.	4	8	LISBON ANTIGUA (ASCAP)—N. Riddle Robin Hood (ASCAP)—Cap 3287
4.	2	12	MEMORIES ARE MADE OF THIS (BMI)—D. Martin Change of Heart (BMI)—Cap 3295
5.	5	4	NO, NOT MUCH (ASCAP)—Four Lads I'll Never Know (BMI)—Col 40629
6.	9	2	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter Theme From Helen of Troy (ASCAP)—Cap 3336
7.	6	4	SEE YOU LATER, ALLIGATOR (BMI)—B. Haley Paper Boy (ASCAP)—Dec 29791
8.	12	3	I'LL BE HOME (BMI)—P. Boone Tutti Frutti (BMI)—Dot 15443
9.	8	9	BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597
10.	10	3	THEME FROM THE "THREE PENNY OPERA" (MORITAT) (ASCAP)—D. Hyman Baubles, Bangles and Beads (ASCAP)—M-G-M 12149
11.	11	6	DUNGAREE DOLL (BMI)—E. Fisher Everybody's Got a Home But Me (ASCAP)—Vic 20-6337
12.	13	8	TEEN-AGE PRAYER (ASCAP)—C. Storm Memories Are Made of This (BMI)—Dot 15436
13.	7	16	SIXTEEN TONS (BMI)—Tennessee Ernie You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262
14.	17	2	THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—R. Hayman-J. August I'll Be With You in Apple Blossom Time—(ASCAP)—Mercury 12159
15.	13	3	CHAIN GANG (ASCAP)—B. Scott Shadrach (ASCAP)—ABC-Paramount 9658
16.	16	11	BAND OF GOLD (BMI)—K. Carson Cast Your Bread Upon the Waters—Cap 3283
17.	15	11	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers You Got Me Wondering (ASCAP)—Dec 29683
17.	—	2	GO ON WITH THE WEDDING (ASCAP)—P. Page Voice Inside (ASCAP)—Mercury 70766
19.	—	8	MEMORIES ARE MADE OF THIS (BMI)—G. Storm Teen-Age Prayer (ASCAP)—Dot 15436
20.	—	1	LULLABY OF BIRDLAND (BMI)—Blue Stars That's My Girl (ASCAP)—Mercury 70742



*Georgia Gibbs on her way to a Big hit!*

# "ROCK RIGHT"

AND

**A GREAT BALLAD WITH A BEAT!**

## **"THE GREATEST THING"**

MERCURY 70811



A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO ILLINOIS



# M-G-M HEADLINE HITS

**JONI JAMES**

MGM 12175 78 rpm  
K 12175 45 rpm

**DON'T TELL ME NOT TO LOVE YOU**

**SOMEWHERE SOMEONE IS LONELY**

ORCH. DIRECTED BY DAVID FERRY

**THE NATURALS**  
**PATSY ORY ORY AYE**

MGM 12158 78 rpm  
K 12158 45 rpm

ON ALL CHARTS

**THE DICK HYMAN TRIO**

**MORITAT**

A THEME FROM

**"THE THREEPENNY OPERA"**

MGM 12149 78 rpm • K 12149 45 rpm

**SUSAN HAYWARD**  
**I'LL CRY TOMORROW**

(From the MGM picture "I'll Cry Tomorrow")

and  
**JUST ONE OF THOSE THINGS**  
MGM 12174 78 rpm  
K 12174 45 rpm

**ART MOONEY**

AND HIS ORCHESTRA

the  
**phonograph song**

**IS THERE A TEEN-AGER IN THE HOUSE**

MGM 12190 78 rpm  
K 12190 45 rpm

ROCK 'N' ROLL

**BARRY GORDON**  
**ROCK AROUND MOTHER GOOSE SEVEN**

Featuring **ART MOONEY** and His Orchestra  
MGM 12166 78 rpm • K 12166 45 rpm

IN ATTRACTIVE PACKAGE

**JAMES BROWN**

(Lt. Rip Masters of Rin Tin Tin ABC TV Show)

**THE WHITE BUFFALO**

MGM 12080 78 rpm  
K 12080 45 rpm

**BETTY MADIGAN**

**FAITHFUL TO YOU, AND TRUE MY LOVE**

MGM 12156 78 rpm • K 12156 45 rpm

**DESI ARNAZ**

**FOREVER, DARLING**

(From the MGM film "Forever Darling")

THE STRAW HAT SONG

MGM 12144 78 rpm • K 12144 45 rpm

**JOHNNY OLIVER**

**THESE HANDS**

**CHAIN GANG**

MGM 12164 • K 12164

**LEROY HOLMES**  
and His Orch. & Chorus

**MADIERA**  
and  
**HELEN OF TROY THEME**

MGM 12157 78 rpm  
K 12157 45 rpm

**RUSH ADAMS**

**I LOVE YOU TO THE POINT OF NO RETURN**

and  
**LOVE PLAYS THE STRINGS OF MY BANJO**

MGM 12145 78 rpm  
K 12145 45 rpm

**MARION SISTERS**

**LIFE COULD NOT BETTER BE**

and  
**I LOVE YOU MORE TODAY**

MGM 12096 78 rpm  
K 12096 45 rpm

**MARVIN RAINWATER**

**WHERE DO WE GO FROM HERE**

and  
**DEM LOW DOWN BLUES**

MGM 12152 78 rpm  
K 12152 45 rpm

**BUD DECKELMAN**

**YESTERDAY, TODAY AND TOMORROW**

and  
**DARLING, I'LL KEEP TRYING**

MGM 12162 78 rpm  
K 12162 45 rpm

## The Billboard Music Popularity Charts POPULAR RECORDS

### Territorial Best Sellers

For survey week ending February 15

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

#### Atlanta

1. Poor People of Paris, L. Baxter, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. No, Not Much, Four Lads, Col.
4. Our Love Affair, T. Charles, Dec.
5. Great Pretender, Platters, Mer.
6. Lisbon Antigua, N. Riddle, Cap.
7. Are You Satisfied? R. Draper, Mer.

#### Baltimore

1. Great Pretender, Platters, Mer.
2. Lisbon Antigua, N. Riddle, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Cry Baby, Bonnie Sisters, Rbw.
5. No, Not Much, Four Lads, Col.
6. Poor People of Paris, L. Baxter, Cap.
7. Band of Gold, D. Cherry, Col.
8. Why Do Fools Fall in Love? Teen Agers, Gee
9. Memories Are Made of This D. Martin, Cap.
10. See You Later, Alligator B. Haley, Dec.

#### Boston

1. Memories Are Made of This D. Martin, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Great Pretender, Platters, Mer.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Poor People of Paris, L. Baxter, Cap.
7. Innamorata, J. Vale, Col.
8. Sixteen Tons, T. Ernie, Cap.
9. See You Later, Alligator B. Haley, Dec.
10. Why Do Fools Fall in Love? Teen Agers, Gee

#### Buffalo

1. Great Pretender, Platters, Mer.
2. Lisbon Antigua, N. Riddle, Cap.
3. Poor People of Paris, L. Baxter, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Memories Are Made of This D. Martin, Cap.
6. No, Not Much, Four Lads, Col.

#### Chicago

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. No, Not Much, Four Lads, Col.
4. See You Later, Alligator B. Haley, Dec.
5. Memories Are Made of This D. Martin, Cap.
6. Poor People of Paris, L. Baxter, Cap.
7. Great Pretender, Platters, Mer.
8. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
9. Little Child, E. Albert-S. Lee, Kap
10. To You, My Love, N. Noble, Wng.

#### Cincinnati

1. Rock and Roll Waltz, K. Starr, Vic.
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Great Pretender, Platters, Mer.
5. See You Later, Alligator B. Haley, Dec.
6. Poor People of Paris, L. Baxter, Cap.
7. Dungeness Doll, E. Fisher, Vic.
8. Memories Are Made of This D. Martin, Cap.
9. I'll Be Home, P. Boone, Dot
10. It's Almost Tomorrow Dream Weavers, Dec.

#### Cleveland

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Poor People of Paris, L. Baxter, Cap.
5. I'll Be Home, P. Boone, Dot
6. Tear Fell, T. Brewer, Cor.
7. Theme From the Three Penny Opera (Moritat), D. Hyman, MGM
8. Rock and Roll Waltz, K. Starr, Vic.
9. Memories Are Made of This D. Martin, Cap.

#### Dallas-Fort Worth

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. Band of Gold, D. Cherry, Col.
6. No, Not Much, Four Lads, Col.
7. Sixteen Tons, T. Ernie, Cap.

#### Denver

1. Lisbon Antigua, N. Riddle, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Band of Gold, D. Cherry, Col.
5. See You Later, Alligator B. Haley, Dec.
6. Trouble With Harry Alfi & Harry, Lbt.
7. Zambesi, L. Busch, Cap.

#### Detroit

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. No, Not Much, Four Lads, Col.
4. Great Pretender, Platters, Mer.
5. I'll Be Home, P. Boone, Dot
6. Theme From the Three Penny Opera (Moritat), D. Hyman, MGM
7. Memories Are Made of This D. Martin, Cap.
8. Rock and Roll Waltz, K. Starr, Vic.
9. Why Do Fools Fall in Love? Teen Agers, Gee

#### Kansas City

1. Poor People of Paris, L. Baxter, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. Tutti Frutti, P. Boone, Dot
4. No, Not Much, Four Lads, Col.
5. Rock and Roll Waltz, K. Starr, Vic.
6. See You Later, Alligator B. Haley, Dec.
7. Lullaby of Birdland, Blue Stars, Mer
8. Great Pretender, Platters, Mer.
9. Memories Are Made of This D. Martin, Cap.

#### Los Angeles

1. Great Pretender, Platters, Mer.
2. Lisbon Antigua, N. Riddle, Cap.
3. Memories Are Made of This D. Martin, Cap.

4. Poor People of Paris, L. Baxter, Cap.
5. Band of Gold, D. Cherry, Col.
6. Sixteen Tons, T. Ernie, Cap.
7. It's Almost Tomorrow Dream Weavers, Dec.
8. Rock and Roll Waltz, K. Starr, Vic.
9. See You Later, Alligator B. Haley, Dec.
10. Theme From the Three Penny Opera (Moritat), D. Hyman, MGM

#### Milwaukee

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. No, Not Much, Four Lads, Col.
4. Poor People of Paris, L. Baxter, Cap.
5. See You Later, Alligator B. Haley, Dec.
6. Theme From the Three Penny Opera (Moritat), R. Hayman-J. August, Mer.
7. Band of Gold, D. Cherry, Col.
8. Memories Are Made of This D. Martin, Cap.
9. I'll Be Home, P. Boone, Dot
10. Theme From the Three Penny Opera (Moritat), D. Hyman, MGM

#### Mpls.-St. Paul

1. Rock and Roll Waltz, K. Starr, Vic.
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. See You Later, Alligator B. Haley, Dec.
5. When You Dance, Turbans, Her.
6. Great Pretender, Platters, Mer.
7. Memories Are Made of This D. Martin, Cap.
8. Poor People of Paris, L. Baxter, Cap.
9. Chain Gang, B. Scott, Par.

#### New Orleans

1. Great Pretender, Platters, Mer.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Memories Are Made of This D. Martin, Cap.
4. No, Not Much, Four Lads, Col.
5. See You Later, Alligator B. Haley, Dec.
6. Sixteen Tons, T. Ernie, Cap.
7. I'll Walk a Country Mile Ink Spots, Kng.
8. Lisbon Antigua, N. Riddle, Cap.
9. Band of Gold, D. Cherry, Col.
10. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M

#### New York

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. No, Not Much, Four Lads, Col.
6. Band of Gold, D. Cherry, Col.
7. Sixteen Tons, T. Ernie, Cap.
8. It's Almost Tomorrow Dream Weavers, Dec.
9. Poor People of Paris, L. Baxter, Cap.
10. Dungeness Doll, E. Fisher, Vic.

#### Philadelphia

1. No, Not Much, Four Lads, Col.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Memories Are Made of This D. Martin, Cap.
4. Great Pretender, Platters, Mer.
5. Lisbon Antigua, N. Riddle, Cap.
6. Poor People of Paris, L. Baxter, Cap.
7. Why Do Fools Fall in Love? Teen Agers, Gee
8. Chain Gang, B. Scott, Par.
9. Theme From the Three Penny Opera (Moritat), R. Hayman-J. August, Mer.
10. Dungeness Doll, E. Fisher, Vic.

#### Pittsburgh

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. No, Not Much, Four Lads, Col.
3. Lisbon Antigua, N. Riddle, Cap.
4. It's Almost Tomorrow Dream Weavers, Dec.
5. Poor People of Paris, L. Baxter, Cap.
6. Rock and Roll Waltz, K. Starr, Vic.
7. I'll Be Forever Loving You El Dorados, VJ
8. Great Pretender, Platters, Mer.
9. I'll Be Home, P. Boone, Dot
10. Dungeness Doll, E. Fisher, Vic.

#### St. Louis

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Theme From the Three Penny Opera (Moritat), R. Hayman-J. August, Mer.
4. See You Later, Alligator B. Haley, Dec.
5. No, Not Much, Four Lads, Col.
6. Poor People of Paris, L. Baxter, Cap.
7. Memories Are Made of This D. Martin, Cap.
8. Theme From the Three Penny Opera (Moritat), D. Hyman, MGM
9. Seven Days, Crew Cuts, Mer.

#### San Francisco

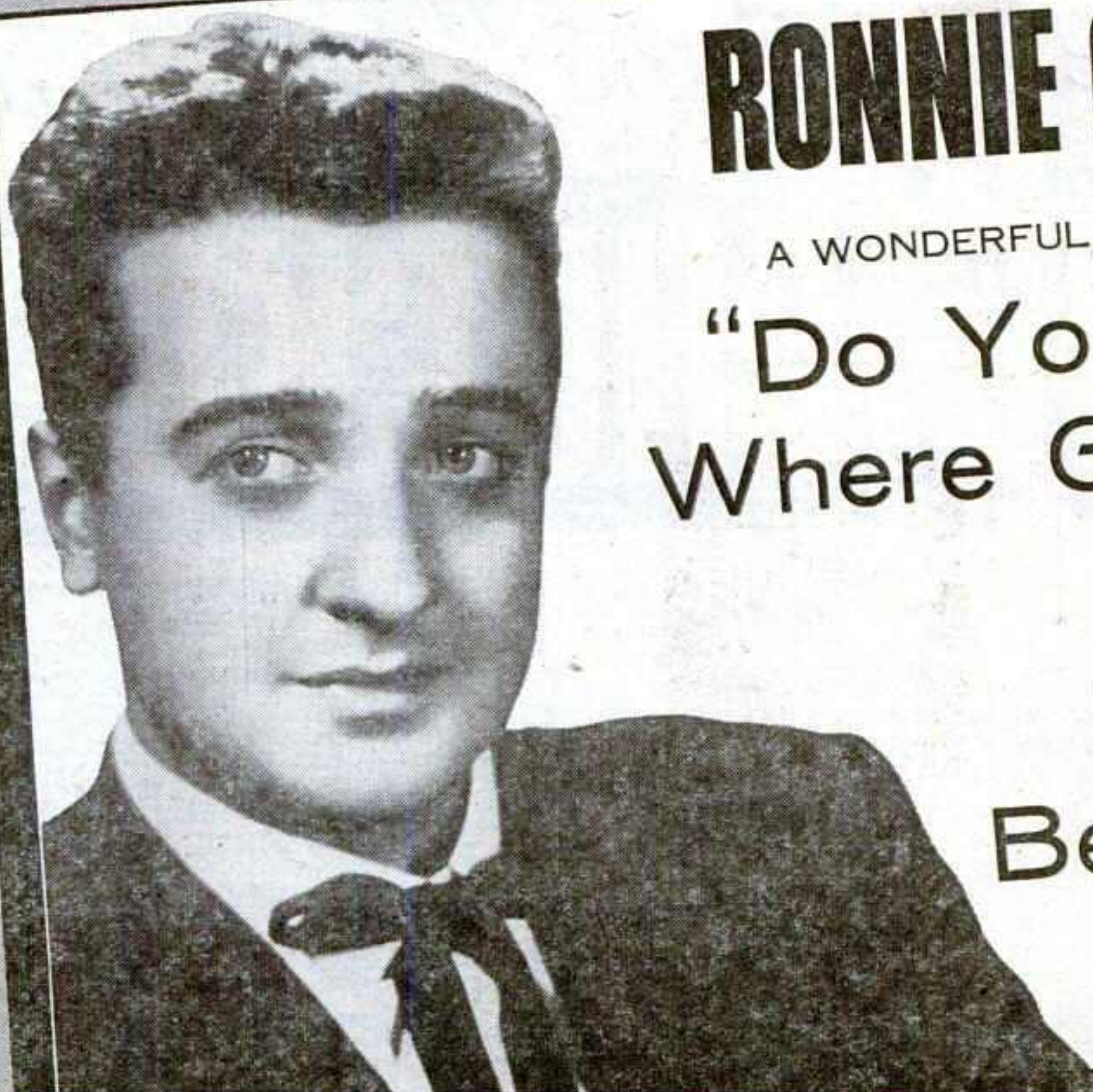
1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Band of Gold, D. Cherry, Col.
6. Sixteen Tons, T. Ernie, Cap.
7. Angels in the Sky, Crew Cuts, Mer.
8. Theme From the Three Penny Opera (Mack the Knife) L. Armstrong, Col.
10. Dungeness Doll, E. Fisher, Vic.

#### Seattle

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. See You Later, Alligator B. Haley, Dec.
4. Memories Are Made of This D. Martin, Cap.
5. No, Not Much, Four Lads, Col.
6. Tutti Frutti, P. Boone, Dot
7. Dungeness Doll, E. Fisher, Vic.

#### Toronto

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. It's Almost Tomorrow Dream Weavers, Dec.
5. Lisbon Antigua, N. Riddle, Cap.
6. Band of Gold, D. Cherry, Col.
7. See You Later, Alligator B. Haley, Dec.
8. Teen Age Prayer, G. Storm, Dot



# RONNIE GAYLORD

A WONDERFUL MOVING BALLAD!

"Do You Know  
Where God Lives"

AND

"To Be  
Beside You"

WING 90057

## CURRENT POPULAR BEST SELLERS

<p><b>NICK NOBLE</b></p> <p>"To You, My Love"</p> <p>AND</p> <p>"YOU ARE MY ONLY LOVE"</p> <p>WING 90045</p>	<p><b>LOLA DEE</b></p> <p>"I'll Be Forever Loving You"</p> <p>AND</p> <p>"MA PETITE"</p> <p>WING 90052</p>	<p><b>THE EMPIRES</b></p> <p>"By The Riverside"</p> <p>AND</p> <p>"TELL ME PRETTY-BABY"</p> <p>WING 90050</p>	<p><b>JIMMY PALMER</b></p> <p>"Air Mail Special"</p> <p>AND</p> <p>"IT'S ALL RIGHT WITH ME"</p> <p>WING 90054</p>
<p><b>FRANKIE CASTRO</b></p> <p>"Steamboat"</p> <p>AND</p> <p>"WHY BABY WHY"</p> <p>WING 90051</p>	<p><b>BOBBY SHARP</b></p> <p>"Baby Girl Of Mine"</p> <p>AND</p> <p>"FLOWERS, MR. FLORIST PLEASE"</p> <p>WING 90056</p>	<p><b>BUDDY MORROW</b> AND HIS ORCHESTRA</p> <p>"Tippity Top"</p> <p>AND</p> <p>"A BAND OF ANGELS"</p> <p>WING 90047</p>	<p><b>JACKIE PARIS</b></p> <p>"Heart Of Gold"</p> <p>AND</p> <p>"INDIANA"</p> <p>WING 90053</p>

## CURRENT R & B BEST SELLERS

### ALONZO SCALES

"Hard Luck Child"

AND

"We Just Can't Agree"

WING 90049

### JAY HAWKINS

"Even Though"

AND

"Talk About Me"

WING 90055



**WING RECORDS**

A SUBSIDIARY OF MERCURY RECORD CORPORATION



*There are some things\* people*

# \* THE CHUCKLES

*with the only vocal version*

# and the angels sing



*c/w*

**TELL ME**

*Vik X/4X0194*

# Vik

*will just naturally talk about...*



# \* **BILL KENNY**

*with two great sides...*

## **TWO LITTLE CANDLES**

*CLW*

## **LET ME CRY**

*Vik X/AXO195*



**records**

A Product of Radio Corporation of America

# Five For February...

Cash Box: *Disk of the Week*

**VERA LYNN**  
**SUCH A DAY**

#1642



A Great New Record

**THE BON BONS**  
**SECRETLY**

#1643



Cash Box: *Top Selling Record—Boston No. 7*

**LOVELY LIES**

#1610

**THE MANHATTAN BROS.**



Cash Box: *Best Bet*

**I LOOK AT YOU**  
Someone On  
Your Mind

#1639

**JIMMY YOUNG**



Cash Box: *Sure Shot*

**WHEN YOU LOSE**  
**THE ONE YOU LOVE**

**DAVID WHITFIELD**  
with **MANTOVANI** #1617



**LONDON**  
RECORDS



## The Billboard Music Popularity Charts **POPULAR RECORDS**

# THE TOP 100

For survey week ending February 15

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.	GREAT PRETENDER	Platters	Mercury	1
2.	ROCK AND ROLL WALTZ	K. Starr	Victor	2
3.	LISBON ANTIGUA	N. Riddle	Capitol	4
4.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	2
5.	NO, NOT MUCH	Four Lads	Columbia	8
6.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	6
7.	BAND OF GOLD	D. Cherry	Columbia	7
8.	SIXTEEN TONS	T. Ernie	Capitol	5
9.	DUNGAREE DOLL	E. Fisher	Victor	9
10.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	25
11.	I'LL BE HOME	P. Boone	Dot	19
12.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	10
13.	THEME FROM THE THREE PENNY OPERA (MORITAT)	D. Hyman	M-G-M	13
14.	TEEN-AGE PRAYER	G. Storm	Dot	11
15.	CHAIN GANG	B. Scott	ABC-Paramount	15
16.	TUTTI FRUTTI	P. Boone	Dot	12
17.	GO ON WITH THE WEDDING	P. Page	Mercury	13
18.	ANGELS IN THE SKY	Crew Cuts	Mercury	16
19.	THEME FROM THE THREE PENNY OPERA (MORITAT)	R. Hayman-J. August	Mercury	23
20.	LULLABY OF BIRDLAND	Blue Stars	Mercury	31
21.	ARE YOU SATISFIED	R. Draper	Mercury	35
22.	BAND OF GOLD	K. Carson	Capitol	17
23.	NINETY-NINE YEARS	G. Mitchell	Columbia	49
24.	SEVEN DAYS	Crew Cuts	Mercury	30
25.	TENDER TRAP	F. Sinatra	Capitol	33
26.	WHY DO FOOLS FALL IN LOVE	Teen-Agers	Gee	47
27.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	20
28.	APRIL IN PARIS	C. Basie	Clef	35
29.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	29
30.	SPEEDOO	Cadillacs	Josie	34
31.	HE	A. Hibbler	Decca	24
32.	LOVE AND MARRIAGE	F. Sinatra	Capitol	43
33.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	42
34.	MOMENTS TO REMEMBER	Four Lads	Columbia	27
34.	LIPSTICK CANDY AND RUBBER SOLED SHOES	J. La Rosa	Victor	39
34.	MOSTLY MARTHA	Crew Cuts	Mercury	39
34.	THEME FROM THE THREE PENNY OPERA (MACK THE KNIFE)	L. Armstrong	Columbia	61
38.	I HEAR YOU KNOCKING	G. Storm	Dot	18
39.	THEME FROM THE THREE PENNY OPERA (MORITAT)	B. Vaughn	Dot	57
40.	CRY BABY	Bonnie Sisters	Rainbow	81
41.	LISBON ANTIGUA	M. Miller	Columbia	48
42.	ONLY YOU	Hiltoppers	Dot	46
43.	TUTTI FRUTTI	Little Richard	Specialty	21
43.	SEVEN DAYS	D. Collins	Coral	25
45.	ONLY YOU	Platters	Mercury	27
46.	WOMAN IN LOVE	Four Aces	Decca	37
47.	WOMAN IN LOVE	F. Laine	Columbia	32
48.	THAT'S YOUR MISTAKE	O. Williams	Deluxe	85
49.	OUR LOVE AFFAIR	T. Charles	Decca	66
50.	BURN THAT CANDLE	B. Haley	Decca	50
51.	ASK ME	Nat (King) Cole	Capitol	68
51.	THEME FROM THE THREE PENNY OPERA (MORITAT)	L. Paul & M. Ford	Capitol	54
53.	CRY ME A RIVER	J. London	Liberty	22
54.	TEAR FELL	T. Brewer	Coral	—
55.	THEME FROM THE THREE PENNY OPERA (MORITAT)	L. Welk	Coral	64
56.	MR. WONDERFUL	S. Vaughan	Mercury	74
58.	MEMORIES OF YOU	T. Ernie	Capitol	—
59.	LITTLE CHILD	Four Coins	Epic	41
60.	WHEN YOU DANCE	E. Albert	Kapp	59
61.	ALL AT ONCE YOU LOVE HER	Turbans	Herald	55
61.	ALL AT ONCE YOU LOVE HER	P. Como	Victor	63
62.	LITTLE CHILD	C. Calloway	ABC-Paramount	81
62.	LONELY LIES	Manhattan Brothers	London	—
64.	IT'S ALMOST TOMORROW	S. Lanson	Dot	50
65.	MR. WONDERFUL	T. King	Victor	58
65.	JEAN'S SONG	C. Atkins	Victor	—
67.	GO ON WITH THE WEDDING	K. Kallen-G. Shaw	Decca	53
68.	TEEN-AGE PRAYER	G. Mann	Sound	60
69.	DON'T GO TO STRANGER	V. Monroe	Victor	38
70.	HE	McGuire Sisters	Coral	45
70.	ELEVENTH HOUR MELODY	L. Busch	Capitol	—
72.	NOTHING EVER CHANGES MY LOVE FOR YOU	Nat (King) Cole	Capitol	—
73.	MY BELIEVING HEART	J. James	M-G-M	74
74.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	—
74.	ROCK AROUND MOTHER GOOSE	B. Gordon	M-G-M	52
76.	TAKE ME BACK TO TOYLAND	Nat (King) Cole	Capitol	—
77.	MEMORIES ARE MADE OF THIS	M. Carson	Columbia	71
78.	TO YOU MY LOVE	N. Noble	Wing	—
79.	IF YOU CAN DREAM	Four Aces	Decca	98
79.	YOU ARE MY LOVE	J. James	M-G-M	87
79.	VALLEY VALPARAISO	P. Faith	Columbia	100
82.	I'LL NEVER KNOW	Four Lads	Columbia	—
82.	ZAMBESI	L. Busch	Capitol	—
84.	WHO ARE WE?	G. Grant	Era	62
85.	DADDY-O	Fontane Sisters	Dot	76
86.	EVERYBODY'S GOT A HOME BUT ME	E. Fisher	Victor	72
87.	MEMORIES OF YOU	R. Clooney & B. Goodman	Columbia	76
88.	SEVEN DAYS	C. McPhatter	Atlantic	95
89.	FOREVER DARLING	Ames Brothers	Victor	—
89.	ROCK A BEATIN' BOOGIE	B. Haley	Decca	—
89.	TEEN-AGE MEETING	D. Cornell	Coral	96
89.	WHEN YOU LOSE THE ONE YOU LOVE	D. Whitfield	London	85
93.	TOO LATE NOW	De Castro Sisters	Abbott	—
94.	MEMORIES OF YOU	H. Winterhalter	Victor	87
95.	TROUBLE WITH HARRY	Alfi & Harry	Liberty	72
95.	SHIFTING, WHISPERING SANDS	R. Draper	Mercury	66
97.	C'EST LA VIE	S. Vaughan	Mercury	70
97.	DADDY-O	B. Lou	King	—
97.	ROCK AROUND THE CLOCK	B. Haley	Decca	—
97.	TEEN-AGE PRAYER	K. White	Mercury	68

### 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.

**307,081  
SOLD  
SALES  
IN  
8 DAYS!**

**PERRY COMO'S  
JUKE BOX BABY  
HOT DIGGITY**

20/47-6427

the dealer's choice

RCA VICTOR



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. If You Can Dream The Gal With the Yaller Shoes ... The Four Aces (ASCAP); (ASCAP) Decca 29809
2. A Tear Fell Bo Weevil ... Teresa Brewer (BMI); (BMI) Coral 61590
3. That's All ... Tennessee Ernie (BMI) Capitol 3343
4. 11th Hour Melody ... Al Hibler (ASCAP) Decca 29789
5. Flowers Mean Forgiveness ... Frank Sinatra (ASCAP) Capitol 3350
6. Lipstick and Candy and Rubbersole Shoes ... Julius La Rosa (BMI) RCA Victor 6416
7. To You, My Love ... Nick Noble (ASCAP) Wing 90045
8. Innamorata ... Jerry Vale (ASCAP) Columbia 40634
9. Ask Me Nothing Ever Changes My Love for You ... Nat (King) Cole (ASCAP); (ASCAP) Capitol 3328
10. Valley Valparaiso ... Percy Faith Ork (BMI) Columbia 40633

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-tuned stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Table with 2 columns: Radio and Television. Lists various songs and their associated radio/television stations and publishers.

Best Selling Sheet Music

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

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists top-selling sheet music titles and their chart performance.

Large vertical advertisement for Columbia Records featuring the text 'Hit!', 'Lovely', 'One', and 'FOUR VOICES'. Includes the Columbia Records logo and the phone number 'NO. 4-40643'. Lists various cities like New York, Chicago, Newark, etc.



# BRIGHT!

THE NEW LABEL  
WITH THE NEW NAMES

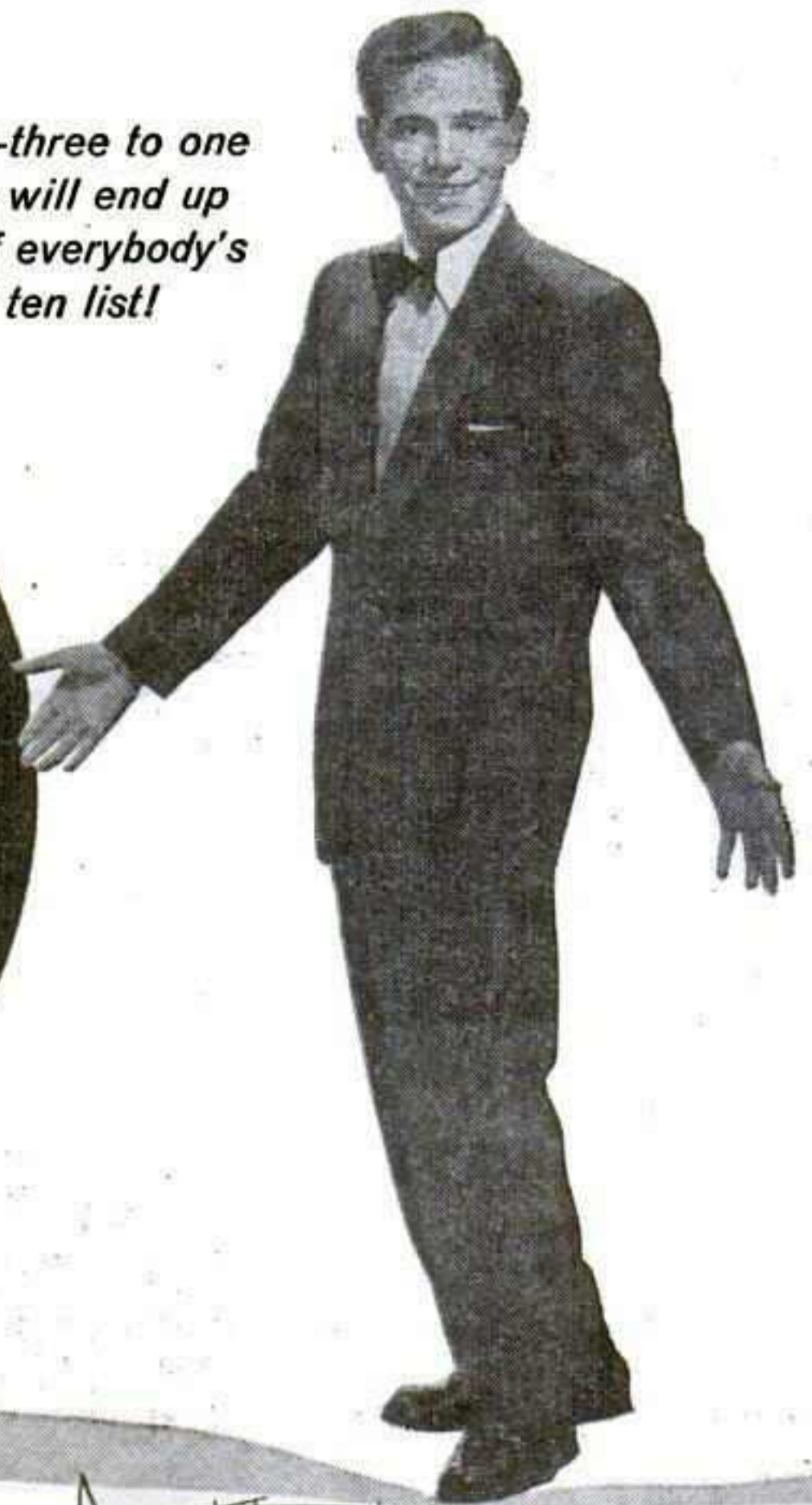
## ABC-PARAMOUNT



*Unmistakably  
destined  
for the top!*



*It's thirty-three to one  
that this will end up  
on top of everybody's  
best ten list!*



# SPARKLING!

THE NEW LABEL  
WITH THE NEW NAMES

## ABC-PARAMOUNT



*...a truly great  
voice enters the  
popular music field!*



**IRVING FIELDS**  
and his TRIO  
9672 45-9672  
**HOLIDAY IN HAITI**  
b/w **GYPSY MAGIC**



*Those famous "fabulous fingers"  
weave musical magic!*

**MOOSE CHARLAP**  
9674 45-9674  
**I WANT SOME GOOD  
OLD FASHIONED LOVIN'**  
b/w **IT WAS MY FATHER'S HABIT**  
Orchestra conducted by **DON COSTA**



*That brilliant young composer  
just busts out in song!*



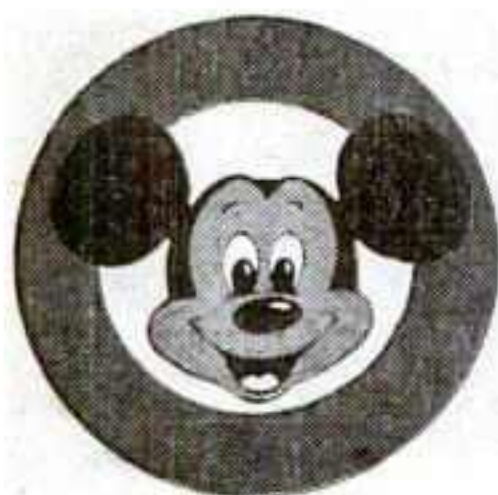
*...Right out of Canada—  
right into your heart!*

**TERRY AND THE MACS**  
9668 45-9668  
**LOVE IS A BEAUTIFUL THING**  
Orchestra conducted by **DON COSTA**  
b/w **BABY-O-MINE**  
Orchestra conducted by **SID FELLER**

**RALPH WALDO CUMMINGS**  
9673 45-9673  
**VINO, VINO**  
b/w **PUMPKIN JUICE PERFUME**  
Orchestra and chorus conducted by  
**DON COSTA**



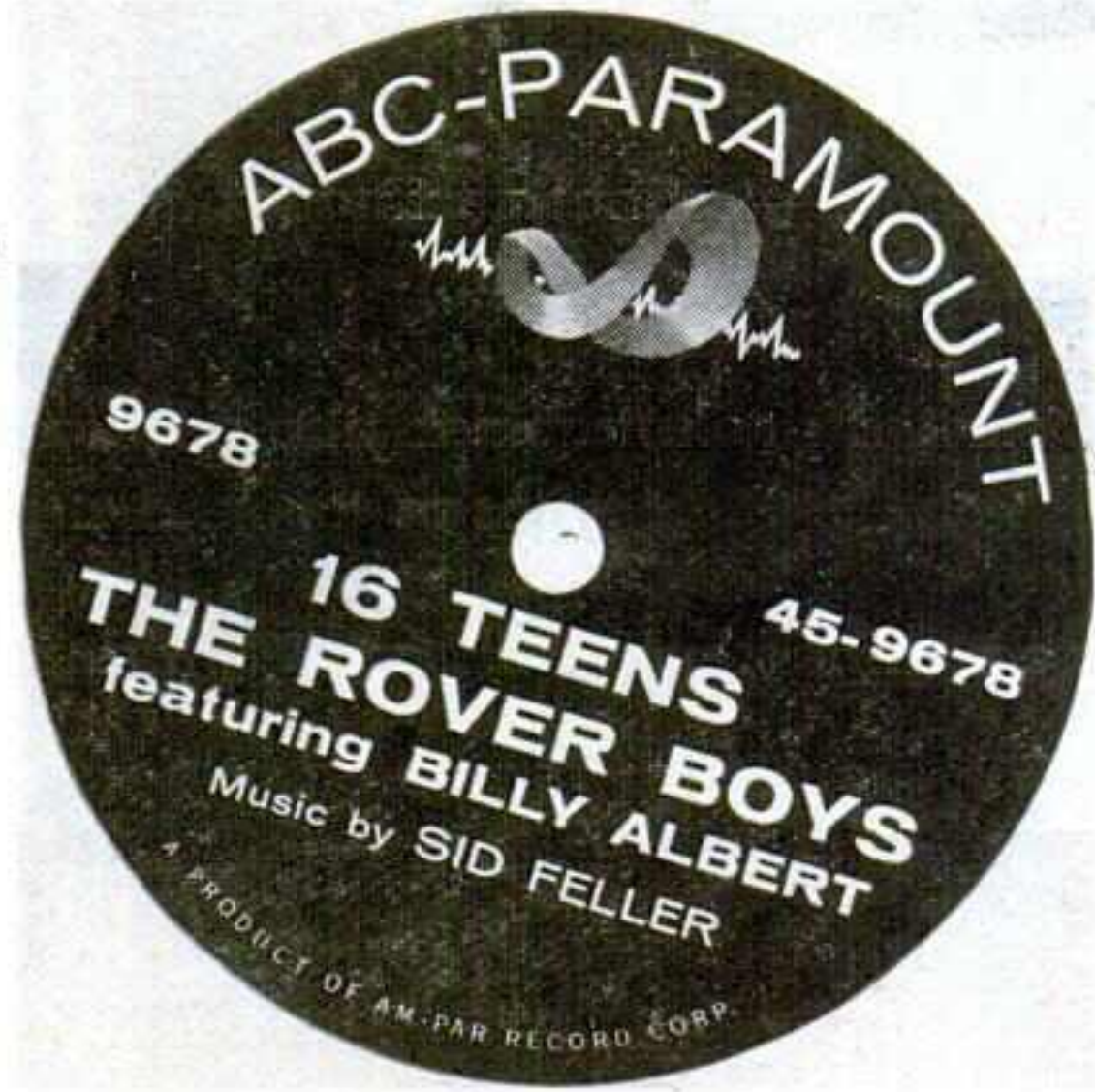
*That "Pall Mall Balladeer"*



© Copyright 1955  
Walt Disney Productions

9680 45-9680  
**THE ORIGINAL MICKEY MOUSE MAMBO**  
b/w **THE HUMPHREY HOP**  
**THE PUSSY CAT POLKA**  
**JIMMIE DODD**, the Mickey Mouse Club  
Chorus and Orchestra

*Fun for all ages—and all the family  
—just wait till you hear it!*



# MAGIC!



*...A couple of "rockers" that will roll right off the counter!*

a spectacular, smash instrumental from the hit motion picture!

# MAIN TITLE

from Otto Preminger's

## THE MAN WITH THE GOLDEN ARM

# BILLY MAY

and His Orchestra

Record No. 3372



plus THE PHONOGRAPH SONG

DESIGNED BY SAUL BASS

*It's a great*

**FIRST**

**MARTERRY 5249**

**"WHEN YOU'RE ALONE"**

**BY**

**THE DAPS**

**Marterry**  
RECORDS

4752 S. COTTAGE GROVE AVE. CHICAGO 15, ILL.  
KENWOOD 8-4342

**VOX JOX**

By JUNE BUNDY

**PROGRAMMING TIPS:** RCA Thesaurus is marketing an interesting new series tagged "Show Stoppers" for deejays. The package consists of a group of specially recorded 45 disks, cued to a script, which enables the jock to talk back to the platter, thus enabling one spinner to do the work of 60, since the series includes that many "characters" doing 17 different dialogs. . . . Tap Taplin, WEBR, Buffalo, N. Y., "collects problems," and offers listeners "\$2 in U. S. Savings Stamps for each problem used on the air." Right now Taplin's own "problem" is finding a name for the gimmick, and he's conducting a contest to solve it. . . . Don Wallace, KTVX, KTUL, Tulsa, Okla., receives about 100 request calls per hour on his Saturday remote-show which is aired from a local auto showroom from noon until 5 p.m. Wallace gives away an album each week to the person who puts in the "longest" long distance call, in addition to other single-disk giveaway gimmicks.

Tracy Carneau, WNRI, Woonsocket, R. I., is "Currently going all out on a big band kick." "The idea started," says Carneau, "when I and other local jocks started to play old sides featured in the current Benny Goodman biofilm. Some of the kids had never heard bands like these. At present I'm featuring many of the big band standards on my afternoon show and Curt Leonard and Steve May are doing likewise on their shows. The response has been pretty good. If things continue, we may have a real swinging thing started."

**THIS 'N' THAT:** A feature article on "Coffeehead" Larson, WEMP, Milwaukee, appeared in a recent issue of Business Week magazine. . . . Bill (Rascal) McCaskill, KREL, Baytown, Tex., received his 100,000th request on his "Night Train" show last January 25. The show has been running since July 20, 1954. . . . Lydia Stewart, a fan of Cincinnati deejay Rex Dale, writes that her jockey-hero recently did a broadcast while wearing an iron lung to help raise funds for a polio victim and she thinks he deserves press-kudos for it. We think so too. . . . Bob Martin, WROM, Rome, Ga., literally albeit inadvertently, sold a sponsor on the air recently, when he forgot to turn off his mike during a conversation with a prospective advertiser. Martin gave him the full pitch - rates, available time, "how's the wife," etc. A listener phoned in a minute later and said she thought "the rates were very reasonable." P. S. the sponsor (Rome Service Center) bought the show.

**YESTERYEAR'S TOPS—**

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

FEBRUARY 23, 1946

1. Symphony
2. Let It Snow! Let It Snow! Let It Snow!
3. I Can't Begin to Tell You
4. I'm Always Chasing Rainbows
5. It Might As Well Be Spring
6. Personality
7. Aren't You Glad You're You?
8. Doctor, Lawyer, Indian Chief
9. Some Sunday Morning
10. Just a Little Fond Affection
11. Dig You Later (A Huba-Huba-Huba)
12. Day by Day
13. Chickery Chick
14. Oh! What It Seemed to Be
15. Waitin' for the Train to Come In

FEBRUARY 24, 1951

1. Tennessee Waltz
2. My Heart Cries for You
3. If
4. Be My Love
5. You're Just In Love
6. The Roving Kind
7. So Long
8. A Penny a Kiss, a Penny a Hug
9. Harbor Lights
10. It Is No Secret



**OTIS WILLIAMS and his NEW GROUP**

**THAT'S YOUR MISTAKE**  
DeLuxe 6091

**BOYD BENNETT**  
**RIGHT AROUND THE CORNER**

**PARTNERS FOR LIFE**  
King 4874

**LITTLE WILLIE JOHN**  
**NEED YOUR LOVE SO BAD**

b/w  
**HOME AT LAST**  
King 4841

**BONNIE LOU**  
**MISS THE LOVE**  
(THAT I'VE BEEN DREAMING OF)  
King 1506

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

**THE "5" ROYALES**  
**RIGHT AROUND THE CORNER**  
King 4869

**EARL BOSTIC**  
**'Cause You're My Lover**  
b/w  
**I LOVE YOU TRULY**  
King 4883

**NEW RELEASES!!**

**BONNIE LOU**  
**BO WEEVIL**  
**CHAPERON**  
King 4900

**LULA REED**  
**I'LL DROWN IN MY TEARS**  
**LET'S CALL IT A DAY**  
King 4899

**MOON MULLICAN**  
**HONOLULU ROCK-A ROLL-A**  
**SEVEN NIGHTS TO ROCK**  
King 4894

**KING**  
RECORDS

*too Hot to Hold!*

**THE FANTASTIC  
EUROPEAN HIT!**

**THE  
LITTLE  
MUSICIANS**

and

**Flaherty's Beguine**

(The World's First Irish Beguine)

**HUGO WINTERHALTER'S**

**Orchestra and Chorus**

**20/47-6459**

the dealer's choice

**RCA VICTOR**



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Review Spotlight on . . .

### RECORDS

GEORGIA GIBBS . . . Mercury 70811 . . . **THE GREATEST THING**

**ROCK RIGHT** . . . (E. B. Marks, BMI)  
 "Her Nibbs" Miss Gibbs has a great new two-sided hit. Both tunes should grab off plenty of juke and jockey play and run each other a close race for top-side sales honors. "The Greatest Thing" presents an intriguing blend of styles on an appealing ballad. The canary sings it straight with expressive, rich-voiced dignity, while a vocal group cuts up scat-bop style behind her in the r.&b. manner. The flip is a hard-driving, insistent r.&b. rhythm ditty with a sock vocal by Miss Gibbs.

DEAN MARTIN . . . Capitol 3352 . . . **INNAMORATA**

**THE LADY WITH THE UMBRELLA** . . . (Miller, ASCAP)  
 The Jerry Vale version of the tender ballad "Innamorata" is already starting to show some action, and this attractive waxing is bound to pick up considerable play since Dean Martin also warbles it in his new picture, "Artists and Models." The flip offers a personable reading by Martin on a frothy little ditty with a catchy beat.

GEORGIE SHAW . . . Decca 29839 . . . **TO YOU MY LOVE**

**FALLEN ANGEL** . . . (Skidmore, ASCAP)  
 Shaw sings the poignant ballad "To You My Love" with tenderness and moving sincerity. The flip showcases another fine vocal by the warbler on an effective r.&b.-rooted ballad with a philosophical lyric line. Both sides should chalk up impressive play-scores.

THE CHEERS . . . Capitol 3353 . . . **CHICKEN**

**DON'T DO ANYTHING** . . . (Windy City, ASCAP)  
 The Cheers had a hit record in "Black Denim Trousers," and their new waxing, "Chicken" (penned by the same team), may well be a similar success. It has the same strong, solid beat and exciting pacing. The lyrics are rather controversial taste-wise (about the death game race teen-agers play with automobiles), but are bound to have a powerful appeal for the rock 'n' roll set. The flip, a good rockin' blues ditty with great Les Baxter backing, is also loaded with teen-appeal.

### NOVELTY

SPIKE JONES . . . Verve V-2003 . . . **SPIKE SPOOFS THE POPS NO. 1—MEMORIES ARE MADE OF THIS** . . . (Montclare-BMI)

16 TACOS . . . (American, BMI)  
 Spike Jones' first Verve disk spotlights four typical city slicker satires (two to a side) of current pop hits. This is the side that should corner most of the play, and "Memories Are Made of This" does the trick. Jones accomplishes the near impossible and satirizes Victor's Singing Dogs, with a group of doggy "cats" (Ole Svenson's Canine 9) barking out the lyric-melody and howling madly behind a Dean Martin-styled vocal by Gil Bernal on the bridge. The "16 Tacos" take-off on "16 Tons" is fairly funny, but if there's such a thing as a half-of-a-side record click, this is it. Flip features "Love and Marriage" (Barton, ASCAP) and "The Trouble With Pasquale" (Frank, ASCAP).

## • Reviews of New Pop Records

### RATINGS—COMMERCIAL POTENTIAL

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

80-100, Tops  
 80-89, Excellent  
 70-79, Good  
 60-79, Satisfactory  
 50-59, Limited  
 0-49, Poor

JAYE P. MORGAN . . . **Get Up! Get Up!** . . . 82

VICTOR 6441—Happy ditty, kicked off in r.&b. by Lavern Baker, gets a cheery, personable and swingy go-round by Miss Morgan. A contender for the chips. (Lowell, BMI)  
**Sweet Lips** . . . 76  
 Tune has the old-time jazz flavor. A busy side that the kids could go for. Plenty of spirit here. (Leeds, ASCAP)

HUGO WINTERHALTER ORK . . . **The Little Musicians** . . . 80

VICTOR 6459—Italian melody, which had been stirring in upstate New York, is reported due for many waxings. This warm, contagious orking is the first major label version out, and it could catch hold. (Boosey & Hawkes, ASCAP)  
**Flaherty's Beguine** . . . 77  
 Winterhalter packs plenty of charm into this hybrid instrumental. The Latin beat and the colorful orking of the Gaelic-sounding theme make for mighty spin-worthy wax. (Chappell, ASCAP)

ROY HAMILTON . . . **Walk Along With Kings** . . . 79

EPIC 9147—Almost as appealing is this inspirational tune. Hamilton's is a confident approach, building to a powerful climax. The arrangement is very pretty and showcases the material handsomely. (Goldenbell, ASCAP)  
**There Goes My Heart** . . . 79  
 Once more Hamilton has found a standard that makes an unusually apt vehicle for him. There is tenderness and a mounting excitement in his styling that will carry this a long way. (Feist, ASCAP)

RICHARD HAYES . . . **Street of 33 Steps** . . . 78

ABC-PARAMOUNT 9670—This is Hayes' first ABC-Paramount disk and his first since he went into the Army a couple of years ago, so deejays should give this one a lot of exposure. The baritone sings with rich sincerity on a swingy ditty with a catchy choral backing gimmick. (Criterion, ASCAP)  
**Please Say Hello for Me** . . . 74  
 A moving reading on a tender weeper, but flip is the side to watch. (Planetary, ASCAP)

JOE WILLIAMS-COUNT BASIE ORK . . . **I Love You** . . . 77

VERVE 2004—Williams, Basie's great young blues shouter, shows another side of his big talent in this suavely fashioned, warm-hearted baritoning of a pretty standard dallad. Has potential in the pop, jazz and r.&b. markets. (Northern, ASCAP)  
**Stop! Don't!** . . . 76  
 A sparkling, happy rhythm side by the swingin', expressive chanter, with great Basie backing. Should get a lot of plays and could show up in the money lists. (Jungnickel, ASCAP)

ALAN DALE . . . **Mister Moon** . . . 77

CORAL 61598—The r.&b. inspired ballad gets a sincere and tender reading by Dale. (Savoy, BMI)  
**Dance On** . . . 76  
 With a sly smile, Dale explains about romancing under the mambo spell. Humorous play on the mambo grunts builds appeal. (Southern, ASCAP)

CAROLE BENNETT . . . **He Loves Me, He Loves Me Not** . . . 76

CAPITOL 3365—A beautifully tender lyric that it is, and Carole Bennett sings it with a pure, lyric quality. Watch it.  
**Beyond a Shadow of a Doubt** . . . 75  
 A change in pace. This one has a bouncing beat and a rollicking pace, backed with bright instrumentation. Might take off.

KAY CARSON . . . **Don't Get Carried Away** . . . 76

CAPITOL 3366—Smart arrangement and good chirping make this platter side a contender for plentiful deejay spins. Figures to sell quite a few copies.  
**Those Who Have Loved** . . . 73  
 The "Band of Gold" gal, with a new first name, turns on her breathy charm in a reading full of warm projection. Good listening.

ELLA FITZGERALD . . . **It's Only a Man** . . . 76

VERVE 2002—This is the thrush's first bid on the new label, and it's one the fans should go for; a throbbing torcher chanted with superb feeling and sound. (Woodbine, ASCAP)  
**Too Young for the Blues** . . . 79  
 Slight rhythm tune doesn't call forth the great singer's best effort. (Warman, BMI)

THE CONEY ISLAND KIDS . . . **I Love It!** . . . 75

JOSIE 791—Here's a bouncy item full of youthful exuberance and showmanly spontaneity. The kids do a fine vocal job on a catchy rhythm ditty, while Sam Taylor turns in stand-out backing with a strong r.&b. beat. This one could be a sleeper. (Bennell, BMI)  
**Red Light-Green Light** . . . 74  
 Another solid rhythm side with a fine beat. (Bennell, BMI)

THE THREE CHUCKLES . . . **Tell Me (That Your Love Is for Me)** . . . 75

VIK 0194—The group tries a "Four Aces beat" here with good effect. Pleader ballad is delivered in a manner calculated to spark listener interest. (Sherwin, ASCAP)  
**And the Angels Sing** . . . 74  
 Interesting arrangement of the ever-green is sung with infectious spirit by the group. Should get lots of spins and the side could grab some loot, with extra attention due from the tune's exposure in "The Benny Goodman Story." (Bregman, Voeco & Conn, ASCAP)

MARC FREDERICKS ORK . . . **Mystic Midnight** . . . 75

DOT 15446—Classy instrumental. Arrangement features piano and lush strings. Big sound. Good deejay programming. (Gallatin, BMI)  
**Symphony to Anne** . . . 74  
 More of the same. (Gallatin, BMI)

JEAN (TOOTS) THIELEMANS . . . **Ghittana** . . . 75

COLUMBIA 40639—Latin-flavored instrumental featuring the excellent harmonic performance of Thielmans. Later is a virtuoso. Disk has a big sound. Good for deejay programming. (Anvil, ASCAP)  
**The Sheik of Araby** . . . 73  
 The standard, dressed in a rapid tempo, and sophisticated arrangement. Thielmans' performance is excellent. (MHS, ASCAP)

BING CROSBY . . . **John Barleycorn** . . . 75

DECCA 29817—This is the kind of swinging production job that could have come from any typical Crosby pic. Actually, it's from TV film "High Tor," and song has a happy slant. (Chappell, ASCAP)  
**When You're in Love** . . . 72  
 Bing waxes romantic with a sincere reading of the ballad highlight from the "High Tor" TV offering. (Chappell, ASCAP)

ETHEL ENNIS . . . **Off Shore** . . . 75

JUBILEE 5236—Tasteful thrashing by Jubilee's new canary on the oldie. Both sides are from her current album. The gal sings with plenty of feeling and expressive phrasing. (Hanover, ASCAP)  
**I've Got You Under My Skin** . . . 72  
 Same comment. (Chappell, ASCAP)

BILLY DEVROE'S DEVILAIRES . . . **The Love of Briday Murphy** . . . 75

TAMPA 109—A warm and effective arrangement. First the hymn to Briday, then a spoken plea. Gal herself answers from across the "great divide." Dave Ballard delivers effective solo with the group. Unique material could stir action. (Webster, BMI)  
**Will You Love Me?** . . . 68  
 A simple little rhythm tune here for okay effect, but flip has all the appeal. (Webster, BMI)

THE SUNSETTERS . . . **Tennessee Walkin' Horse** . . . 75

ABBOTT 3017—A mighty fresh cute instrumental novelty that will provide a refreshing bit of listening for just about any one. Harpsichord (or something mighty like it) and bassoon (or reasonable facsimile) combine in a new sound. Beat is quick-time polka. (Dandelion, BMI)  
**Waltzing Willie** . . . 65  
 More of the same attractive sound, but tune hasn't the novelty flavor of flip. (Dandelion, BMI)

EDITH PIAF . . . **Suddenly There's a Valley** . . . 74

CAPITOL 3368—The noted Gallic thrush chants this fine song excellently. The performance is warm, emotional; and the backing is full, yet tasteful. Fine for deejays.  
**L'Homme a La Moto** . . . 74  
 "Black Denim Trousers" will sound better to some in this French version than it did in English. Miss Piaf belts it out in great style.

NANETTE FABRAY . . . **How Soon?** . . . 74

CORAL 61603—Hungry growls and soaring yodel tones mark this effective warble by the "Sid Caesar" gal. The beat is fine. Tune is clicking in r.&b. via The Jacks' version.  
**Don't Take Me for Granted** . . . 73  
 Tuneful pleader is handed an intimate reading. Material fits Miss Fabray's pipes and she puts her all into its delivery. Many spins here.

LUIS ARCRAZ ORK . . . **Solitary Mood-Blues** . . . 74

VICTOR 6437—Arcraz's great trumpet man trumpets some of the prettiest golden tones within recent memory on this Gershwinesque opus. A fine conversation piece for jocks. (Thorn, BMI)  
**The Sailor-Merengue** . . . 73  
 The Mexican band is back in a Latin groove for this lively dance side. Slick, colorful and contagious. Coupling can do business if it gets support. (Emmi, BMI)

JERRY MERCER . . . **Blue Suede Shoes** . . . 74

MERCURY 70805—Carl Perkins' c.&w. waxing of this clever ditty is kicking up some sales-dust and this pop cover should get considerable play. Mercer warbles it with good-humor. (Hi Lo, BMI)  
**The Ghost of My Love** . . . 73  
 A pleasant vocal interpretation of a smart torcher with appealing lyrics. (Trinity, BMI)

HEY JACKSON QUINTET . . . **Sixteen Teen** . . . 74

JOSIE 789—A frantic bit aimed at teen-agers, the side does create excitement via this solid reading by chanter and combo. Placed on kid-location jukes, it could pull coin. (Myers, ASCAP)  
**Rock 'n' Roll March** . . . 69  
 Two-beat hymn to the musical idiom has a few moments but it's mostly a routine effort. Flip has a decided edge. (Famous, ASCAP)

BILL KENNY (MR. INK SPOT) . . . **Two Little Candles** . . . 73

VIK 0195—Expressive reading by Kenny on a moving ballad with effective lyrics. (Wemar, BMI)  
**Let Me Cry** . . . 72  
 Sincere warbling job on a briskly paced ballad with a lilting melody. (Ardmore, ASCAP)

THE HONEYDREAMERS . . . **A Patched-Up Heart** . . . 73

M-G-M 12178—This tone of the "patched-up heart that good as new" rocks and rolls with a solid beat. Crew swings in great style. (Instrumental, BMI)  
**Don't Send Me Away** . . . 70  
 Smooth and liquid harmonies from the crew on a pretty enough melody. Insistent piano and drum beat gives it the timely r.&b. stamp. (Instrumental, BMI)

WINIFRED ATWELL . . . **Poor People of Paris** . . . 72

LONDON 1628—A ragtime piano styling of the current hit in Miss Atwell's characteristic manner. Under her nimble fingers, the tune comes out piping hot, and is one of her most salable disks in over a year. (Connelly, ASCAP)  
**Stardust** . . . 67  
 The standard is styled in subdued, nostalgic manner not unlike Carmen Cavallaro's cocktail piano idiom. Pretty stuff. (MHS, ASCAP)

ARTIE WAYNE . . . **Che Si Dice (Who-Da-Ya-Say?)** . . . 71

LIBERTY 55010—Continental-flavored novelty, with typical accordion sounds and rousing choruses. (Amenra, ASCAP)  
**How Do I Love You?** . . . 70  
 Poetic lyric gets a warm vocal by Wayne, with tasteful backing. (Goday, BMI)

JACK CARROLL . . . **We Could Make Such**

**Beautiful Music Together** . . . 71  
 UNIQUE 329—A sensitive treatment of the standard. Band backs nicely with top-notch terp stuff the result. (Mellin, BMI)  
**Why Don't You Call Me?** . . . 69  
 Tune has a wonderful torchy quality. Carroll does a good enough job, tho it is definitely female material. (LaSalle, ASCAP)

DORI ANNE GRAY . . . **Pitts Pat Band** . . . 71

MERCURY 70801—A rhythmical two-beat novelty that ought to perk up many ears. The thrush makes the most of her material, and is aided by a gimmicky backing that listeners will find different and catchy. (HiL & Range, BMI)  
**Heartbreak Alley** . . . 66  
 A torchy ballad set to a slow r.&b. type backing. Miss Gray puts a lot of feeling into her reading, but the final impression is not too telling. (Sunbeam, BMI)

JIMMY RICKS AND THE RAVENS . . . **I'll Always Be in Love With You** . . . 70

JUBILEE 5237—Deep-voiced Ricks sings the oldie with warmth and conviction, while the Ravens provide provocative choral backing. (Shapiro-Bernstein, ASCAP)  
**(Take Me Back to My)**  
**Boots and Saddles** . . . 68  
 Smooth, effective warbling by Ricks and the Ravens on the nostalgic standard. (LaSalle, ASCAP)

TONY ROMANO . . . **Stars Fell on Alabama** . . . 70

SYCAMORE 102—Romano creates a pleasant and dreamy spell in the reading of this popular oldie. Disk carries illustrated cover. (MHS, ASCAP)  
**Matador** . . . 68  
 All the production trappings are here with big chorus and big ork showcas-  
 (Continued on page 58)





**DOT**

AMERICA'S HOTTEST LABEL

*Gives You  
Their Greatest*

*the  
Fontane  
Sisters*

*Sensational recording...*

"EDDIE  
MY  
LOVE"

*and*

"YUM  
YUM"

*Dot  
15450*

**Dot** RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600  
THE NATION'S BEST SELLING RECORDS



# TONY ROMANO'S 'Stars Fell on Alabama'

b/w

## "MATADOR"

### An Open Letter to Disc Jockeys



**PETER POTTER:**  
KNX-Columbia Network,  
KRCA, KLAC.  
"Tony Romano's great  
performance on 'Stars  
Fall on Alabama' should  
launch the new SYCA-  
MORE Record nationwide  
with a HIT!"



**JOHNNY MERCER:**  
"This is my idea how  
every record should  
sound!"



**JACK CARSON:**  
"Tony-Stars never really  
fell on Alabama--I'll you  
brought them down with  
your wonderful new  
SYCAMORE Record! They  
should elect you gov-  
ernor..."



**BILL BRENNAN:**  
Director, Jack Carson  
show, Peter Potter show.  
"Tony... who is doing  
the best singing he has  
ever done... and War-  
ner Brothers' Academy-  
winning Howard Jackson  
have put together not just  
good sides, but some  
great sides for Sycamore.  
'Stars Fall on Alabama'  
is a good sample... and  
don't miss 'Matador'."

Hollywood 4-6310

**Sycamore  
Records**

CABLE ADDRESS:  
6768 SELMA AVE.  
HOLLYWOOD 28, CALIF.      Suite 4 • 1548 North Highland Avenue • Hollywood 28, California

February 25  
1956

Disc Jockeys  
Radio Stations  
U S A

Dear DJ'S:

Many thanks for the wonderful reception you  
have given Sycamore's recording of Tony Romano singing  
... "STARS FELL ON ALABAMA."

Tony has just returned from a highly successful  
tour of twelve cities across America. Everywhere, the  
response has been most enthusiastic -- dealer interest  
and sales terrific.

Tony and I both greatly appreciate your generous  
co-operation in programming our first release!

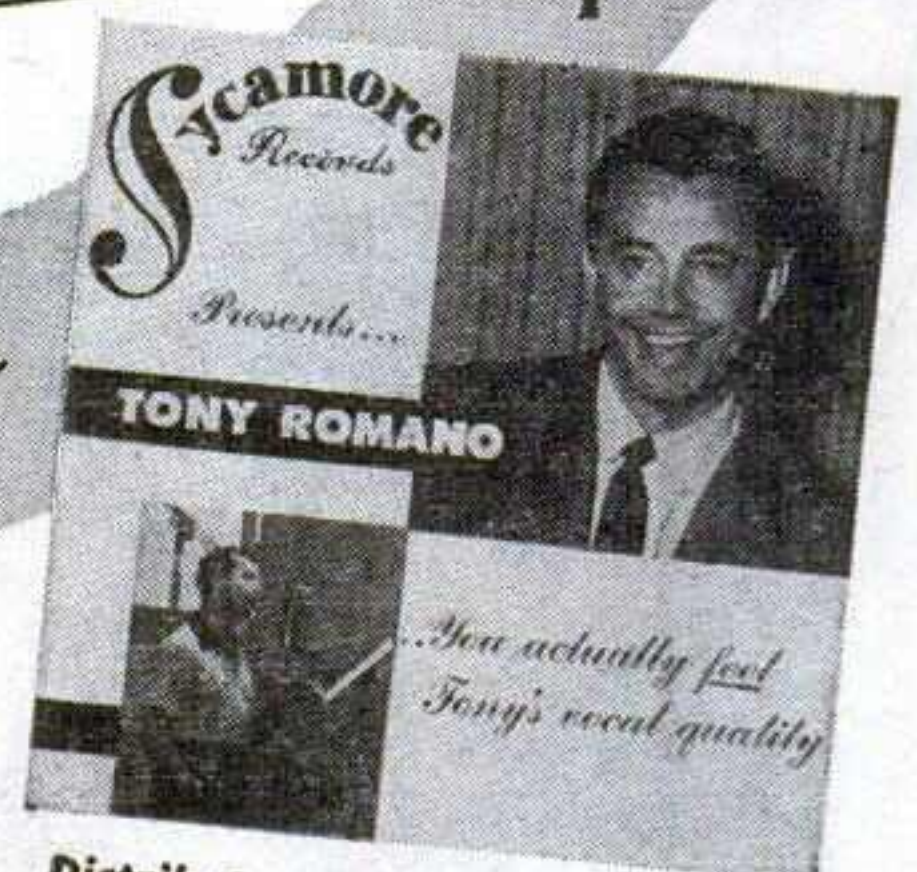
Most cordially,  
*Ralph Graves, Jr.*  
Ralph Graves, Jr.

Howard Jackson  
and His Orchestra

# Sycamore Records

Suite 4, 1548 N. Highland Ave., Hollywood 28, Calif.  
Cable Address: 6768 Selma Ave., Hollywood 28, Calif.  
Telephone: HOLLYWOOD 4-6310

**BARNEY McDEVITT**  
West Coast Representative



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### The Billboard Music Popularity Charts **POPULAR RECORDS** • *Reviews of New Pop Records*

• *Continued from page 54*

ing the spirited voice. (Commander, ASCAP)

**BOBBY SHARP**  
Baby Girl of Mine .....70  
WING 9056 — The label has just acquired this singer, and here he evinces considerable ability. This side is an attractive opus with some rocking piano in the background. Deejays will lend a ready ear. (Maggie, BMI)

Flowers, Mr. Florist....67  
The singer etches a lament of lost love with a nice assist from a vocal group. With stronger material, Sharp might stir up some noise. (Tee Pee, ASCAP)

**BUDDY HACKETT**  
Chinese Rock and Egg Roll .....70  
CORAL 61594—A funny idea that doesn't quite come off, tho the comic gives it the old Copa-try. Deejays should give it some initial spins since it makes for good mike chatter. (Hackett)

Ting Me a Tong....64  
Hackett baby-talks ("Sing Me a Song") his way thru a catchy tune with only so-so results. (Planetary, ASCAP)

**BILL SNYDER**  
11th Hour Melody .....69  
DECCA 29827—Both sides of this instrumental disk are from Snyder's "Music for Holding Hands" album. The pianist offers relaxed, listenable solo work on the lovely theme. Good mood music programming for deejays. (Paxton, ASCAP)

As Time Goes By....68  
Same comment. (Harms, ASCAP)

**RED NICHOLS ORK**  
Corby .....69  
CAPITOL 3354 — Cute instrumental novelty is played with a delicate bounce by Nichols' new forces. (Longridge, ASCAP)

The Wall of the Winds....67  
With choral and string backdrop, the great pioneer jazz trumpeter makes rare use of a mute to wail out this moody non-jazz piece. Good spin fare. (Witmark, ASCAP)

**LALO GUERRERO ORK**  
I Would Rather Cha Cha .....69  
REAL 1305—Nice, sedate performance of this cha cha, with a vocal. (Southern, ASCAP)

Te Adoro....67  
A leisurely paced Latin item, with an English vocal. Adequate. (Real-American, BMI)

**BILLY FIELDS**  
I've Gotta Love Ya .....68  
M-G-M 12187—Personable vocalizing on an attractive ballad. (Weiss & Barry, BMI)

Lady on an Island....67  
Okay warbling stint on an appealing little tune with a lightly swinging beat. (Planetary, ASCAP)

**THE COQUETTES**  
Tenor Man! .....68  
VICTOR 6439—The girls engage in sassy repartee with the tenor sax soloist here, and the effect sometimes is amusing. A rhythm side with rock 'n' roll flavor that teen-agers respond to readily. (Trinity, BMI)

It's Time to Go....66  
A pretty tune that inspires a competent, relaxed harmony job. Listenable, tho not overly strong from a commercial point of view. (Trinity, BMI)

**STEVE BARRIE**  
Flowers Mean Forgiveness .....68  
TABB 1004—Barrie, a gent with a familiar set of pipes, does a mighty smooth job on this attractive new ballad, but Frank Sinatra, connected with the label, has also cut the tune. (Barton, ASCAP)

Goodbye, Gal! Goodbye!....65  
Bouncy two-step, with a real old-fashioned handclap gimmick, is sung easily by Barrie. It makes for okay interim listening. (Barton, ASCAP)

**JOE ALLEGRO**  
Penny, Nickel, Dime, Quarter (On a Teen-Age Date) .....68  
RONNEX 1004 — The Bob Crewe original of this has yet to show significant action, and while this one has plenty of life, it will take hefty pushing to break it thru.

Gimme-Gim....60  
Old-timey song essayed with a rock and roll flavor. A lively but unlikely side.

**SYLVIA MARIE, JACK LOOS AND DICK SHOWALTER**  
Twelfth Street Rag .....67  
WEB 1057—Lively instrumental reading of the great standard. Instruments are organ, accordion and drums. (Shapiro-Bernstein, ASCAP)

Limehouse Blues....67  
Another great standard gets an interesting instrumental reading. (Harms, ASCAP)

**BEASLEY SMITH ORK**  
The Old Spinning Wheel .....67  
DOT 15447—The oldie is spruced up with a vigorous Latin beat and arrangement, and comes up as a bright, listenable dance instrumental. Vocal is handled by chorus. (Shapiro-Bernstein, ASCAP)

My Foolish Heart....66  
Another popular standard that has perennial appeal in juke boxes. The melody is voiced by tenor sax and is read with quiet nostalgia. (Sandy-Joy, ASCAP)

**BILL NORMAN**  
Ring Out Wild Bells .....67  
MAZE 1012—A big production as made out of this material. Norman builds a song in the grand manner of

a Roy Hamilton. He has fine potential as a singer. (Maze, BMI)

If You'd Be Mine....64  
More on the intimate side, Norman shows he has more than one way with a song. He sings with heart and above-average vocal skill. Material here offers little to work with. (Maze, BMI)

**MARIA COLE**  
No School Tomorrow....67  
CAPITOL 3351—A tune that could have been written for Nat Cole is chirped by his missus. Maria has an interesting, husky quality. (Northern, ASCAP)

Just the Boy....66  
The Queen of Cole has a driving beat that's quite attractive in this rockin' tune. (Roosevelt, BMI)

**TOMMY MARA**  
I Get a Kick Out of You .....66  
M-G-M 12181—Mara reads the Cole Porter tune soberly and with few refinements of style. He has a pleasant voice and would be interesting enough in more apt material. (Harms, ASCAP)

The House That I Saw in the Ad....64  
A quiet, sentimental tune styled simply and in a mellow manner by the singer. Fairly light sales on this one. (Bourne, ASCAP)

**SELDEN REED**  
Smiling at the Man in the Moon .....64  
CI-SUM 11576—Vocal group known as the Hollidaze work out on this side. Tune swings nicely with piano backing.

It's Not Safe Around Our House Any More....62  
This refers to the little cowboy who's ruling the roost. The idea was cute but the result has little commercial value.

**RALPH FAY ORK**  
Groovin' Reuben Goodbye .....63  
M-G-M 12179—Remember the nursery  
(Continued on page 60)

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# The Billboard Music Popularity Charts

## COUNTRY & WESTERN RECORDS

### • This Week's Best Buys

**I'VE CHANGED** (Driftwood, BMI)  
**IF YOU DO, DEAR** (Driftwood, BMI)—Carl Smith—Columbia 21493  
 Smith is following up a long line of hits with another solid seller that has all the marks of a chart leader. In its first two weeks, Atlanta, Richmond, Nashville, Durham and other key Southern markets reported strong sales. Northern centers like Chicago, St. Louis, Cincinnati also found volume very good. Most action has been on "I've Changed" so far. A previous Billboard "Spotlight" pick.

**POOR PEOPLE OF PARIS** (Jean's Song) (Connelly, ASCAP)—Chet Atkins—RCA Victor 6366  
 While this disk has been available for about six weeks, it has only recently been hitting its stride. The popularity of this tune in the pop field has naturally boosted the potential of Atkins' waxing. Now it is selling in increasingly large volumes, according to retail and one-stop sources thruout the South. Flip is "Honey" (Feist, ASCAP).

### • Review Spotlight on . . .

#### RECORDS

##### DAVE RICH

**Darling, I'm Lonesome** (Tannen, BMI)  
**I'm Glad** (Athens, BMI)—RCA Victor 6435—Rich shows a remarkable nasal quality on both these sides that's bound to win him plenty of attention. On top there's an emotional plea voiced in extremely moving tones while the flip side swings with those same impressive twanging sounds. Both sides look like real comers.

### • Reviews of New C & W Records

**SONNY JAMES**  
**My Stolen Love** . . . . .78  
 CAPITOL 3357—A strong country weeper on a proven theme. Sonny James belts out the sad story very effectively. (Central, BMI)  
**For Rent (One Empty Heart)** . . . . .75  
 A bright song on a cute idea. There's a touch of boogie in the beat. An interesting side. (Vanguard, BMI)

**SONNY BURNS**  
**Girl of the Streets** . . . . .77  
 STARDAY 223 — Admirably frank and sympathetic about the lot of this particular gal forced to go wrong, this ballad could give some of the rural roustabouts cause for thought. Burns does real fine job of piping. (Starrite, BMI)  
**Satan's A-Waitin'** . . . . .74  
 Another ditty concerned with morality. Burns hands the bouncer a pleasant ride. More good listening. (Starrite, BMI)

**RITA ROBBINS**  
**How Long?** . . . . .75  
 VICTOR 6440—The gal does an appealing, pulsating job here with some multi-track harmony too. Fine coverage on a quality country throbber. (Hill & Range, BMI)  
**Miss the Love**  
**(That I've Been Dreaming Of)** . . . . .72  
 Country thrush does a sock job on the r.&b. tune, with the results leaning toward the pop idiom. May have trouble finding the right market. (Jay & Cee, BMI)

**CHARLIE GORE**  
**Stumbling Block** . . . . .74  
 KING 4879—Up-tempo blues, Southern style, make potent material for this young up-and-coming artist. The catchy riff and the strong beat are very appealing, and Gore sells all the way. (Jay & Cee, BMI)  
**Dark As a Dungeon** . . . . .73  
 Since the success of "Sixteen Tons," mining songs like this one are enjoying a great vogue. The lyrics and beat make an impression, and Gore again does a good job. Both sides have juke box potential. (Lois, BMI)

**ONIE WHEELER**  
**I Tried and Tried** . . . . .74  
 COLUMBIA 21500—Lyric tells a sad story of what a woman can do to a man. Authentic country sound, with a sacred touch to it. Deejays who like the genuine article will spin it. (Peer, BMI)  
**No, I Don't Guess I Will** . . . . .71  
 She cheated him but he's still chasing her. This theme is done in country

blues style. Not as effective as the flip. (Golden West, BMI)

**HANK LOCKLIN**  
**A Good Woman's Love** . . . . .74  
 VICTOR 6434—Here's a great testament to what a good woman can do for a man. Locklin sings with great conviction. (Delmore, ASCAP)  
**I'm a Fool** . . . . .69  
 Standard love-sick styled country fare here. Voice sounds gifted enough but lyrics are strictly routine. (Valley, BMI)

**BOB CORLEY**  
**Bermuda Bound** . . . . .73  
 VICTOR 6438—Comedy monolog by  
 (Continued on page 60)

### • C & W Territorial Best Sellers

For survey week ending February 15

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. I Don't Believe You've Met My Baby, Louvin Brothers, Cap.
3. Eat, Drink and Be Merry, P. Wagoner, Vic.
4. Love, Love, Love, W. Pierce, Dec.
5. I Feel Like Cryin', C. Smith, Col.
6. Why, Baby, Why?, R. Sovine-W. Pierce, Dec.
7. I Forgot to Remember to Forget, E. Presley, Vic-Sun

#### Charlotte

1. I Don't Believe You've Met My Baby, Louvin Brothers, Cap.
2. Why, Baby, Why?, R. Sovine-W. Pierce, Dec.
3. I Forgot to Remember to Forget, E. Presley, Vic-Sun
4. I Want to Be Loved, Johnnie & Jack, Vic.
5. Love, Love, Love, W. Pierce, Dec.
6. Eat, Drink and Be Merry, P. Wagoner, Vic.
7. I've Kissed You My Last Time, K. Wells, Dec.
8. S O S, Johnnie & Jack, Vic.
9. You're Free to Go, C. Smith, Col.
10. Run Boy, R. Price, Col.

#### Dallas-Fort Worth

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. I Forgot to Remember to Forget, E. Presley, Vic-Sun
4. Why, Baby, Why?, R. Sovine-W. Pierce, Dec.
5. Eat, Drink and Be Merry, P. Wagoner, Vic.
6. Just Call Me Lonesome, E. Arnold, Vic.
7. I'm Movin' In, H. Snow, Vic.
8. Why, Baby, Why?, G. Jones, Sdy.
9. Satisfied Mind, P. Wagoner, Vic.

#### Houston

1. What Am I Worth?, G. Jones, Sdy.
2. Only You, Only You, C. Walker, Dec.
3. Love, Love, Love, W. Pierce, Dec.
4. You Are the One, L. Payne, Sdy.
5. Sixteen Tons, T. Ernie, Cap.
6. Seasons of My Heart, J. Newman, Dot
7. Why, Baby, Why?, G. Jones, Sdy.
8. Not Anymore, T. Lee & A. Terry, Hic.

#### Memphis

1. Blue Suede Shoes, C. Perkins, Sun
2. Yellow Roses, H. Snow, Vic.
3. Sixteen Tons, T. Ernie, Cap.
4. Cry, Baby, Cry, George & Earl, Mer.
5. Tennessee Toddy, M. Robbins, Col.
6. You're Free to Go, C. Smith, Col.

#### Nashville

1. Why, Baby, Why?, R. Sovine-W. Pierce, Dec.
2. I Don't Believe You've Met My Baby, Louvin Brothers, Cap.
3. Eat, Drink and Be Merry, P. Wagoner, Vic.
4. Sixteen Tons, T. Ernie, Cap.
5. I Forgot to Remember to Forget, E. Presley, Vic-Sun
6. Tennessee Toddy, M. Robbins, Col.
7. Trouble in Mind, E. Arnold, Vic.

#### New Orleans

1. Blue Suede Shoes, C. Perkins, Sun
2. I Don't Believe You've Met My Baby, Louvin Brothers, Cap.
3. Sixteen Tons, T. Ernie, Cap.
4. Trouble in Mind, E. Arnold, Vic.
5. I Forgot to Remember to Forget, E. Presley, Vic-Sun
6. You and Me, R. & B. Foley, Dec.

#### Richmond, Va.

1. Sixteen Tons, T. Ernie, Cap.
2. Mainliner, H. Snow, Vic.
3. You and Me, R. & B. Foley, Dec.
4. Folsom Prison Blues, J. Cash, Sun
5. Love, Love, Love, W. Pierce, Dec.
6. Run Boy, R. Price, Col.

#### St. Louis

1. I Forgot to Remember to Forget, E. Presley, Vic-Sun
2. Why, Baby, Why?, R. Sovine-W. Pierce, Dec.
3. Love, Love, Love, W. Pierce, Dec.
4. Sixteen Tons, T. Ernie, Cap.
5. Why, Baby, Why?, G. Jones, Sdy.
6. Blue Suede Shoes, C. Perkins, Sun



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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Hank Snow kicked off a two-week tour of the Northwest, West and Canada at Fort Frances, Ont., last Wednesday (15). Trek winds up at the Public Auditorium, Portland, Ore., March 1. This Wednesday (22), Hank and his combo play Edmonton, Alta., and follow in order with Calgary, Alta., 23; Red Deer, Alta., 24; Taber, Alta., 25; Billings, Mont., 26; Idaho Falls, Idaho, 27; Twin Falls, Idaho, 28; closing in Portland March 1. Hank's son, Jimmie Rodger Snow, severely injured in a recent auto crash, when another driver, fleeing the police in a stolen car, crashed into his auto, is on the mend, but it will be some time before he'll be able to resume work.

Little Jimmy Dickens and His Country Boys, with Del Wood and Ann Raye, have just concluded a successful swing thru Mississippi and Louisiana for promoter Yankee Barhanovich. On February 29, Ferlin Huskey, Cowboy Copas, Mac Wiseman, Dale Potter and Ike Inman will work a benefit show in Biloxi, Miss., under Yankee's direction. . . . Herb Schucher, former personal manager for Carl Stuart, and now serving in a similar capacity for Jim Reeves, has closed out his business affairs in Boston and has taken up permanent residence in Nashville. . . . Tiny Moore, former fiddler and mandolin player with Bob Wills and His Texas Playboys, is now managing Wills Point Ballroom, Sacramento, Calif. He fills in on Saturday nights with the Billy Jack Wills band.

Johnny Cash is set for 15 days in March with Ferlin Huskey on a jaunt thru the Carolinas, Florida and Georgia. . . . Mac Wiseman filled in for Carl Smith and Goldie Hill on Sheriff Davis' show in Norfolk recently, when fog held up the latter's plane from Nashville. Others on the show, which attracted nearly 6,000 stub-holders, were Porter Wagoner, Tommy Collins, Charlene Arthur and Sonny James. . . . Doc Hopkins, formerly with WLS and WJJD, Chicago, has as his first release on Alma Records an album of eight sacred songs. Besides his show on Mexican border stations, Hopkins has a five-year pact for a syndicated coast-to-coast transcribed show for the W. Glen Beavers Agency. Hopkins is managed by Slim Turner.

Paul Davis, one of M-G-M's newer artists, has just had his second release on that label, "I'm on the Loose" b.w. "That Ain't Hard to Take." . . . Charlie Walker, of KMAC, San Antonio, on his visit to Nashville February 11, to appear as a feature on the Prince Albert portion of "Grand Ole Opry," cut several new sides for Decca. His latest on that label is "Only You, Only You" b.w. "You Can't Get There From Here." . . . Hank Snow Enterprises and Jamboree Attractions, headed by Col. Tom Parker, are enlarging their offices and augmenting their staff at their headquarters in Madison, Tenn. Booming business is given as the reason for the spread.

The Wilburn Brothers, Doyle and Teddy, are reported leaving the Faron Young org as of March 1 to go it on their own. . . . Slim Whitman is slated to leave for England next week for six weeks of personal. If arrangements can be completed, he plans to go to Australia from there. . . . Whitey Pullen, band manager at the Red Barn, Anchorage, Alaska, was in Nashville recently for the purpose of signing "Grand Ole Opry" talent

for personal in Alaska territory. He flew back to the States with Ray Price, who had just concluded a bang-up five-day stand in Anchorage. It was the success of Price's engagement that prompted Pullen to try a guest-a-month idea.

"I guess press agents aren't entitled to personal opinions," writes Johnny F. Dolan, who beats the publicity drums for "Big D Jamboree," Dallas. "However, I'd like to go on record in saying that Hank Locklin's next release, "A Good Woman's Love," will be one of the biggest tunes to come out in quite awhile. If Hank's doesn't make it, I'll bet some others cover it, and one way or the other it'll make the charts. Of course, I said the same thing about "16 Tons," "Why, Baby, Why?," "Deep in the Heart of Texas," "The Marine's Hymn" and "Shortnin' Bread." Speaking of unusual records, Johnny Hicks has one just about ready. It has something to do with a local stripper who recently shot her husband, and later mixed it up with another exotic. It made headlines locally, and Hicks has a "Frankie and Johnnie"-type ballad working out of it."

With the house scaled at \$1.25 and \$1.50 on the advance sale (25 cents higher at the gate), more than 6,000 people jammed Denver's City Auditorium Annex Sunday night, February 12, for the wind-up of the tour of A. V. Bamford's "Grand Ole Opry" package featuring Lefty Frizzell, Ferlin Huskey and Simon Crum, Minnie Pearl and Marvin Rainwater. Also on the bill were Morey Davolt, owner of Station KLAQ, Lakewood, Colo., and His Ranch Hands. The Bamford unit played Pueblo, Colo., and Albuquerque, N. M., before the Denver stop. During the Denver stand, Rainwater made a guest appearance on KLAQ in suburban Lakewood.

Lulu Bell Si, of WISH-TV, Indianapolis, did a guest shot on the Pee Wee King TV'er over WBBM, Chicago, February 11. Her newest release on the Cactus label is "Stop, Look and Listen" b.w. "That's What I Love About You." . . . Appearing weekly with Bill Carter and the Hometown Boys at Riverbank Clubhouse, Riverbank, Calif., are Foreman Bill, of KECC, Pittsburg, Calif., and Cousin Ralph Daly, of KSTN, Stockton, Calif. New in the Hometown Boys' lineup is fiddler Tiny Sawyer. Other members are Ralph Keith, lead guitar; Laman Davis, steel guitar; Johnny Mac, drums; Jim Pierce, piano; and Carter, rhythm guitar. Carter's new Republic platter is "By the Sweat of My Brow" b.w. "You Ain't Got My Address." . . . Jimmy and Johnny, after a swing around with Webb Pierce, returned Saturday (18) to "Big D Jamboree," Dallas.

The Country Swing Kings, featuring Betty Lou Steele on piano and Guy Pine on drums, have just begun their fifth year at Kenney's Barn Dance Hall, near Snohomish, Wash. . . . Cowboy Howard Vokes, of Vokes Music, New Kensington, Pa., has taken over the management of Buddy Moore and His Hillsdale Hillbillies, featuring Tommy Maresky, who are heard regularly over WFBG-TV, Altoona, Pa. Maresky is slated for an early session for Round-Up Records to cut "Counting Up to 10," written by Bob Strack, deejay at KIMO, Independence, Mo.

Elvis Presley, Justin Tubbs, the Carter Sisters and Benny Martin are set for the Florida Theater, Sarasota, Fla., February 21, where Eddy Arnold pulled a houseful February 8. . . . Jimmy Dunklin,

whose Rockin' Rhythm Boys hold forth each Friday and Sunday nights at the Village Barn, Sarasota, Fla., has just assigned two of his songs to Four-Star Sales. Dunklin and his lads are inked to play the Sarasota Rodeo February 26-27. . . . Jack Swanson, who sings "Let's Make a Fair Trade" under the name of Tommy Tompkins on BSD records, reports that the tune is being cut in Canada on the RCA Victor label. Swanson owns San-Lyn Music (BMI), Syracuse. Dave G. Ruf, of Westport Enterprises, Inc., Kansas City Mo., now in the throes of lining up distributors for his Westport Records label, reports that the firm has taken on the distribution of White's Super Geiger Counter in Missouri, Illinois, Arkansas, Oklahoma and Kansas. The firm is making sports shows with the counter.

The Davis Sisters' new RCA Victor release is "Blues for Company," written by Martha Carson. . . . Jim Reeves' newest on the RCA Victor label is "That's a Sad Affair" b.w. "If You Were Mine." . . . Kenny Wilder, just discharged from the Air Force, is heading back to Nashville to resume his country music career. He has been a deejay with the Armed Forces Radio Network the last four years, while working an occasional tour, during leaves, with his band, the Rythm Wranglers.

### Reviews of New C & W Records

#### Continued from page 59

Corley makes a bright novelty for deejay programming. The lines tell the humorous story of a Bermuda trip aboard ship. (Stars, BMI)

Jury Duty. . . . 71

Another talking side in that homespun type of comedy. (Stars, BMI)

#### BILLY WALKER

Whirlpool. . . . 72

COLUMBIA 21499—The fancy, rather tricky vocal styling here attracts attention from the outset. Set to a heavy stomping beat, the tune makes a fine vehicle for Walker. (American, BMI)

Go Ahead and Make Me Cry. . . . 71

A melodic weeper, in which the singer admits that he is helpless and has to submit to the tortures meted out by his unfaithful girl. A convincing performance. (Acuff-Rose, BMI)

JIMMY AND DOROTHY BLAKLEY

Sorry for You. . . . 70

STARADAY 221—Effective country harmonizing here, with a very heavy beat in back. Could do some business in the artists' own locale. (Starrite, BMI)

Ping Pong. . . . 62

Old-timey melody is the basis for some so-so material, not too well recorded. (Starrite, BMI)

ANDREWS BROTHERS

Store Bought. . . . 69

M-G-M 12184—The boys don't want any of the refinements and subtle transformations of beauty aids on the gal of their choice. A cute side that should earn spins. (Acuff-Rose, BMI)

Why Don't You Forget About Me. . . . 62

Tuneful ballad is harmonized in close country style by the boys. Filler stuff. (Acuff-Rose, BMI)

### Reviews of New Pop Records

#### Continued from page 58

tune, "Reuben, Reuben, I've Been Thinking?" Mary Osborne gives it a slightly modernized set of lyrics and up-to-date styling here. Won't carry much weight in today's market. (Stew, BMI)

Linger Awhile. . . . 61

The iddle is given a rather conventional big band arrangement, and doesn't add much that hasn't been said before. Some of Mary Osborne's running comments on guitar are of interest. (Felix, ASCAP)

THE MUSIC MIXERS

Rock Around a Rosie. . . . 60

UNIVERSAL 101—The rock and roll theme as coupled to this kiddie song doesn't come off too well.

THE SEXTETERS

I'm Not Gonna Worry Anymore. . . . 60

The melody has a good rhythm; but there is nothing too persuasive in this disk.

### Best Sellers in Stores

For survey week ending February 15

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This Week	Weeks on Chart	Record	Points
1.	<b>2</b>	<b>I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley</b> . . . . .	24
		Mystery Train (BMI)—Vic 20-6357-Sun 223	
2.	<b>3</b>	<b>WHY, BABY, WHY? (BMI)—R. Sovine &amp; W. Pierce</b> . . . . .	10
		Missing You (BMI)—Dec 29755	
3.	<b>3</b>	<b>LOVE, LOVE, LOVE (BMI)—W. Pierce</b> . . . . .	23
		IF YOU WERE ME (BMI)—Dec 29662	
4.	<b>1</b>	<b>SIXTEEN TONS (BMI)—Tennessee Ernie</b> . . . . .	16
		You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262	
5.	<b>5</b>	<b>EAT, DRINK AND BE MERRY (BMI)—P. Wagoner</b> . . . . .	13
		Let's Squiggle (BMI)—Vic 20-6289	
6.	<b>6</b>	<b>I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers</b> . . . . .	5
		In the Middle of Nowhere (BMI)—Cap 3300	
7.	<b>7</b>	<b>YOU'RE FREE TO GO (ASCAP)—C. Smith</b> . . . . .	11
		I FEEL LIKE CRYIN' (BMI)—Col 21462	
8.	<b>8</b>	<b>YOU AND ME (BMI)—R. Foley &amp; K. Wells</b> . . . . .	5
		NO ONE BUT YOU (BMI)—Dec 29740	
9.	<b>10</b>	<b>FOLSOM PRISON BLUES (BMI)—J. Cash</b> . . . . .	2
		SO DOGGONE LONESOME (BMI)—Sun 232	
10.	<b>14</b>	<b>BLUE SUEDE SHOES (BMI)—C. Perkins</b> . . . . .	2
		Honey, Don't (BMI)—Sun 234	
11.	<b>8</b>	<b>I'M MOVIN' IN (BMI)—H. Snow</b> . . . . .	3
		THESE HANDS (BMI)—Vic 20-6379	
12.	<b>15</b>	<b>ALL RIGHT (BMI)—F. Young</b> . . . . .	29
		Go Back, You Fool (BMI)—Cap 3169	
13.	<b>—</b>	<b>WHY, BABY, WHY? (BMI)—G. Jones</b> . . . . .	10
		Seasons of My Heart (BMI)—Starday 202	
14.	<b>12</b>	<b>JUST CALL ME LONESOME (BMI)—E. Arnold</b> . . . . .	28
		That Do Make It Nice (BMI)—Vic 20-6198	
15.	<b>—</b>	<b>RUN BOY (BMI)—R. Price</b> . . . . .	1
		You Never Will Be True (BMI)—Col 21474	

### Most Played in Juke Boxes

For survey week ending February 15

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

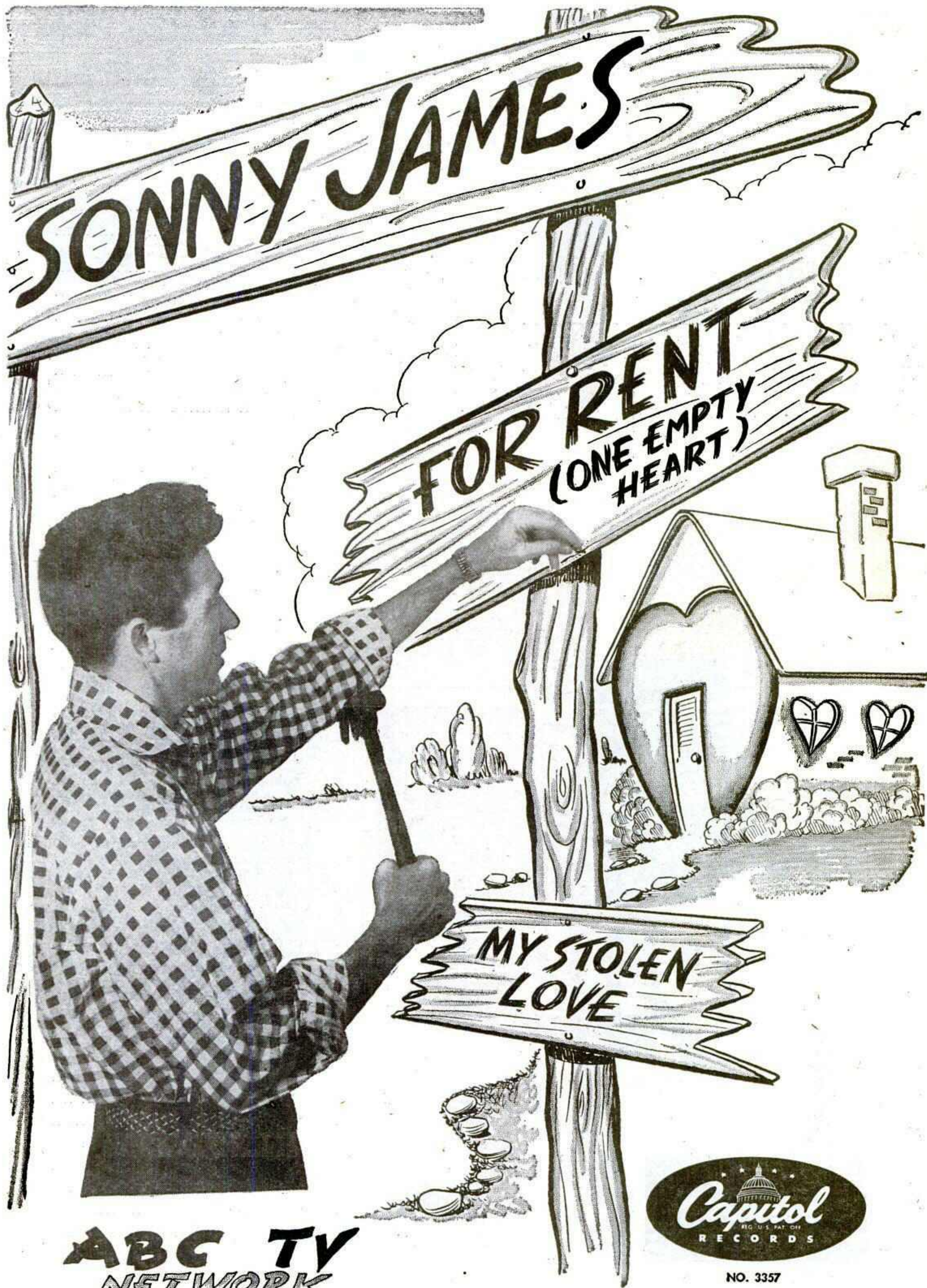
This Week	Weeks on Chart	Record	Points
1.	<b>3</b>	<b>WHY, BABY, WHY? (BMI)—R. Sovine &amp; W. Pierce</b> . . . . .	7
		Missing You (BMI)—Dec 29755	
2.	<b>2</b>	<b>I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley</b> . . . . .	15
		MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223	
3.	<b>1</b>	<b>SIXTEEN TONS (BMI)—Tennessee Ernie</b> . . . . .	14
		You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262	
4.	<b>5</b>	<b>EAT, DRINK AND BE MERRY (BMI)—P. Wagoner</b> . . . . .	11
		Let's Squiggle (BMI)—Vic 20-6289	
5.	<b>4</b>	<b>LOVE, LOVE, LOVE (BMI)—W. Pierce</b> . . . . .	21
		IF YOU WERE ME (BMI)—Dec 29662	
6.	<b>6</b>	<b>YOU'RE FREE TO GO (ASCAP)—C. Smith</b> . . . . .	6
		I FEEL LIKE CRYIN' (BMI)—Col 21462	
7.	<b>7</b>	<b>WHY, BABY, WHY? (BMI)—G. Jones</b> . . . . .	15
		Seasons of My Heart (BMI)—Starday 202	
8.	<b>10</b>	<b>WHAT AM I WORTH? (BMI)—G. Jones</b> . . . . .	5
		Still Hurtin' (BMI)—Starday 216	
9.	<b>9</b>	<b>THESE HANDS (BMI)—H. Snow</b> . . . . .	2
		I'M MOVIN' IN (BMI)—Vic 20-6379	
10.	<b>—</b>	<b>I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers</b> . . . . .	1
		In the Middle of Nowhere (BMI)—Cap 3300	
11.	<b>—</b>	<b>YOU AND ME (BMI)—R. &amp; B. Foley</b> . . . . .	1
		NO ONE BUT YOU (BMI)—Dec 29740	

### Most Played by Jockeys

For survey week ending February 15

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

This Week	Weeks on Chart	Record	Points
1.	<b>2</b>	<b>LOVE, LOVE, LOVE—W. Pierce</b> . . . . .	22
		Dec 29662—BMI	
2.	<b>1</b>	<b>WHY, BABY, WHY?—R. Sovine &amp; W. Pierce</b> . . . . .	11
		Dec 29739—BMI	
3.	<b>6</b>	<b>I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers</b> . . . . .	7
		Cap 3300—BMI	
4.	<b>4</b>	<b>I FORGOT TO REMEMBER TO FORGET—E. Presley</b> . . . . .	20
		Vic 20-6357, Sun 223—BMI	
5.	<b>3</b>	<b>SIXTEEN TONS—Tennessee Ernie</b> . . . . .	15
		Cap 3262—BMI	
6.	<b>11</b>	<b>WHY, BABY, WHY?—G. Jones</b> . . . . .	12
		Starday 202—BMI	
7.	<b>5</b>	<b>EAT, DRINK AND BE MERRY—P. Wagoner</b> . . . . .	13
		Vic 20-6289—BMI	
8.	<b>8</b>	<b>RUN BOY—R. Price</b> . . . . .	7
		Col 21474—ASCAP	
9.	<b>7</b>	<b>THESE HANDS—H. Snow</b> . . . . .	4
		Vic 20-6379—BMI	
10.	<b>9</b>	<b>YOU AND ME—R. &amp; B. Foley</b> . . . . .	2
		Dec 29740—BMI	
11.	<b>12</b>	<b>FOLSOM PRISON BLUES—J. Cash</b> . . . . .	3
		Sun 232—BMI	
12.	<b>10</b>	<b>YOU'RE FREE TO GO—C. Smith</b> . . . . .	12
		Col 21462—ASCAP	
13.	<b>—</b>	<b>BLUE SUEDE SHOES—C. Perkins</b> . . . . .	1
		Sun 234—BMI	
14.	<b>15</b>	<b>SO DOGGONE LONESOME—J. Cash</b> . . . . .	2
		Sun 232—BMI	
15.	<b>13</b>	<b>IT'S A GREAT LIFE—F. Young</b> . . . . .	12
		Cap 3258—BMI	



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**NETWORK**  
**Ed McLemore**  
 Personal Manager



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**BILLY BROOKS**

singing

**"This Is My Prayer"**

b/w

**"I Want Your Love Tonight"**

DUKE #149



**Hear  
LITTLE RICHARD**

with

**ANOTHER HIT**

**"DIRECTLY FROM MY  
HEART TO YOU"**

b/w

**"LITTLE RICHARD'S BOOGIE"**

Peacock  
#1658

**THE SPIRIT OF  
MEMPHIS**

sing

**"HE WILL NEVER  
LET ME FALL"**

b/w

**"I TELL IT"**

Peacock #1754

**PEACOCK RECORDS, Inc.**  
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Original Version!*

**'EDDIE  
MY LOVE'**

**The Teen Queens**

**453**

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**The Billboard Music Popularity Charts  
RHYTHM & BLUES RECORDS**

**• Best Sellers in Stores**

For survey week ending February 15

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	<b>GREAT PRETENDER (BMI)—Platters</b> . . . . . I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1	11
2.	<b>TUTTI FRUTTI—Little Richard</b> . . . . . I'm Just a Lonely Guy—Specialty 561	2	14
3.	<b>SPEEDOO (BMI)—Cadillacs</b> . . . . . Let Me Explain (BMI)—Josie 785	3	8
4.	<b>WHY DO FOOLS FALL IN LOVE? (BMI)— Teen-Agers</b> . . . . . Please Be Mine (BMI)—Gee 1002	8	2
5.	<b>SEVEN DAYS (BMI)—C. McPhatter</b> . . . . . I'm Not Worthy of You (BMI)—Atlantic 1981	5	8
6.	<b>DEVIL OR ANGEL (BMI)—Clovers</b> . . . . . HEY, DOLL BABY (BMI)—Atlantic 1083	4	4
7.	<b>BO WEEVIL (BMI)—F. Domino</b> . . . . . DON'T BLAME IT ON ME (BMI)—Imperial 5375	6	3
8.	<b>EDDIE MY LOVE (BMI)—Teen Queens</b> . . . . . Just Goofed (BMI)—RPM 453	13	2
9.	<b>JIVIN' AROUND (PARTS I &amp; II) (BMI)— E. Freeman</b> . . . . . Cash 1017	9	8
10.	<b>AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed</b> . . . . . Baby, Don't Say That No More (BMI)—Vee Jay 168	7	3
11.	<b>NEED YOUR LOVE SO BAD (BMI)— Little Willie John</b> . . . . . Home At Last (BMI)—King 4841	10	7
12.	<b>DROWN IN MY OWN TEARS (BMI)—R. Charles</b> . . . . . Mary Ann (BMI)—Atlantic 1085	—	1
13.	<b>I'LL BE HOME (BMI)—Flamingos</b> . . . . . Need Your Love (BMI)—Checker 830	11	2
14.	<b>SEE YOU LATER, ALLIGATOR (BMI)—B. Haley</b> . . . . . Paper Boy (ASCAP)—Dec 29791	14	2
15.	<b>I DON'T WANT NOBODY (BMI)—E. &amp; B. Johnson</b> . . . . . Doot, Doot, Dow (BMI)—Mercury 70775	—	1

**• Most Played in Juke Boxes**

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This Week		Last Week	Weeks on Chart
1.	<b>GREAT PRETENDER (BMI)—Platters</b> . . . . . I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1	6
2.	<b>SEVEN DAYS (BMI)—C. McPhatter</b> . . . . . I'm Not Worthy of You (BMI)—Atlantic 1081	2	6
3.	<b>TUTTI FRUTTI (BMI)—Little Richard</b> . . . . . I'm Just a Lonely Guy (BMI)—Specialty 561	3	10
4.	<b>DEVIL OR ANGEL (BMI)—Clovers</b> . . . . . HEY, DOLL BABY (BMI)—Atlantic 1083	—	1
5.	<b>JIVIN' AROUND (PARTS I &amp; II) (BMI)— E. Freeman</b> . . . . . Cash 1017	6	3
6.	<b>SPEEDOO (BMI)—Cadillacs</b> . . . . . Let Me Explain (BMI)—Josie 785	5	5
7.	<b>CHICKEN AND THE HAWK (BMI)—J. Turner</b> . . . . . MORNING, NOON AND NIGHT (BMI)— Atlantic 1080	—	4
8.	<b>APRIL IN PARIS (ASCAP)—C. Basie</b> . . . . . Roll 'Em, Pete (ASCAP)—Clef 89162	—	2
9.	<b>AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed</b> . . . . . Baby, Don't Say That No More (BMI)—Vee Jay 168	10	2
10.	<b>HANDS OFF (BMI)—J. McShann-P. Bowman</b> . . . . . Another Night (BMI)—Vee Jay 155	4	14

**• Most Played by Jockeys**

For survey week ending February 15

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.	<b>GREAT PRETENDER—Platters</b> . . . . . Mercury 70753—ASCAP	1	9
2.	<b>TUTTI FRUTTI—Little Richard</b> . . . . . Specialty 561—BMI	2	13
3.	<b>SEVEN DAYS—C. McPhatter</b> . . . . . Atlantic 1081—BMI	3	8
4.	<b>HANDS OFF—J. McShann-P. Bowman</b> . . . . . Vee Jay 155—BMI	4	15
5.	<b>AIN'T THAT LOVIN' YOU, BABY?—J. Reed</b> . . . . . Vee Jay 168—BMI	6	3
6.	<b>SPEEDOO—Cadillacs</b> . . . . . Josie 785—BMI	5	5
7.	<b>DEVIL OR ANGEL—Clovers</b> . . . . . Atlantic 1083—BMI	7	4
8.	<b>BO WEEVIL—F. Domino</b> . . . . . Imperial 5375—BMI	10	2
9.	<b>DON'T BLAME IT ON ME—F. Domino</b> . . . . . Imperial 5375—BMI	15	3
9.	<b>TROUBLE NO MORE—M. Waters</b> . . . . . Chess 1612—BMI	—	4
11.	<b>SEE YOU LATER, ALLIGATOR—B. Haley</b> . . . . . Dec 29791—BMI	13	3
12.	<b>DROWN IN MY OWN TEARS—R. Charles</b> . . . . . Atlantic 1085—BMI	—	1
12.	<b>NO MONEY DOWN—C. Berry</b> . . . . . Chess 1615—BMI	—	1
14.	<b>ONLY YOU—Platters</b> . . . . . Mercury 70633—BMI	13	22
14.	<b>GEE WHITTAKERS—Five Keys</b> . . . . . Cap 3267—BMI	—	1



The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• This Week's Best Buys

For survey week ending February 15

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

For survey week ending February 15

RECORDS

JACK DUPREE

Me and My Mule (Jay and Cee, BMI)  
Failing Health Blues (Jay and Cee, BMI)—King 4878—  
Fetching humor and real wailing Southern-style blues  
are paired here for what looks like a big two-sider. The  
mule side is loaded with chuckles as the guy converses  
with an animal on an early morning trip to the pasture.  
On the flip the blues are sung in great chanting tones  
with a wild and impressive guitar backing.

BILLY BROOKS

I Want Your Love Tonight (Ludlow, BMI)—Duxe 149—  
This is Brooks' first big entry since his smash "Song of  
the Dreamer." It's a rhythmic side, with a high-ranging  
sock refrain that keeps excitement high all the way.  
Flip is "This Is My Prayer" (Lion, BMI), more in the  
ballad style of "Dreamer."

THE COASTERS

Down in Mexico (Tiger, BMI)  
Turtle Dovin' (Tiger, BMI)—Atco 6064—Here's a new  
and definitely swinging crew and they deliver a couple  
of highly commendable sides. "Down in Mexico" is a  
fetching ditty which is very close to "Smokey Joe's  
Cafe." This group carries the lead and bass singer from  
the Robins unit which recorded the "Smoke" side. On  
the flip the boys score again with a catchy rhythm side.  
Both have plenty of staying power and should move  
well.

SPIRITUALS

THE FAMOUS WARD SINGERS

Anywhere in Glory (Crossroads, BMI)  
Hold Back the Tears (Crossroads, BMI)—Savoy 4071—  
This pair of efforts adds up to a disk with tremendous  
appeal in its market. Both sides are sung with unusually  
fervent feeling. There is solid emotional impact here  
generated by chorus and soloists alike and the action  
should be brisk.

• Reviews of New R & B Records

**JIMMY SCOTT**  
Recess in Heaven ..... 80  
SAVOY 1184 — Scott, an r.&b.  
Johnnie Ray, puts a world of tender-  
ness and deep emotion into this  
pretty ballad. His sincerity and high-  
flying vocalism will sway many a  
soul. (Golden State, BMI)  
Am I Wrong? ..... 77  
Another highly charged ballad. Scott  
hands it a searching reading, fancily  
styled. (Crossroads, BMI)

**SUGAR AND SPICE**  
Hey Joe (Let Me Know) ..... 79  
MERCURY 70788 — Mercury's new  
boy-girl duo wraps up a catchy  
rhythm item with an infectious beat  
and a sock performance, loaded with  
personality. Could go pop as well.  
(Tone, BMI)  
Indeed I Love You ..... 75  
A forceful interpretation of an at-  
tractive tune, but flip is better show-  
case for duo's talents. (Tone, BMI)

**WILLOWS**  
Church Bells Are Ringing ..... 78  
MELBA 102—Happy jump ballad is  
chantered with force and a joyful beat  
by the group. Gimmick sounds help  
for a side that could move up if it's  
handed sufficient exposure. Has pop  
potential, too. (Maxwell, BMI)  
Baby Tell Me ..... 74  
Material here is more on the routine  
side, but it's performed with plenty  
of spirit. (Maxwell, BMI)

**JUMPIN' JACKS**  
Mop-Top ..... 77  
1-0-1 100—A frantic rock and roller,  
with some out-of-this-world tenor  
sax. The title refers to a style of  
hair cut. Side could click big with  
the teeners, in both pop and r.&b.  
markets. (Delaware, ASCAP)  
Let There Be Rockin' ..... 76  
Another brisk rock and roll opus,  
with more of that overpowering tenor  
featured. Good bet for the candy  
store juke. (Delaware, ASCAP)

**VOCALINES**  
I'm Gonna Get That Girl ..... 75  
APOLLO 488 — Entertaining rock  
item here with a fine, contagious  
beat and ebullient group vocal. (Bess,  
BMI)  
My Girl ..... 74  
A very convincing group job on a  
very routine blues ballad. (Bess,  
BMI)

**EDDIE BO**  
I'm Wise ..... 75  
APOLLO 486—He caught her slippin'  
and a-slidin' around. Strong boogie  
beat behind this briskly paced chant,  
warmly done by Bo. (Bess, BMI)  
Happy Tears ..... 73  
A wailing blues by the chanter.  
Good job, but not outstanding. (Bess,  
BMI)

**SOLOMON BURKE**  
I'm in Love ..... 75  
APOLLO 487—Burke's last release

was a fine religious effort. Now he  
shows himself to be equally potent  
with this pleading blues ballad of his  
own clefing. (Bess, BMI)  
Why Do Me That Way? ..... 71  
A good shouting job on this faster  
side, but the material doesn't stack  
up. (Bess, BMI)

**THE LAMPLIGHTERS**  
Bo Peep ..... 75  
FEDERAL 12255 — A jump blues,  
done with plenty of beat and en-  
thusiasm. The instrumental pick up  
after the first vocal is quite effective.  
Nice wax. (Armo, BMI)  
You Were  
Sent Down From Heaven ..... 70  
The Lamplighters do an r.&b. ballad  
of the celestial type. Fair. (Armo,  
BMI)

**RUSTY BRYANT ORK**  
Frankie and Johnny ..... 74  
DOT 15449—A honking instrumental  
version of the oldie. Deejays will  
find this an interesting item. (Galla-  
tin, BMI)  
I Need Somebody ..... 73  
A rousing blues, with the vocal stand-  
ing out well against the honking in-  
strumentation. (Shirley, BMI)

**BUDDY LUCAS COMBO**  
Oh Mary Ann ..... 73  
SAVOY 1180—With the combo pour-  
ing on a fast and furious beat, Lucas  
intonces this humorous lyric with  
knowing effect. This comic novelty  
will win the deejays readily—and not  
a few customers. (Savoy, BMI)  
Ho Diddy Ho ..... 71  
The vocal is set to guitar in a way  
that recalls Chuck Berry to some  
extent. The fast beat churns up ex-  
citement, and Lucas vocalizes expertly  
over it. (Savoy, BMI)

**CLENEST GANT**  
Jump-Jump-Hi-Ho ..... 73  
KIT 884—Gant does a vibrant job  
of selling this jump opus. It's spaced  
just right for energetic terpers, and  
they're likely to pump plenty of silver  
into jukes that carry it. (Bubis, BMI)  
I Hate to See You Go ..... 69  
The chanter shows his considerable  
ability in a warm and tenderly pro-  
jected performance of the ballad.  
Good listening here. (Bubis, BMI)

**MARVIN PHILLIPS**  
Yes I Do ..... 73  
MODERN 982 — Here's a driving,  
pounding rhythm job that has a  
definite off-beat appeal. Chanting  
and shouting have a revival flavor.  
(Modern, BMI)  
Wonderful, Wonderful One ..... 68  
Phillips shouts her praises with a  
voice that has pop qualities. Routine  
lyrics have a distracting effect. (Mod-  
ern, BMI)

NEW SOUND!  
NEW THRILLS!  
NEW HIT!

"DOWN IN MEXICO"

"DOWN IN MEXICO"

"DOWN IN MEXICO"

"DOWN IN MEXICO"

"DOWN IN MEXICO"

"TURTLE DOVIN'"  
ATCO-6064

by

**the COASTERS**

New Stars ... Eddie & Jewel Curtis

"I DON'T WANNA BE ALONE"

Jewel Curtis

b/w

"Rich Lady From Sugar Hill"

Eddie Curtis

ATCO 6063

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"TELL ME, DARLING"  
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LIGHTNING"

b/w

"YOU CAN'T BE BEAT"

by  
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"GOD LOVES YOU CHILD"  
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PIANO RED  
"SHE KNOCKS ME OUT"  
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"ROMANCE IN THE DARK"  
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"PEEK-A-BOO"  
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b/w

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by  
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## The Billboard Music Popularity Charts

## RHYTHM &amp; BLUES RECORDS

## • R &amp; B Territorial Best Sellers

For survey week ending February 22

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. Bo Weevil, F. Domino, Imp.
2. Great Pretender, Platters, Mer.
3. Hey, Doll Baby, Clovers, Atl.
4. Drown in My Own Tears  
R. Charles, Atl.
5. Ain't That Lovin' You, Baby?  
J. Reed, VJ
6. Seven Days, C. McPhatter, Atl.

## Charlotte

1. Speedoo, Cadillacs, Jse.
2. Great Pretender, Platters, Mer.
3. Seven Days, C. McPhatter, Atl.
4. Bo Weevil, F. Domino, Imp.
5. Tutti Frutti, Little Richard, Spe.
6. I'll Be Home, Flamingos, Che.
7. See You Later, Alligator  
B. Haley, Dec.
8. Ain't That Lovin' You, Baby?  
J. Reed, VJ
9. Devil or Angel, Clovers, Atl.
10. Hey, Doll Baby, Clovers, Atl.

## Chicago

1. Tutti Frutti, Little Richard, Spe
2. When You Dance, Turbans, Her.
3. I'll Be Home, Flamingos, Che.
4. Ain't That Lovin' You, Baby?  
J. Reed, VJ
5. Great Pretender, Platters, Mer.
6. Speedoo, Cadillacs, Jse.

## Cincinnati

1. Great Pretender, Platters, Mer.
2. Way You Dog Me Around  
Diablos, Ftn.
3. Devil or Angel, Clovers, Atl.
4. Eddie My Love, Teen Queens, RPM
5. Tutti Frutti, Little Richard, Spe
6. Jivin' Around, E. Freeman, Cas.

## Detroit

1. Great Pretender, Platters, Mer.
2. Tutti Frutti, Little Richard, Spe.
3. I Don't Want Nobody  
B. & E. Johnson, Mer.
4. No Money Down, C. Berry, Cha.
5. Seven Days, C. McPhatter, Atl.
6. Ain't That Lovin' You, Baby?  
J. Reed, VJ
7. Why Do Fools Fall in Love?  
Teen Agers, Gee
8. See You Later, Alligator  
B. Charles, Chs.
9. Speedoo, Cadillacs, Jse.

## Los Angeles

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

4. Tutti Frutti, Little Richard, Spe.
5. Devil or Angel, Clovers, Atl.
6. Eddie My Love, Teen Queens, RPM
7. Speedoo, Cadillacs, Jse.
8. Don't Blame It on Me  
F. Domino, Imp.
9. Why Do Fools Fall in Love?  
Teen Agers, Gee
10. So Wrong, Jacks, RPM

## New Orleans

1. Great Pretender, Platters, Mer.
2. Bo Weevil, F. Domino, Imp.
3. Eddie My Love, Teen Queens, RPM
4. See You Later, Alligator  
B. Haley, Dec.
5. Speedoo, Cadillacs, Jse.
6. Don't Blame It on Me  
F. Domino, Imp.

## New York

1. Why Do Fools Fall in Love?  
Teen Agers, Gee
2. Great Pretender, Platters, Mer.
3. Eddie My Love, Teen Queens, RPM
4. Tutti Frutti, Little Richard, Spe.
5. Come Home, B. Johnson, Kng.
6. Jivin' Around, E. Freeman, Cas.
7. I'll Be Home, Flamingos, Che.
8. See You Later, Alligator  
B. Charles, Chs.
9. He, A. Hibbler Dec.
10. Show Must Go On  
D. Washington, Mer.

## Philadelphia

1. Great Pretender, Platters, Mer.
2. Why Do Fools Fall in Love?  
Teen Agers, Gee
3. Are You Satisfied? A. Cole, Bin.
4. Jivin' Around, E. Freeman, Cas.
5. Drown in My Own Tears  
R. Charles, Atl.
6. I Don't Want Nobody  
B. & E. Johnson, Kng.
8. Eddie My Love, Teen Queens, RPM

## St. Louis

1. Great Pretender, Platters, Mer.
2. Why Do Fools Fall in Love?  
Teen Agers, Gee
3. Cryin' Won't Help You  
B. B. King, RPM
4. Ain't That Lovin' You, Baby?  
J. Reed, VJ
5. Drown in My Own Tears  
R. Charles, Atl.
6. Yes Sir, That's My Baby  
Sensations, Ato

## Washington, D. C.

1. Great Pretender, Platters, Mer.
2. Tutti Frutti, Little Richard, Spe.
3. Seven Days, C. McPhatter, Atl.
4. When You Dance, Turbans, Her.
5. Devil or Angel, Clovers, Atl.
6. Speedoo, Cadillacs, Jse.
7. Don't Blame It on Me  
F. Domino, Imp.

## Rhythm &amp; Blues Notes

By BILL SIMON

We can't be sure, but it looks as tho Jack Dupree is working up to an unusual type of album. Looking down his string of King releases, we come across such great titles as "Tongue-Tied Blues," "Hare Lip Blues," "Just Plain Tired" and now "Failing Health Blues." One suggested title for the album is "An Evening at the Infirmary—With Jack Dupree and His Embalmers." This column will welcome other suggestion along those lines, including titles for other tunes that could be included in the set. We'll pass 'em on to Dupree.

The Drifters, who are at the Apollo Theater this week, stopped by the Atlantic studios after one midnight show to cut two of the numbers that were fracturing the Apollo audiences. Joe Turner also was in to cut an Atlantic date. . . . Washington's Irving Feld, flush with the success of his recent 10-day touring show, has decided to go out on April 20 with a similar package, this one to hit the one-nighter circuits for five to seven weeks. The Gale Agency will book it, and attractions set so far are Bill Haley and His Comets and the Flamingos.

Baton Records is providing its own version of the "Here Come the Girls" routine. This brave label is putting out two disks by two girl groups simultaneously; one by the Hearts and the other by the Delltones. . . . Ray Charles and the Cadillacs have been packaged by Shaw Artists for a two-week one-nighter tour of the Carolinas and the Virginias under the auspices of Eli Weinberg. . . . The Clovers will soon start east from the Coast. March 6-11 they'll meet the fans at the Crown Propellor, Chicago.

BREAKING BIG  
IN POP AND R & B

1. I Don't Know  
b/w  
A Star  
THE KEYNOTES  
Apollo #484

2. Happy Tears  
b/w  
I'm Wise  
EDDIE BO  
Apollo #486

3. Why Do Me That Way  
b/w  
I'm in Love  
SOLOMON BURKE  
Apollo #487

4. My Girl  
b/w  
I'm Gonna Get That Girl  
VOCALTONES  
Apollo #488

5. Oh, Please  
b/w  
Teen-Age Ball  
CARMEN TAYLOR  
Apollo #489



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BUDDY LUCAS—Savoy 1180

"RECESS IN HEAVEN"

"AM I WRONG?"

JIMMY SCOTT—Savoy 1184

"MY FAULT"

"WHEN IT'S TIME  
TO LOVE"

BROWNIE MCGHEE—Savoy 1185

"SHANGRI-LA"

"BLUES FOR  
EVERYBODY"

BOBBY BANKS TRIO—Savoy 1186

SAVOY RECORD CO  
38 MARKET ST  
NEWARK, N. J.

## Stockton, Calif., Names Walker Fair Manager

STOCKTON, Calif., Feb. 18.—R. E. (Dick) Walker, former secretary-manager of the Glenn County Fair in Orland, will assume new duties as manager of the Second District Agricultural Association here Monday (20). The new managership vacancy was created by the dissolution of the contract with the San Joaquin County Fair Association.

The San Joaquin County Fair Association had leased the grounds from the Second District Association and held the event. The discontinuance of the contract relieved E. G. Vollmann, who had held the manager's post since 1919, of his duties (The Billboard, Jan. 21).

Walker has been here for two weeks holding staff meetings and making preparatory reorganization plans prior to taking active charge.

Walker was the second full-time manager employed at the Orland event. Under his direction the fair inaugurated such events as varied entertainment each night during the five-day run, a queen contest, and baton-twirling competition thruout the county.

A graduate of the Willows High School, Walker served nearly three years in the Navy. Following his discharge, he operated his own restaurant there. Later he attended the University of California in Berkeley for two and a half years and spent two semesters at Hastings College of Law in San Francisco.

His civic group affiliations include membership in the Elks Club, Rotary, Chambers of Commerce in Orland and Willows, technician for the Glenn County Planning Commission and director of the Glenn County Crippled Children's Society.

## AGVA Sets Sights on Sports Acts

NEW YORK, Feb. 18.—American Guild of Variety Artists is organizing outdoor sports show performers, and has opened its membership rolls to "tree climbers, log rollers, fly casters and men who handle dog retrievers."

National administrative secretary Jackie Bright noted that AGVA this week signed up 12 big-time sports exhibitions. The addition of the outdoor "exhibitionists" is expected to double AGVA's total membership.

AGVA also enlarged its membership this week to take in the Models Guild of America, which met here Wednesday (15) and voted to dissolve and join the variety union. AGVA delegates will meet here next week for a three-day national board meeting at the Henry Hudson Hotel, starting Monday (20).

## Newberry Skeds Three-Year European Thrill Show Tour

LONDON, Feb. 18.—Earl Newberry, who last year headed up the initial invasion of Europe by an American thrill show, this week signed a contract with a European organization for three more annual tours.

Newberry arrived here from France Friday (17) after closing with J. Mignot and Charles Gantillon of Lyons, France, to play eight weeks in France and Switzerland this summer. The pact also calls for 16-week jaunts in 1957 and 1958 in other European countries. Abe Saperstein, head of the Harlem Globetrotters, is Newberry's associate in all European dealings.

## CFA SELECTS SARASOTA FOR '56 CONCLAVE

SARASOTA, Fla., Feb. 18.—Convention of the Circus Fans Association will be at Sarasota, March 18-20, it was announced this week. Headquarters will be the Orange Blossom Hotel.

Selection of the site by directors came after a spirited tug-of-war between factions for Sarasota and Seattle. Host group will be the Florida section of CFA, headed by William Saeller.

Florida fans earlier had scheduled a regional session for March 16-18, and present plans call for both meetings to be held at the "Circus Hall of Fame," with activities at other circus locations in and around Sarasota.

Results of the directors' vote on the convention site were announced in Hartford, Conn., by Bill Montague, CFA publicity officer.

## Sellout Looms For Rogers at Houston Rodeo

HOLLYWOOD, Feb. 18.—Advance ticket sales for the Roy Rogers-Dale Evans Houston Fat Stock Show and Rodeo (February 22-March 4) already total \$325,000, indicating the pair will ring up a complete sellout by opening day.

Ticket demands have surpassed seating capacity, prompting the show to add extra morning matinees for each of the two Saturdays. One of the matinees of the first Saturday was taken over by the 4-H Club, and a matinee on the second Saturday was preempted by the Future Farmers of America. Both are now complete sellouts.

## New 128G Kiddieland Set for Corpus Christi

CORPUS CHRISTI, Tex., Feb. 18.—A new kiddie amusement park, to be called Fun-O-Rama, will be constructed at the southern tip of Padre Island, a strip of land in the Gulf that stretches from this city to Port Isabel.

The installation, which will have nine rides on a 13-acre plot, will be opened by the Padre Island Amusement Enterprises, Inc., at a reported cost of \$128,000. Joseph F. Matarrese of Chicago is president, and George Colucci, vice-president. Matarrese operates the Miniature Train in Chicago's Lincoln Park Zoo. The operators have been granted a 15-year lease on the property by the Cameron County Board of Park Commissioners.

This year's tour opened April 28 in France and will continue thru June 10. The troupe then jumps to England, where it will play June 12 thru July 12. The thrill show personnel will embark from New York on the Queen Elizabeth on April 18 and return on the Queen Mary on July 13.

Newberry also disclosed that he closed with Simca Auto Company to use their cars along with American Fords. The foreign auto makers have set up an advertising budget to promote the show en route. Roger Bur, formerly with "Holiday on Ice," has joined the Newberry organization for its foreign tour.

## PRESS-PUBLICITY-ADV. CLINIC FOR FAIRS SET

### Two-Day Workshop in Chi March 12-13 To Be Sponsored by The Billboard

CHICAGO, Feb. 18.—The Billboard again will sponsor an advertising-promotion-publicity clinic for fairs of the U. S. and Canada.

The clinic will be held Monday and Tuesday, March 12-13 in the Hotel Sherman here, with leading press-radio-advertising directors of the two countries participating.

The two-day workshop for fairs' press chiefs will be the second sponsored by The Billboard. The first, held in 1953, was highly successful, with all participants more than pleased with the fruitful exchange of ideas.

### Second Clinic Urged

Since the initial clinic, The Billboard has been urged repeatedly to hold another. Many of those who participated in the first work-

shop indicated that they not only would attend a second workshop but would recommend to their fellow press chiefs that they take part.

The two-day program will cover all of the many phases of fair publicity, promotion and publicity. All of the participants will be working fair publicity men or fair secretaries.

Outstanding men in the fair publicity-promotion and advertising field will detail their own experiences at various phases of publicizing fairs and will lead panel discussions on specific phases.

Again, as was the case with the first workshop sponsored by The Billboard, no social activities are planned in connection with the

clinic. However, it is expected that many of those in attendance will devote the evening hours to informal get-togethers at which they will swap ideas, observations and experiences.

One feature of the two-day workshop will be the display of outstanding newspaper and magazine advertisements, news and radio releases, window cards, mailing pieces, programs, etc. All who participate will be urged to submit samples of such material used at their respective fairs.

The clinic is expected to focus much attention upon television as a medium with which to build interest and attendance at a fair. Three years ago, at the initial workshop, TV was given some limited discussion, but since that time many fairs have intensified their use of TV and for this reason it will come in for substantial discussion.

There will be no fee for attending the clinic, the expense of the workshop to be borne by The Billboard.

## Full-Time IAFE Post Looms for Kingman

KANSAS CITY, Mo., Feb. 18.—Frank H. Kingman, secretary of the Winston-Salem (N. C.) Fair and for many years part-time secretary of the International Association of Fairs and Expositions, will probably be named to a full-time post as IAFE secretary when officers and directors of the IAFE meet here Saturday, February 25, in the President Hotel to take up a proposal to put the secretary's post on a full-time basis.

The proposal was introduced at the IAFE's convention in Chicago in December. Since then there have been mounting indications that the IAFE would put the job on a full-time basis and that Kingman would be named to the position.

Kingman, it is understood, will step out of his post as secretary of

the Winston-Salem Fair at the end of March. Temporarily, it is believed, Kingman, if named to the full-time IAFE position, will operate out of Winston-Salem, but at the end of the year would move to Chicago, where an IAFE office would be opened.

Kingman has served at Winston-Salem thru one fair. Prior to that he had for more than 20 years been secretary of the Brockton (Mass.) Fair. He has been reported as being unhappy with the situation at Winston-Salem, an operation which, besides the fair, also embraced the new coliseum completed last summer on the fairgrounds.

Originally, Kingman was to manage the building, but when the building was completed reports were that there was insufficient funds for the fair to promote its own non-fair events in the building and the promotional rights were leased to a Washington promoter for five years.

The IAFE meeting here, called especially to consider the establishment of a full-time secretary, will follow the regularly scheduled meeting of the Midwest Fair Circuit Friday (24) in the same hotel, and the Midwest Circuit meeting will be preceded on Thursday (23) by a meeting of the International Motor Contest Association, also in the President Hotel.

## George Ball Opens Coast Booking Office

HOLLYWOOD, Feb. 18.—George A. Ball, veteran outdoor booker, has returned to the field as a member of Celebrity Artist Corporation here after an absence of 10 years. The agency also books bands and packaged shows for indoor and outdoor appearances.

Ball, who had his own agency with Jack Schaller from 1935 to 1946, will specialize in building and booking units and revues for fairs. Other firm members are Arthur J. Babich, president and well-known musical director; Reuel Freeman, formerly with Music Corporation of America; J. Donald Patton, formerly with J. Arthur Rank, English motion picture producer, and Robert G. Proctor, who will handle departments in which they have previously been associated.

Negotiations are under way, Ball declared, to have Schaller, now a resident of Phoenix, build high acts and other fair attractions.

## OUTDOOR SPRINGBOARD?

### Philip Morris Tests New Film Attraction

NEW YORK, Feb. 18.—Something new for the Philip Morris firm—its Philip Morris Theater—will be eyed by company officials next week as a possible attraction at the nation's fairs.

The set-up consists of an under-canvas movie theater at which some 200 seated patrons will view sports films in sound and color. Locale will be the New York Sports, Travel and Vacation Show, which opened last night and runs thru Sunday (26) at Kingsbridge Armory, the Bronx.

Philip Morris, an old-timer in the outdoor field with its past ties with such shows as World of Mirth, Amusement Company of America, and Royal American Shows, experimented with movies in a small way at Danbury, Conn., the past two seasons. In 1955 the Great Danbury Fair turned over a small structure at its Frontier Village exhibit, and PM operated it as Johnny's Movie Theater.

The small confines of the building restricted it to 20 watchers at a time, but Mike Keith, sales promotion manager, recalls public acceptance as very good. A PM-made film was shown, containing brief commercials before and after the movie.

### Expanded Effort

At the sports show, PM has expanded its operation considerably. The 200 chairs are in a rented, 30 by 40-foot show tent, fronted by rustic fencing and similar topical decorations.

The fishing film shown at Danbury is being repeated, and PM has picked up commercially-made films of hunting and camping to supplement its own film. These added ones have no commercials, except for one which was originally made for Seagram's, embodying a sales message for that firm. Enough footage has been picked

(Continued on page 69)

## RB REHEARSALS, RR MOVES SET

SARASOTA, Fla., Feb. 18.—Rehearsals for the 1956 Ringling circus will get started March 5, when ballet girls are to report, Executive Director Michael Burke said here Friday (17). Others will join in during the ensuing week, and rehearsals will be in full swing by March 12.

The show train will leave for New York on March 29, arriving in New York April 1 for the April 4 opening. The show will use 42 cars in New York and 80 on the road, he said.

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 Perfect for Dad's business, Mom's work, Mother's club, Sister's school, Student's homework.

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**H. W. TERPENING**  
 137-139 Marine St., Ocean Park, Calif.

**MINIATURE GOLF**

A new Holmes Cook creation for 15,000 sq. ft. area. Low cost includes all pre-cut lumber for basic 18 holes, supervision, staking out and leveling, water hole, bridge, plans for future development. Look ahead. Inquire now by phone or wire. Plaza 7-3552.

**HOLMES COOK MINIATURE GOLF CO.**  
 631 Tenth Ave. New York 36

# CRISTIANI SETS MARCH 12 START

Signs Nealand, Hart, Roark, Kaufman; Quarters Busy; Buys Show Equipment

SARASOTA, Feb. 18.—Opening date of the new Cristiani Bros. Circus has been changed to March 12, at West Palm Beach, with a chance that this will be altered to allow a March 10 show in Sarasota. Earlier, the show had expected to start in February, but this was dropped for several reasons. Some of the dates were crossed off because of opposition with Benson Bros.

visitors report equipment makes a good appearance.

Promotions have been in progress for some weeks, with Manager Lucio Cristiani taking personal part in routing and promotion progress. Advanced department staffers are to report Monday (20). They are to include Elmer Kaufman, as Cristiani's bill car manager, and Walter Nealand, who will be press agent.

# Kitzman Takes Kelly-Miller Bill Car Post

HUGO, Okla., Feb. 28.—Francis Kitman will be advertising car manager of the Al G. Kelly & Miller Bros. Circus this season, it was announced here by General Agent Art Miller. Arthur E. Bitters will return as director of publicity for the show.

Kitzman has been the Clyde Beatty Circus advance car manager several years, but held that post on Kelly-Miller in 1953. Prior to going with Beatty he was with Russell Bros. and other shows.

Miller said the Kelly-Miller advance will include 19 men, a semi-trailer supply car and five pickup trucks. J. Eddie Holmes will assist Bitters in publicity work. Miller said all sections of the show's advertising campaign were to be increased.

Other former King staffers going to Cristiani include Tommy Hart, side show manager, and Charles Roark, talker. Both were side show managers with King.

Lucio Cristiani recently returned from Wisconsin, where he bought a new car, and from Charlotte, N. C., where he bought two trucks, chairs and other show property which had been part of Roger Bros. Circus.

# McClosky Group Forms Company

MACON, Ga., Feb. 18.—A charter has been granted here to the Atlas Concession Corporation to operate food and drink concessions, and sell novelties, programs, color books and similar items.

Obtaining the charter were Robert F. Reynolds, Walter Kernan, Frank McClosky and Willis Lawson, all of Sarasota, Fla., and Paul M. Conaway, Macon attorney who handled details.

The corporation will have its principal offices in Macon, but will be authorized to do business in any part of the world.

Reynolds is to be superintendent of the Clyde Beatty Circus this season, and the firm is said to have the concessions there. McClosky also has been interested in European show business.

# Bell Readies Indoor Circus

TYLER, Tex., Feb. 18.—Gus Bell and Grady Littlejohn will launch an indoor circus Friday (24) and Saturday (25) with an engagement under Shrine club auspices. It will play Greenville the next week.

Acts are to include Peyton and Ray, dogs; Ralph Duke Family, balancing, juggling, rings; Howard and Wanda Bell, acrobatics; Jimmy Troy, comedy traps; GeeGee's Alaskan Huskies; Billy Powell, tight wire; Jordan Trio, acrobatics, and the Gainesville Community Circus Elephant, worked by Paul McGehee. Web act also is scheduled. Organist and drummer will be used.

Bell and Littlejohn plan to start outdoor dates in mid-April, and a flying act and their cannon act will be added then along with other thrill-type acts.

# Calgary Posts 25G Livestock Prizes

CALGARY, Alta., Feb. 18.—Cash prizes in excess of \$25,000 will be offered by the Calgary Exhibition and Stampede, Ltd., for the livestock show to be held in conjunction with the annual fair and stampede.

# Poppers Supply Buys Chunk E Nut

PHILADELPHIA, Feb. 18.—Poppers Supply Company, Inc., here has purchased all concession supply stock and equipment of the former Chunk E Nut Product Company of this city, it was announced Wednesday (15) by Lawrence S. Goldmeier, president of Poppers Supply.

Poppers Supply, which has served the concession trade for almost a decade, has showrooms at 1211 North Second Street here. Goldmeier said that he plans to announce three new products in the Spring Special of The Billboard.

# Texas Assn. Sets '57 Meet

WACO, Tex., Feb. 18.—The Texas Association of Fairs and Expositions will hold its 1957 annual meeting on February 7-9. Othel M. Neely, new president, announced. The meeting will again be held in the Baker Hotel in Dallas. The directors will meet in Dallas in both July and October—the latter during the State Fair of Texas.

# Morton Plays Memphis; Signs Topeka, Buffalo

MEMPHIS, Feb. 18.—Hamid-Morton opened its season with its annual Shrine engagement here February 11-17 to capacity business thruout.

annuals at Kansas City and Wichita, after which it will take only three days instead of the usual week off between Wichita and Washington, D. C. Another change in the route has the show returning to Buffalo after a three-year hiatus. Season runs thru May 20.

The show will play Milwaukee (20-25) as usual and then go to Topeka, a new stand. Col. Bob Morton said here that the Topeka date was an outright sale to the Shrine there. Dates are March 1-3. It will be followed by the show's

Performance includes Pat Anthony's wild animals; Great Wilno, cannon; Davy Crockett III, dogs; Lang Troupe, teeterboard; and numerous others.

# ADDS RIDES:

# Hollywood Duo Offers 1-Stop Picnic Set-Up

HOLLYWOOD, Feb. 18.—Booking of industrial plant picnics and supplying carnival rides permits the Hollywood (Calif.) Theatrical Agency here to offer a complete service to its aircraft accounts and, of course, boosts the office's annual revenue, Newton (Carolina) Brunson, who operates the agency with his wife, Jo, said.

The Brunsons, the only husband-wife booking team in the nation, have offered this "one-stop" type of service to Convair Aircraft Corporation and Douglas Aircraft for their shindigs in Del Mar for the past five years and in Pomona, Calif. for three.

The Convair picnic, held each September in Del Mar, Calif., at the Southern California Exposition fairgrounds, is a two-day event and last year was attended by 35,000 workers and their families. The two-day festivities in Pomona in 1955 was attended by 6,000.

The Brunsons went into the carnival booking business when the accounts requested rides. But the opportunity to better serve the account, however, has cemented relations between the agency and the plant. With the Brunsons furnishing the acts for the show (10 were used in Pomona), and obtaining the rides and devices, the recreation department of the plant is relieved of the detail work of contracting equipment owners. The Pomona event is held in June and the Del Mar one in September. The fact that each comes while the shows are on the road, the chore of obtaining rides is more difficult than it would be in the winter.

# Booked Rides

The Brunsons rent riding devices from whomever they can. Usually, carnival owners wintering in this area have a ride or two in the barn which they are glad to have earn a few dollars. During the years the Brunsons have been active in this field of operation, they have booked rides from Frank W. Babcock United Shows, Pan American Corporation, and Fred Kemsley.

Fortunately for the Brunsons, the demand is for kiddie rides and these are more likely to be obtained than the majors.

A usual ride complement used at a Convair event is three major and 12 kiddie rides. As this particular recreational function is primarily for the families of the employees, this line-up is well understood.

During the past few years, the aircraft industry particularly has gone strong for employee relations. Funds for the projects are raised in various ways, some plants paying the entire bill, or a large portion of it, and others contributing the commissions returned from vending machines in the plant to the fund. At picnics, the various suppliers take advantage of the occasion to do little favors. As an example of the supplier relations, Davidson Bros., Los Angeles vending machine firm, contributes the punch that is given away at the outdoor affair.

The rides booked by the Brunsons are rented on a flat fee basis from the carnival owner. This is necessary, for no charge is made to the guests to ride them, thus completely eliminating any kind of a percentage arrangement.

For the affairs of the Douglas Aircraft, held on four consecutive Sundays for employees at their various plants, the Brunsons have supplied several rides, electric organ, clowns and variety acts.

The Brunsons are glad to cooperate with recreational directors in obtaining the rides and shows for their industrial picnics. While it gives them a chance to deal in other fields, it also affords an opportunity to supply a complete package of entertainment to their accounts.

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# Kelly-Miller Sets Staff, April Opening

HUCO, Okla., Feb. 18.—Make-up of the staff and roster of department heads for the Al G. Kelly & Miller Bros.' Circus is practically complete, it was reported this week. The show announced it will open on April 22. It will move on two more motor units than last year. Twelve new trucks have been delivered as replacements. There will be 37 show-owned semi-trailers, seven four-wheeled trailers, plus two privately owned pit show trucks.

Two new Diesel light plants have been ordered as replacements, and more lighting will be used in the performance. A new marquee and new menagerie top have been ordered.

**Staff, Department Heads**  
 The show's staff includes: Obert Miller, general manager; D. R. Miller and Kelly Miller, co-owners; Art Miller, general agent; Pete Smith, general superintendent; Pete Lindeman, 24-hour agent; R. O. (Dick) Scatterday, national ad rep.; C. F. Cuthbert, bandleader and local banner salesman; S. A. Stevenson, office manager and auditor; Frank Ellis, legal adjuster; Freddie Logan, superintendent of elephants; Dave and Deacon McIntosh, superintendents of transportation; Guy Smuck, side show manager; Ione Stevens, concessions.

Robert Mock, animal trainer; Alfonso Loyal, equestrian trainer; Tom King, pit show; Lillian and John Long, cookhouse and privilege car; George Miller, side show can-

vas; Roy Compton, big top boss canvassman; Jesse L. (Corky) Clark, electrician; Tommie Bentley, equestrian director; Gus Beach, superintendent of utilities; Roger Ring, water department; Vernon (Oklahoma Shorty) Sherearer, wild west concert producer, with "The Eldorado Kid" as feature, and John (Camel Dutch) Narfski, menagerie superintendent.

## RECORD YEAR

# 102 Events Set to Run In Illinois

SPRINGFIELD, Ill., Feb. 18.—A record number of county fairs are scheduled to operate in Illinois this year, with 102 events in the offing, Clifford C. Hunter, secretary-treasurer of the Illinois Association of Agricultural Fairs, announced. Hunter is also an administrative assistant to Stillman J. Stanard, State director of agriculture.

An all-time high was established last year when 98 agricultural fairs operated in the State. Combined premiums offered by the 98 events totaled \$2,421,434. The fairs were reimbursed by the State in the amount of \$1,897,298. Of this amount, \$778,824 was paid from the Agricultural Premium Fund and \$310,474 from the Fair and Exposition Fund. An additional \$1,212,954 from the two funds was distributed for permanent improvements to the various fairgrounds.

Hunter reported that the '55 season was considered successful and prospects for this year are encouraging. A total of \$355,258.14 was paid out last year in race purses. Total attendance was estimated at 2,250,000. Illinois county fairgrounds are comprised of approximately 3,500 acres with the value of grounds and improvements estimated at \$6,000,000. Receipts other than State aid amounted to \$2,400,000, with expenditures approximately \$3,453,000.

## Fla. Fairmen Get Land Deed

WEST PALM BEACH, Fla., Feb. 18.—Lamar Allen, secretary-manager of Palm Beach County Fair, revealed this week that title for permanent grounds at John Prince Memorial Park on Congress Avenue, has been received by the sponsoring organization, Palm Beach County Exposition, Inc. Transfer was made by the Board of County Commissioners. Other officials of the corporation are W. A. Boutwell Sr., president; Vincent L. Burkhardt, vice-president, and Ralph J. Blank, treasurer.

## William Muir Retires

EDMONTON, Alta., Feb. 18.—A director of the Edmonton Exhibition Association and a past president of the Western Canada Association of Exhibitions, William Muir, vice-president and manager of Hook Signs, Ltd., Edmonton, has retired after 36 years in the firm's service.

## Tyler, Tex., Adds 2 Days

TYLER, Tex., Feb. 18.—The East Texas Fair has increased its '56 run by two days and will operate September 8-15, Dave Talley, new president, announced. Previously the annual was limited to six days.

Bob Murdoch, who was re-elected secretary-manager, announced that the wild life exhibit of the Texas Fish and Game Commission has been booked for this year's fair. Don Franklin, whose show bearing his name will provide the midway attractions, attended the recent board meeting and showed movies of his organization. In addition to rides and shows, Franklin will bring his three elephants for advance publicity.

## Meadville, Pa., Sets 25-Cent Gate

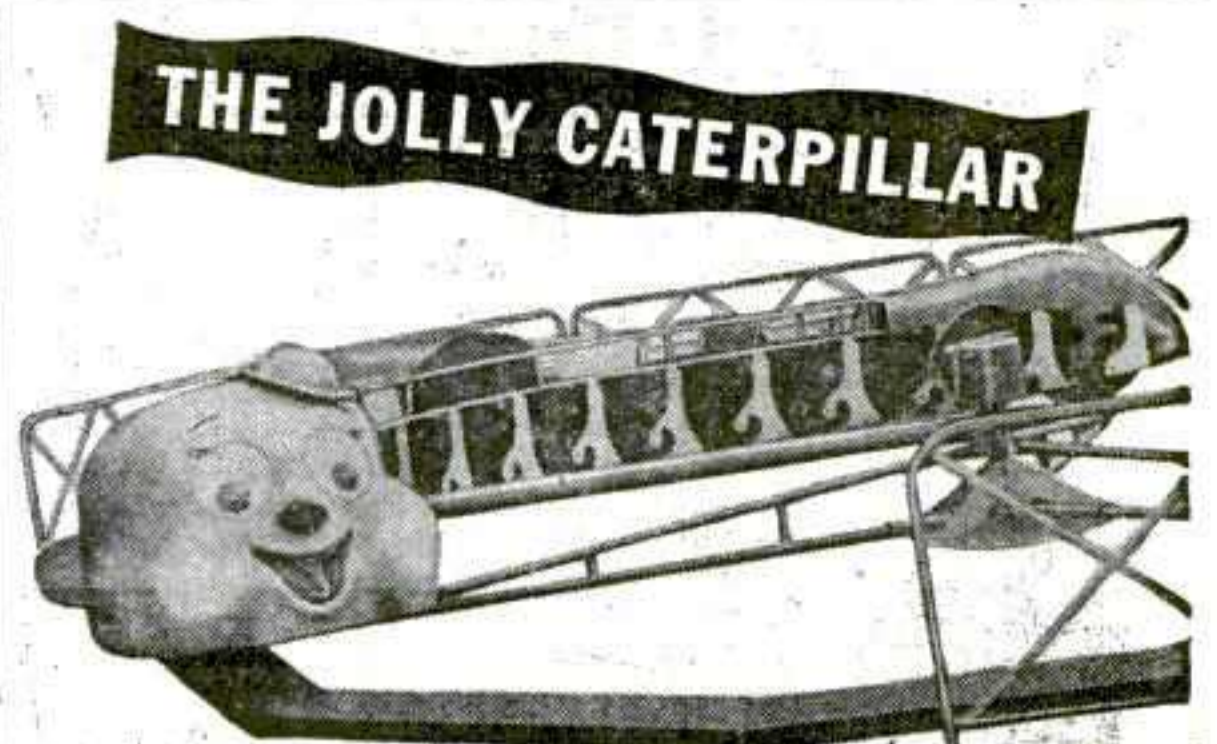
MEADVILLE, Pa., Feb. 18.—The Crawford County Fair this year will drop its free gate policy and go to a 25-cent tab for adults. Children under 16 will be admitted free; auto parking will be reduced to 25 cents, and a \$1 gate pass will be issued concessionaires and exhibitors.

Milto J. Nodler was recently elected president of the organization. Attraction plans include the Ken-Penn Amusement Company on the midway for its fifth year, a grandstand show produced by Klines Attractions, Joie Chitwood thrill show, auto racing, band contest and a beauty contest.

## AUT SWENSON BACK ON ERIE

IOWA CITY, Ia., Feb. 18. Aut Swenson, operator of the Thrill Show bearing his name, can hear practically everything now—except, he says, offers for low-priced contracts.

An ear operation, made by Dr. Kos at University Hospital here Thursday (17), was highly successful, with Swenson regaining about 80 per cent hearing, as compared to 20 per cent prior to the operation.



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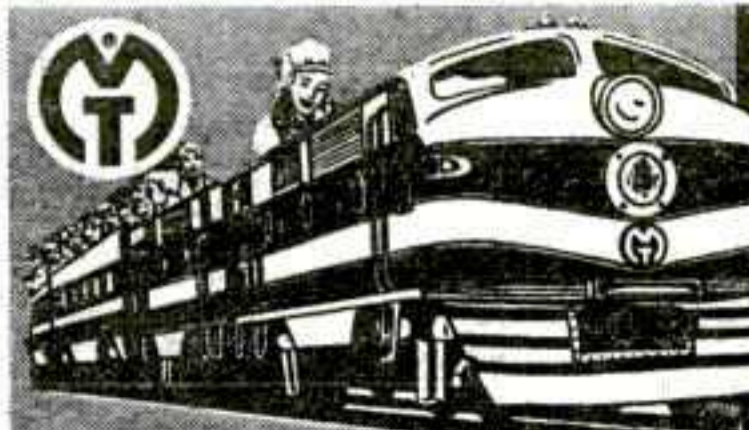
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## Big Amusement Sked for Miami Arabian Nights

MIAMI, Feb. 18.—Entertainment plans for this year's Arabian Nights Pageant, to be held March 15-18 in suburban Opa Locka, are expected to make the event the most elaborate of the annuals which have been staged since 1927.

Heretofore participation in the presentations has been limited to local citizens. This year a committee was formed by major civic groups to handle details in an effort to make it an outstanding event.

Al Koblank, committee chairman, has contracted with William H. King, Louisville, for the grandstand show. It will feature Cab Calloway and Boyd Bennett and His Rockets, plus five other acts. Koblank has also contracted for a showing of "Dancing Waters," to be that spectacle's premiere showing in South Florida. One of the largest midways ever to appear in the Miami area will be under the direction of Miller Enterprises, now in negotiations for a Rotor, Sky Wheel and Leon C. Claxton's "Harlem in Havana." Bailey Bros. & Cristiani Circus has been booked for a Sunday (18) showing. On the preceding afternoon there will be a lavish parade, to be televised via WITV. Golden Gloves champs from Madison Square Garden, New York, will be the opening night attraction in bouts with Cuban champions. Joseph Behoff has been named pageant director, and Carl Jensen is handling publicity.

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## ARENAS AND AUDITORIUMS

### Roadsters, Hot Rods Mean Success for Unusual Show

By TOM PARKINSON

Demonstrating that highly successful exposition or trade shows can be built in out-of-the-ordinary fields is the National Roadster Show, in progress February 21-26 at the Oakland (Calif.) Exposition Building.

This is a hot rod show, the first of its kind, according to the producers, Al and Mary Slonaker. It was their fetish for creating new types of shows that prompted them to originate this one in 1949. The idea came from the increasingly popularity of hot rods and of customized cars.

The Slonakers have used several ideas to boost their original plan for the show. For example, exhibitors at the show are the ones who pick the winners; each votes in all but his own class. And the "world's largest perpetual trophy," a nine-foot model, goes to the builder of the car voted America's "most beautiful roadster".

Among 50-some-awards are those for the best roadster, the best hot rod and the "people's choice". Votes for the latter are cast by the public.

There are numerous divisions in the show, some with such handles as dragsters, belly tanks and streamliners among the hot rods and modified custom coupes, and full custom coupes among the roadsters.

Attendance at the show has topped a quarter of a million over the years. Both visitors and exhibitors come from as far as Florida, New York and Hawaii to the show that always is at Oakland. The building is able to accommodate 130 displays, and, consequently, the number in the show is limited to that, but the Slonakers have a waiting list of exhibitors who want to enter their cars.

The producers like "firsts". They lay claim to firsts in the fields of indoor auto races, strip-tease parachute jump, antique auto show, and sports car show.

Thus, in working with hot rod builders and the makers of custom cars they found common ground. For the autoists also claim firsts, and among the exhibitors at the National Roadster Show have been those who built into their cars some ideas later adopted by Detroit.

Among these are multiple carburetion, 12-volt ignition systems, twin pipes, torsion bar suspension, electric control devices, padded dashboards, Frenched and hooded headlights, air scoops, two and three-tone paint jobs, high fashion upholstery, record players in the dashboard, Continental kits and the first hardtop convertible.

This year's exhibits include a turbo-gas engine car, a car with hot and cold running water and a car with upholstered foot pedals. Other exhibits have included a flying automobile, food and drink bar in the dashboard, and TV sets for rear seat passengers.

Not the least important phase of the National Roadster Show has been its public relations. Giving recognition to a new and enthusiastic group was responsible for much of the show's success. But going further to better that group's position with the general public has been another prime factor. That is how the show got into the safety angle, which is stressed thruout and which won for it the support and co-operation of local and State police, the Green Cross and the National Hot Rod Association.

## Louisiana Assn. Seeks Increased State Aid

ALEXANDRIA, La., Feb. 18.—The Louisiana Association of Fairs and Festivals will seek legislation to increase each event's State aid by at least \$1,000, it was announced at the annual meeting here Wednesday and Thursday (8-9). The two-day confab was held here in the Hotel Bently.

The first day of the meeting was devoted to registration and booking of attractions with carnival representatives doing a brisk business for coveted weeks.

Hugh Goldsby, Amite, was elected president for '56. Other officers include Wilma Bedell, Eunice, vice-president; Adolphe Netter, Donaldsonville, secretary-treasurer. Elected to the board were James Smith, New Orleans; E. L. Meade, Litcher; Howard Hollier, Abbeville; Brodie Pugh, Minden; John Birdsong, Monroe; J. W. Bryant, Plaquemine; Dr. O. H. La-Forque, Sulphur, and F. F. Couvillon, Martsville. In order to have an attraction representative on the board, George B. Flint, Boyle Woolfolk-ABC Agency, was also named a director.

The annual banquet and floor show was held Wednesday night in the hotel's ballroom. Acts included Peyton and Raye, Gloria Jerome and the Commanders.

Carnival and attraction representatives on hand included H. V. Peterson, Tivoli Exposition Shows; Mr. and Mrs. Kenneth Ritchie, Harry Burke Shows; Paul Miller, Bayou State Shows; Mr. and Mrs. A. E. Raines, Raines Amusement Company; Romeo Dunn and J. T. (Whitey) Richards, Buff Hottle Shows; Mr. and Mrs. Floyd Kile, Floyd Kile Shows; Mr. and Mrs.

Tommy Tidwell, Tidwell Shows; E. D. Backus, Blue Grass Shows; Mr. and Mrs. H. W. Bartholomew, American Beauty Shows; Ted Woodward, Harry Benson, Johnny Ward, Martie Mitchell, Pan American Shows; Jimmie Adams, rodeo talent; Bernie Shapiro, Southern Poster Co.; Eddie Moran, Mr. and Mrs. Jimmy Martin, Southern Valley Shows; Aut Swenson, Swenson Thrillcade; Mr. and Mrs. Lee Hendricks, Horse Capades; Billy Senior, Barnes-Carruthers Theatrical Enterprises; George B. Flint, Boyle-Woolfolk-ABC, and E. O. Stacey, Music Corporation of America.

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# UNDER THE MARQUE

Bob Printy, the old circus wrestler, caught Polack Western at Fort Wayne and visited with Lou Jacobs, whom he knew on the old Sparks show, and Mac and Peggy McDonald. With him were the Paul Bakers.

Bill Jones, who formerly was ahead of Siebrand Bros., and whose wife was the late Princess Zulieka, is on the promotional staff of Polack Western, now busy in Chicago.

Paul Van Pool, Joplin, Mo., Coke king, plans to visit Dallas; Hugo, Okla., and Hot Springs, Ark., on a junket this week. . . . George (Keno) Dunn, who is doing magic and inside lecturing for the Side Show at the Honolulu Shrine show, will be with the Ringling kid show this season.

Roy Valentine postcards from Houston that his Flying LaVals as well as the Flying Malkos, Flying Roberts, Flying Valentines and Flying Royals all wintered in Houston. The Roy Valentines are parents of a daughter, Kathryn, born in December. Ray Valentine, Buddy Brewer and Jerry Neff were practicing aerial bars under the Ibarios.

Polack Western's David Nawrocki tells that the show has completed its Nashville date under police auspices. Among visitors

were Frank Hildebrand, Mickey Martin and Ralph Miller. Eddie Billetti brought some lighting equipment on from his shops. It will be used on outdoor dates. . . . The clowns have been giving Sciplini's Chimps a wide berth since one of them took after Chester Sherman.

Byron Gosh's All-American Circus played to a full house at Water Valley, Miss., and personnel were guests of the town management. Included were Bob and Mae Morris, Joe and Martha Smiga, Byron and Thelma Gosh, Heidi's Aerial Novelty, Doc and Mrs. Ford, Don Ford and the Platinos.

The South Amboy (N. J.) Citizen carried an eulogy to the late Gov. Harold G. Hoffman recently. The Circus Saints and Sinners dedicated a memorial stone at his grave February 7.

Campaign in Milwaukee to raise money for a new zoo has been moving rapidly. Major firms in the city have arranged to donate animals, and publicity program spots and announcement of each of these gifts in newspapers daily. Pledges include those for elephants, rhinos, seals and many other animals.

Miller Bros. Circus gave two performances Wednesday (8) in the (Continued on page 79)

# Set Richmond Sports Expo

RICHMOND, Va., Feb. 18. — Richmond's first Sportsmen's and Motor Boat Show will be held March 14-18 in the new Arena here under sponsorship of the Sportsmen's Club, Virginia Power Boat Association, Isaac Walton League and State Chamber of Commerce.

One-third of the 65,000 square feet of Arena space will be devoted to exhibits, with the remainder of space to be devoted to such attractions as a water show tank, stage and trout fishing pool. Among acts set for the show are the Canadian Guides, log racing and canoe tilting; Joe Brooks and Joan Salvato, fly casters; Charlie Frank's retrieving dogs; J. J. Lynch, archer; Chief White Cloud, rifle and pistol shooting; Walter Gammont, golf, and Willie Smoot, horse shoe pitching.

Sponsors have started a campaign to sell 50,000 advance tickets to the show, which is under the management of Virginia Exhibition Company.

# 3-DAY RITES TOO LONG FOR R-B ONE-NITER

NEW YORK, Feb. 18. — The Ringling show gives it a good attempt, in seeking Zulu natives from Africa as a 1956 attraction. One of the drawbacks concerned Zulu dance and songs rituals, agent MacCormack Steele learned. Once they get off their ceremonies, the Zulus never break the routine for three days, and it felt the circus wouldn't stand still just for that. Steele compromised by taking movies for possible use in designing some of this year's dance numbers on the show.

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Drew, James H.: Nashville; Augusta, Ga., 27-March 3.  
Glades Am. Co.: Fort Pierce, Fla.; (Fair) Sebring 27-March 3.  
Hames, Bill: Houston 22-March 3.  
Latin American: Mission, Tex., 21-March 5.  
Strates, James E.: Orlando, Fla.  
Sugar State: Golden Meadow, La.

# Circus Routes

Cole, James M.: Emporium, Pa., 21; Killmore, N. Y., 22; Andover 23; Pavilion 24; Port Allegany, Pa., 27; Allegheny, N. Y., 28; Sherman 29; Frewsburg March 1.  
Davenport, Orrin: Cleveland, O., 21-26; Rochester, N. Y., 27-March 3; St. Paul, Minn., 5-10.  
Hamid-Morton: Milwaukee, Wis., 21-26; Kansas City, Mo., March 6-11.  
Miller Bros.: Butlerfordon, N. C., 21; Marion 22; Lenoir 23-24; Salisbury 25; Dunn 27-28.  
Polack Bros., Eastern: Roanoke, Va., 23-25; Wilkes-Barre, Pa., 29-March 3; Bluefield, W. Va., 6-7; Bangor, Me., 13-14.  
Polack Bros., Western: Louisville, Ky., 21-26; Chicago, Ill., March 2-19.

# Ice Shows

Holiday on Ice: Charlotte, N. C., 21-26; Tampa, Fla., 27-March 7; Miami 8-13.  
Holiday on Ice (European): Copenhagen, Denmark, 21-29; Odense March 1-9; Aarhus 10-21; Kiel, Germany, 22-29.  
Ice Capades: International: Brandon and Winnipeg, Man. (split), 21-25; Sioux City, Ia., 27-March 4; Wichita, Kan., 7-11; Halifax, N. S., 14-20.  
Ice Capades of 1956: Hershey, Pa., 2-28; St. Louis, Mo., March 1-7; Omaha, Neb., 8-14; St. Paul, Minn., 15-21.  
Shipsteads & Johnson's Ice Palaces of 1956: Boston, Mass., 21-26; Providence, R. I., 27-March 4; Buffalo, N. Y., 6-11; Syracuse, N. Y., 13-18.

# Miscellaneous

Hitler's Personal Armored Car, Jack W. Burke, Mgr.: St. Petersburg, Fla., 21-26. Levolo, Pat and Wills: Honolulu, T. H., 21-

# THE FINAL CURTAIN

**BAUMANN—John F.**, 62, operator for 30 years of Riverview Roller Rink, Milwaukee, February 9 in that city. (Details in Rinks section.)

**BOSWELL—Bennie**, 53, one-time palmistry operator, February 12 in Miami. Survived by his widow, Mary; children, Virginia, Louise and William, and a sister, Viola. Burial in Miami February 15.

**DISCH—Mrs. Mary J. (Nettie)**, 82, wife of Jake J. (Clown Cop Corrigan) Disch, at Milwaukee February 7 following a stroke in January. She had been ill with a heart ailment for six years. Surviving are her husband, Jake; a daughter, Ellen, and a son, William. Burial at Cudahy, Wis.

**GALE—Joseph (Banjo)**, 48, the past five years concessionaire at the Palace Theater, Buffalo, February 9 in that city. He was also well known in the outdoor field, where he operated concessions for a number of years. Survived by his widow, Pearl, and a son, David.

**GREEN—Mary Ellen**, 87, mother of circus fan and show printer, Bill Green, at Washington, Kan., February 9. She also was a circus fan. Burial in Washington.

**HENRIKSEN—Peter C.**, 75, former agent for road shows, at Little Rock February 4. Survivors include two sons and a daughter.

**HOCUM—Mrs. Maude**, 81, member of the old Hocum bareback riding act and daughter of Jake Gollmar, one of the founders of the old Gollmar Bros. Circus, February 10 at Baraboo, Wis. She was with

Gollmar Bros., where she met and married E. V. Hocum. They formed an act which was with Walter L. Main, Andrew Downie and others circuses. They also played fairs. Surviving are a son, Ray; two daughters, Mrs. Gladys Schacht and Mrs. Lucille Walters; all of Baraboo, and a brother, Bert Gollmar, Rochester, Minn. Burial at Baraboo.

**LAPP—Clara Skerbeck**, 72, sister of Pearl Weydt, ride operator and member of the Skerbeck family now active in the carnival business, February 2 in Watertown, Wis. She was a former acrobat and started with the Skerbeck Circus.

**MAJOR—Harold**, 57, attorney and president of the Anderson (S. C.) Fair Association for 11 years, February 14 at Memorial Hospital there following a brief illness. Surviving are his widow, a son and two daughters. Interment in Silver Brook Cemetery, Anderson.

**PETERSON—Carl**, 74, one of the former Peterson Brothers, vaudeville and circus acrobats, January 28 in New York. He was a member of the Stagelights Club. Services at Universal Chapel, New York, with burial February 4 in Kensico Cemetery, Valhalla, N. Y.

**SEVILLE—Mrs. Margaret**, 76, mother of Ester Lester, annex attraction on carnivals, February 3 in York, Pa., of a heart attack. Burial in Prospect Hill Cemetery, York.

**SWANSON—Sigurd**, 59, prominent in the organization of the annual Bridgeport, Conn., Barnum Festival, February 11 in that city. Survived by his widow, Dortha, former musician; a son, a daughter and a sister. Burial in Mountain Grove Cemetery, Bridgeport.

**WALSH—Ed (Gentry)**, 86, for many years lot superintendent with the F. S. Wolcott's Rabbit Foot Minstrels, February 2 in Crawford Rest Home, Jackson, Miss. At one time he also trouped with Gentry Bros. and E. H. and Augustus Jones circuses.

**WEST—Mrs. Rachel**, mother of Mrs. Clay Evans and grandmother of Bill, Don and James Evans, of the Evans United Shows, January 4 in Plattsburg, Mo.

In Loving Memory of  
**ETHEL ROBINSON**  
Who passed away  
February 13, 1955.  
A wonderful friend.  
You will never be forgotten.  
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a true and devoted friend,  
who passed away February  
13, 1955.  
**NELLIE VAUGHAN**

IN MEMORY OF  
**ELMA KOSS**  
Beloved Wife and loving Mother  
who passed away  
February 21, 1944.  
**ADOLPH KOSS & DAUGHTER**

IN LOVING MEMORY  
of My Devoted Husband  
**GEORGE T. BRAY**  
who passed away Feb. 24, 1955.  
Memories are treasures no one can steal.  
Death is a heartache nothing can heal.  
Some may forget you now you are gone,  
But we shall remember no matter how long.  
Wife and Baby Son,  
**IDA & DARLYE BRAY.**

IN MEMORY  
OF OUR DEAR DAD  
**CHAS. (DAD) EYLER**  
Who Passed Away Feb. 26, 1955  
**LESS & BABE HUTCHISON  
MABLE KENT**

# Mass. Solons Vote Against Beano Return

BOSTON, Feb. 18.—Two bills to legalize beano again in Massachusetts were turned down this week by the Legislature.

The American Legion said there was nothing wrong with its bill and that the game would help the organization carry on its charitable work.

The legal affairs committee has recommended that bills calling for county referendum on beano games, and for authorizing veterans' groups to conduct beano for charitable purposes, be thrown out.

# Sports Show Plans Mapped at Whitney

WHITNEY, Tex., Feb. 18.—Some 500,000 Texans are expected to see and hear top caliber radio, TV and recording personalities of the Lone Star State, to be offered free daily at the Lake Whitney Sports Show, April 13-22, according to S. E. Chastian Jr.

Manufacturers and distributors of the Southwest reportedly are wholeheartedly backing the show, assuring visitors of a wide variety of products on exhibition at the show. Sports cars also are expected to be a feature of the show.

# N. Y. Sports Show To Coliseum in '57

NEW YORK, Feb. 18. — The New York Sports, Travel and Vacation Show, which moved to the Kingsbridge Armory two years ago when Campbell-Fairbanks quit the Gotham sports show picture, has contracted for the new Coliseum in 1957.

Lease dates are Wednesday, February 13, to Tuesday, February 26, 1957, and the show will be the 10 days starting February 15.

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## N. Y. EYES DRASTIC RISE

### Arcade Men Protest License Fee Increase

NEW YORK, Feb. 18. — Coin equipment operators from shore spots such as Coney Island and the Rockaways and from the city's numerous kiddie parks which have arcade pieces, will be among those who will meet next week to discuss the city's proposed increase in licensing fees.

The city now requires that each arcade have a common show license, costing \$50 a year. This fee applies to the location, no matter how many pieces it contains.

There has been growing talk in recent weeks that License Commissioner O'Connell has been contem-

plating a drastic change along lines: \$50 per machine, period. As a result of its adoption, the new schedule would require the operator of a 200-unit arcade to pay \$10,000 in licenses, and the small kiddie park spot with a half-dozen games, \$300, where they now are called on to pay only \$50.

The common show license also covers riding devices and midway-type games.

A meeting of arcade people has been slated for Tuesday (21) in the Gothic Room of the Hotel Park Sheraton. Many have observed that if the city enacts the proposed legislation, it would drive them out of business. Calling the session are three of the larger arcade operators in New York—Max Shaffer, Charlie Rubenstein, and Nat Chodaker, with Rubenstein donating the meeting room and refreshments.

### Bowling Added To Rec Center At Rochester

ROCHESTER, N. Y., Feb. 18. —Latest addition to Olympic Park, Joe Schuler's location across from the Rochester Airport, is the Olympic Bowl. The building contains 32 bowling alleys, cocktail lounge, restaurant, juke box, and cigarette and cigar vendors.

The recreation center fronts for 4,000 feet on the highway and consists of 50 acres, not all of which is developed. There is a six-ride Kiddieland, 44-place golf driving range, miniature golf, bingo parlor, and an Arcade with coin-operated games and rides. Olympic's 25 coin-operated rides comprise one of the largest concentrations in the State.

### Plan Tourist Mecca Near Johnstown, N. Y.

NEW YORK, Feb. 18.—A new major tourist attraction with moppet appeal, and a hoped-for tie-in with manufacturers of toys, is planned for the Johnstown-Gloversville, N. Y., area.

Warren N. Larter, president, and George E. Langer, secretary-treasurer, outlined the ambitious plans for their project, Toyland, U. S. A., here this week. Walter E. Short is vice-president and one of the principals. He is also the designer of the proposed funspot, which will follow a fairyland pattern. All are residents of the Johnstown-Gloversville area.

Already secured, with a title closing set for April 1, are two farm properties totaling 105 acres and located at the junction of routes 29 and 148. The location, the operators say, is five miles from exit 28 and and 10 miles from exit 27 of the New York State Thruway. The land has as natural attributes rolling hills, a stream, apple orchard, woods and flat areas for parking.

Planned permanent attractions would include such units as Santa Land, Grandma's Pantry, Railroad Roundhouse, Story Village and a Toy and Doll Museum, among others. Kiddie rides would also be spotted thruout the area.

The partners, who met here with William de L'horbe of the National Amusement Device Company, explained that they hoped the name designation and format would lead to extensive participa-

tion by toy manufacturers. It is their intention to have sample toys on exhibit and available for use by attending moppets. This, they said, could lead to on-the-spot sales and placement of orders.

According to plan, many of the operations, principally ride and food, would be leased to concessionaires. A nominal admission to the area would be charged.

#### Stock Issue

The group is currently attempting to float a stock issue that will bring them \$65,000 in working capital. While an attempt will be made to get into operation by mid-summer, the opening will be postponed if a satisfactory degree of completeness has not been reached.

An advisory board includes leaders in the glove industry in Gloversville and James Knox, president of the Knox Gelatin Company.

### Routemen Buy Rocks' Arcade; To Be Tenants

NEW YORK, Feb. 18. — The arcade at Rockaways' Playland has been sold to S. and N. Amusements, which will operate it on a lease basis, it was revealed this week. Treasurer of the firm is Albert Simon, and its president, who will devote all of his efforts to the new location, is Stanley Nankof.

Simon and Nankof, his nephew, gained familiarization with the arcade during recent years when some of their coin game route equipment was spotted at Playland. Their firm purchased all the arcade's operating pieces, other pieces in storage, and incidentals, such as light fixtures, money changers and counters, safe, public address system, fans, tools, supplies, etc.

Nankof said the operation would be basically the same, with Joe

(Continued on page 84)

### Winter Photos Of Park Rides Make Feature

PITTSBURGH, Feb. 18 — Winter at West View was the theme of a pictorial feature in The Pittsburgh Press Sunday (12). It included unusual photographs of the Coaster after a fresh snowfall, snow on the Bug ride and on a walkway. Another photo showed ticket booths grouped on a pavilion porch.

Copy with the photos pointed out that the spot's ballroom is operating on Tuesday, Saturday and Sunday evenings during the winter.

### Transit Sets 40-Cent Fare To Rockaways

NEW YORK, Feb. 18. — The new transit service over Jamaica Bay to the Rockaways will open on schedule June 28, the Transit Authority said yesterday, and the fare for those getting on at subway stops will be 40 cents each way. It works like this:

Riders from New York City will pay the regular 15-cent token in turnstiles, up to the Howard Beach station just north of the bay. At subsequent stops at Broad Channel and the Rockaways they must pay an extra quarter at exit turnstiles.

Commuters going toward the city pay 40 cents on boarding, the turnstiles being set for a token and a quarter. Both the Independent and BMT subways will feed into the new line, which actually is the rebuilt tracks and trestle of the Long Island Railroad. The line discontinued its Jamaica Bay service after the 1950 fire which destroyed the trestle.

It is expected that the new service will open the vacation peninsula to a million or more potential patrons who have no automobiles or went elsewhere for beach fun because of high Long Island Railroad fares.

### Sterlings Open With Kaye Band

MOOSIC, Pa., Feb. 18.—Easter Sunday night will mark the opening of Sterling's Aquadium ballroom for the 1956 season. Sammy Kaye and his orchestra will provide the dance music and the radio-TV feature, "So You Want to Lead a Band."

Ben Sterling Jr. said the Kaye band had been featured many times at the ballroom and that it was the first in the ballroom when it was built in 1949. Kaye also played for the grand opening that year. Tickets for the dance are being sold in local stores.

### Whalom Names Gilmore Mgr.; Plans Easter Saturday Bow

FITCHBURG, Mass., Feb. 18.—Harold D. Gilmore is returning to Whalom Park as manager after an absence of five years, Henry G. Bowen, president, announced this week.

Gilmore managed the funspot for about 10 years before leaving to enter the motel business at Riverside, R. I. He recently sold out his interest in the motel.

Gilmore first joined the park after the disastrous hurricane of 1938 virtually demolished the center. He was credited with numerous improvements in the physical plant, and attendance grew substantially. In that period all of the buildings, with the exception of the theater, ballroom and skating rink, were completely rebuilt. The skating rink was renovated and enlarged following a fire in 1952.

#### One Day Early

Gilmore and Bowen announced plans to open the park one day earlier, Easter Saturday, March 31. For several years the park has been opening on Easter Sunday. Eddie Grady and the Commanders are set for the ballroom on opening night, repeat from last year.

The annual egg hunt is set for Sunday.

Bowen, president of the National Association of Amusement Parks, Pools and Beaches, is viewing the upcoming season optimistically. Last year business in the East thru New England was affected by polio scares and extremely hot weather. Business thruout the country continues good and this is expected to be reflected in park attendance and grosses.

### Ocean Beach Concession Pacts Awarded

NEW LONDON, Conn., Feb. 18.—Ocean Beach Park Board has awarded a three-year contract for operation of the Gam Restaurant to the Garden Grove Caterers of Manchester, Conn., headed by Arnold J. Pagani.

Contract calls for the concern to pay the city 12 per cent of its gross income up to \$50,000; 15 per cent on income of \$50,000 to \$85,000, and 17 per cent in excess of \$85,000.

Edward W. Turner and Joseph Enos operated the restaurant for the past two seasons.

Six other contracts have been approved for the 1956 season. Two are with CNF Amusements Inc. One covers operation of rides for which the company will pay the city 25 per cent of its gross during the beach season and 10 per cent of gross before and after close of official season. A second contract calls for CNF to pay a flat \$600 a year for operation of a boating concession.

Annie M. Vescovi will pay the city 25 per cent of her gross in season and 10 per cent out of season, for ride operations. Armando Baldelli, Leon St. Germain and Frank Lewyant will pay the city 16 per cent of the gross income from operation of the Gam Cafeteria.

Joseph Y. Gloth will pay a flat \$2,500 a year for operating the novelty shop, and Nutmeg Club Beverage Company will give the city 25 per cent of its take from soft drink vending machine operations.

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## PLAN EXPO HALL

### MCA Wins Allentown Pact, Sets Spike Jones, Vocalists

ALLENTOWN, Pa., Feb. 18.—Spike Jones and his band, booked thru the Music Corporation of America, will head up the grandstand show at the 1956 Allentown Fair. The contract award to MCA ends an association between the fair and George A. Hamid, talent supplier, of some 30 years.

Other talent set includes Lu Ann Simms, former Arthur Godfrey "friend," and the Crew Cuts, recording artists. The Allentown Band, which has played afternoon and evening performances since the inception of the fair, will play the afternoon show only, since Jones and his group will perform thruout the night show.

Big car auto races will replace stock cars on Friday, and midget cars will be featured on closing Saturday afternoon. The night show is set for six nights, beginning Monday.

The award was made on the recommendation of the show committee, which studied bids submit-

ted several weeks ago by the Frank Wirth and GAC-Hamid agencies, among others.

In announcing the award attorney Robert E. Haas, chairman of the executive committee, said the changes were made because it felt that the difference in gate receipts at Allentown and the York (Pa.) Interstate Fair, \$45,000 against \$96,000, was due in part to grandstand entertainment and that something new was needed. He also expressed the need to develop afternoon attendance.

The signing of Allentown gives MCA its first big date in the East since it re-entered the outdoor field in this area this year. Eldred Stacy represented MCA. One other Eastern fair, Petersburg, Va., is credited to Stacy and MCA.

Haas also reported that the demolition of two of the existing exhibit buildings was under study. They would be replaced by a single modern structure which would be used for exhibit purposes thruout the year. It will not be of an auditorium type. Haas said there was a possibility that the structure could be ready by fair time.

Other scheduled changes include the refurbishing of the cattle sheds to make them conform to specifications of national cattle societies.

"Moldy" exhibits which have been on display year after year will be eliminated by the new stipulation requiring that all entries be made within the year preceding the fair. The space gained will be made available to area business houses and industries which, it is hoped, will make for more interesting displays and serve to increase the revenue of the fair, Haas said.

### Vancouver Ex May Replace Shrine Circus

VANCOUVER, B. C., Feb. 18.—Discontinuance of the Polack Bros. Circus as one of the major attractions at the Pacific National Exhibition was termed a possibility by J. S. C. Moffitt, immediate past president of the big exposition.

Moffitt said the show, which is held in the Forum, was excellent, but attendance has dropped off during the past two years.

The ex-president also disclosed that the new Empire Stadium has piled up a \$60,000 deficit over its two years of operation, not including the \$56,000 spent to rebuild its turf.

Moffitt attributed the deficit to expenditures of the stadium. It was not finished in 1954 as promised by the city due to financial difficulties. If Vancouver sports fans maintain the enthusiasm they have shown for football, it should not take too many years for the stadium to make up the deficit, Moffitt added.

### ESE Skeds Holter Unit On 2 Days

SPRINGFIELD, Mass., Feb. 18.—Gene Holter's wild animal show and racing ostriches have been set by the Eastern States Exposition for opening Saturday and Monday, children's day. The unit replaces thrill shows usually presented on these days. Ward Beam booked the attraction.

In his latest report, Jack Reynolds, general manager, said that top names would again be featured in the Coliseum show.

## WINTER FAIRS

### Arizona

Mesa—Maricopa County Fair, March 21-26.

### 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

Ocala—Marion County Fair, March 19-24. Theodore Cormier.

Dade City—Pasco Co. Fair Assn., March 7-10. H. A. Gruetzmacher, Box 248.

De Land—Volusia County Fair, March 4-10. Lee Maxwell.

Delray Beach—Florida Gladiol Festival & Fair, Feb. 20-25. E. C. Lawson.

Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lermann.

Fort Pierce—Legion Fair, Feb. 20-25. Wally Owens.

Largo—Pinellas County Fair, Feb. 26-March 3. J. H. Logan.

Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.

Pahokee—Pahokee Fair, March 12-17. A. E. Earley.

Sebring—Highland County Fair, Feb. 26-March 3. B. J. Harris.

Titusville—Titusville Fair, March 5-10. M. R. Bumpas.

Williston—Levy Co. Fair, March 20-25. O. C. Belott, Mgr., Box 741.

### Paul Jones Renamed Mgr. At Phoenix

Returns to Helm After 5 Years; Mulls Midway Bids

PHOENIX, Ariz., Feb. 18.—Paul F. Jones assumed duties as manager of the Arizona State Fair here Tuesday (14) filling the vacancy caused by the resignation of George W. Blake last November. Jones' first duty upon taking the post was the consideration of carnival contracts for the 1956 run.

Jones was manager of the fair from 1941 to 1951, when Blake was appointed by the Fair Commission and Gov. Howard Pyle. Jones' appointment was approved by Gov. Ernest McFarland.

Four shows have bid for the midway contract. They include Crafts Shows, Siebrand Shows, Pan American Amusement Corporation, and Frank W. Babcock United Shows. All proposals are being studied, Jones said.

Jones would not announce any future plans except to say that the fair will undergo "reorganization." At this time, he added, he had not formulated any concrete plans.

### Entertainment Units Signed For Henrietta

ROCHESTER, N. Y., Feb. 18.—Buddy Wagner's Stunt Capades unit will return to the Monroe County Fair in Henrietta, N. Y., after a year's absence. Fair dates will be August 18-25. The pact, signed with secretary Al Lockner at the recent State sessions in Albany, call for a second night show if necessary.

Other attractions will include the Vivona show, Amusements of America, on the midway, the Joie Chitwood thrill show, and NASCAR-sanctioned stock car racing under the direction of Ed Otto.

### Assiniboia, Sask., Cancels for One Year

ASSINIBOIA, Sask., Feb. 18.—The Assiniboia Agricultural Society has decided to drop its fair for one year. Agricultural projects in the district will be supported, including a 4-H Club show, a crop competition and an horticultural show. A harness race meet will be held.

## \$1,202,000 PLAN

### S. D. State Launches Long-Range Program

HURON, S. D., Feb. 18.—A time table for the South Dakota State Fair's 1956 and subsequent building and grounds development program that will cost upward of \$1,202,000 and be completed by 1964, was outlined here by Manager Ken Balgeman.

This year's program alone will cost \$186,130 and embraces several phases of grounds improvements and new construction not including a new National Guard armory, started last year and which will be completed in time for this year's fair. The armory, which will be used by the 4-H Club during the fair, will cost in the neighborhood of \$200,000.

Contracts for one of the major construction phases of this year's program, a new \$50,000 administration and office building, has been awarded. Six picnic shelters, costing \$3,500, will be installed. A contract for a new 4-H dairy cattle barn, a 4-H sheep barn and an open-class sheep barn are scheduled to be let this month. Cost of these will total \$32,000.

Other expenditures will include \$21,000 for new rest rooms and \$13,000 for a new concessions office. An entrance building and gate will be erected at the new main entrance on the south side of the fairgrounds. Approximately \$13,000 worth of new equipment will be purchased, including six new shuttle buses at a cost of \$4,800. A comprehensive hard-surfacing program will be carried out this summer on roads thruout the fairgrounds and seal-coating of present streets is also planned. Nearly \$25,000 will be spent on present buildings.

Looking beyond 1956, the State fair management has charted an ambitious program, featuring an expenditure of upward of \$1,000,000 in new construction, and another \$100,000 on other grounds improvements and equipment.

Top items on the long-range plan include: Women's building, \$180,000; education building, \$130,000; grandstand renovation, \$300,000; grandstand stage, dressing rooms

and underpass to infield, \$200,000; historical building, \$150,000, and sheep building, \$25,000. Other planned projects include curb and gutter work to widen the adjacent highway, \$32,000; rebuilding of race track and infield, \$20,000; two new horse barns, \$35,000, and new equipment, \$14,000.

## ELIMINATION

### New Bldgs. to Replace ESE Food 'Shacks'

WEST SPRINGFIELD, Mass., Feb. 18.—Eastern States Exposition's food and drink facilities will be revised this year to present an uncluttered appearance to the area around the racetrack entrance.

Jack Reynolds, general manager, says "the familiar 'white shacks' around the Industrial Arts Building, Coliseum, and Cattle Barn C will be razed." A score of old snack bars scattered around the grounds are being torn down and replaced by two centralized facilities.

The plan calls for two modern food concession buildings to go up, one on each side of the racetrack entrance. Each structure will house 10 concessions, which will be leased either singly or in multiple units. Stand measurements will have 12-foot frontage with depth of 16 feet.

### Grandstand Entrance

The executive committee, headed by J. Loring Brooks Jr., approved Reynolds' plan to construct the new buildings and also a new grandstand entrance. Wide use of plastic, glass and other modern building materials is contemplated, "so as to provide easier cleaning," the committee said.

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Opening April 30, Washington, D. C., district line, playing 30th annual tour in and around Washington in proven spots. Two million drawing population, government payday every day. No graft, no gate, short jumps. All sponsored dates, police and firemen. This show carries 8 Rides and 25 Concessions. Get that spring bank roll here. RIDES—Major Rides not conflicting, Kiddy Merry-Go-Round, Auto, Boat, or what have you? CONCESSIONS—Bingo (Jones, contact me), Hi-Striker, Scales, Glass Pitch, Short Range, Long Range, American Reader, Photos, Hanky Panks of all kinds; write what you have. No Concessions booked after opening.

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**DIFFERENT EXCITING**

## Coshocton, O., Fair Regained by Gooding

### Columbus-Based Operator Books Rides, Shows to Add to Own Units

COLUMBUS, O., Feb. 18.—The Coshocton County Fair, Coshocton, O., has been returned to the route of the Gooding Amusement Company after a lapse of about seven years, Floyd E. Gooding, of the Gooding organization, announced at his office-winter quarters here this week.

"I am pleased to again be a part of the Coshocton Fair," Gooding said, "because our family had this fair for 45 consecutive years until a change was made, when a local man was given the contract."

The vote of the fair board that returned the contract to his organization was 13-4, Gooding reported.

#### Busy at Tampa

The veteran ride operator returned to his headquarters here late last week after spending about a week at the Florida State Fair, Tampa, where he busied himself, signing attractions for his far-flung operations.

While in Tampa, he closed for Mr. and Mrs. D. Rex Barnes to have their monkey and alligator show tour under his banner again. Barnes shows have been with the

## Quarters Work To Start for Va. Greater

SUFFOLK, Va., Feb. 18.—Work at the old White County Fairgrounds will get under way by the Virginia Greater Shows' crew the last week of this month, it is reported. General Manager Rocco Masucci will return shortly from his New Jersey home.

Quarters will be managed until then by Bob Millikin, who just reported in from his home in Atlanta. Dutch (Hopalong) Kerchner and the Renstroms are no longer in quarters, it is reported.

Hap Arnold writes from Tampa that he will be back this year with his two concessions.

William C. (Bill) Murray reports several spring and summer still dates contracts already in, and that the show will again stage and manage the fair in Keller, Va., as it has the past two seasons.

A large shipment of paint has arrived from the Buffalo, N. Y., factory of the McDougall-Butler Company. Several new show tents will be delivered to quarters soon by Bill Sanders' American Tent Corp. in time for the opening in late April.

## Dania, Fla., Cele Inks Gold Medal

DANIA, Fla., Feb. 18.—The Dania Tomato Festival, to be held here March 5-10, will have Gold Medal Shows as its midway attraction. Contract was recently closed with William Cowart, business manager of the carnival.

## Ben Wolfe Pacts Two S. C. Fairs

LANDRUM, S. C., Feb. 18.—With the contracting of the Bishopville and Florence, S. C., fairs, the route of Wolfe Amusement Company is virtually completed, Ben Wolfe, owner-manager, announced here in winter quarters.

Weather here the last week has stopped outside work but repair work indoors is moving along at

Gooding organization for 15 straight years, Gooding pointed out, adding that "each year we give them an almost completely changed route."

Gooding also closed with Mr. and Mrs. Zeo Zacchini to have their new dark ride in '56. The Zacchinis, in addition, will also furnish a Funhouse and another dark ride known as the "Witch Castle." Harvey Wilson Sr. and

## Ross Handling Miami Picnic

MIAMI, Feb. 18.—Joe Ross will be in charge of tomorrow's annual picnic of showmen in Crandon Park, which yearly draws hundreds of showmen, and their families and friends.

This edition of the Miami Showmen's Association shindig will be at Pit 4 in the park.

## Sam Gordon Installed As Tampa Club President

TAMPA, Feb. 18.—Sam Gordon was installed as president of the Greater Tampa Showmen's Association at appropriate ceremonies held in the clubrooms here Monday (13).

The new first vice-president, Bernard (Bucky) Allen, was unable to be present but will be inducted at a later date. C. C. (Specks) Grosecruth took office as second vice-president; Joe Fontana, third vice-president; Harry Julius, treasurer, and Vernon Korhn, secretary. Bernie Mendelson, treasurer of

## Tampa Fair Pay Gate Up 16%; RAS Gains 27%

TAMPA, Feb. 18.—Paid attendance at the 11-day Florida State Fair, which closed here Saturday (11), was 16 per cent higher than last year, when the fair ran 13 days. Better weather, more intensive publicity, and improved business conditions in the area were credited for the gate jump.

The Royal American Shows had the best stand in their long history here. Ride and show grosses topped those for '55 by 27 per cent, according to RAS owner, Carl Sedlmayr. In piling up their peak gross the RAS set a new record for a single day, grossing more than \$42,000 on one day, Saturday (4). This gross was the second highest single day's gross ever recorded by the Royal American, being topped only by a \$48,000 take at the Minnesota State Fair last year.

Four days of auto races, staged by National Speedways (Al Sweeney), proved potent crowd-pullers. On one day Sweeney accounted for the largest fair auto race crowd on record here. Closing day was hit by rains which lasted until noon, but the races were run off, starting at 3 p.m., to a three-quarters grandstand.

a good pace, Wolfe said. Ralph Decker, shows' business manager, was in for a huddle with the owner. Other visitors included Mr. and Mrs. Bill Reed, Mr. and Mrs. Roy Beatty and Ernie Sylvester.

Harvey Wilson Jr., will be back again with two Crystal Maze glass houses.

New to the Gooding units will be a Motordrome, owned by K. L. Harris. Gooding also closed with Harris at Tampa.

#### Books Scooter

He also has booked a new 20-car Scooter ride, owned by Hal Wilson of Chattanooga, Tenn. Wilson presently has Scooter rides in Idora Park at Youngstown, O., and at Chippewa Lake, O.

Other attractions booked by Gooding include a Hitler Car exhibit and a new combined Monster and Snake Show, both owned by Jack W. Burke, of Baldwin, N. Y.; a Roller Coaster ride, owned by Mr. and Mrs. Floyd Smith, who have been with the Gooding organization for over 20 years, and five kiddie rides, owned by Ben Hirsch.

Gooding also disclosed that he has made an agreement with Joy Purvis to repeat as the producer of his revue and that Bob Purvis will again be with his organization.

the Showmen's League of America, served as installing officer. The various officers were escorted to the platform by Carl J. Sedlmayr Sr., William Clain, C. J. Sedlmayr Jr., Earl Maddox and Irish Gaughn.

O. J. Weiss, outgoing president, was given a set of golf clubs. A large number of congratulatory wires and letters were read from other show clubs and individuals.

George Ringlin was appointed chaplain and chairman of the sick and burial committee. Other committee chairmen include Harry Rubin, house; Irish Gaughn, entertainment; Bobby Wicks, photographs; C. J. Sedlmayr Jr., cemetery; Jack Young, press; O. J. Weiss, welfare; Lloyd Serfass, ways and means; Jack Wright Jr., public relations; Eddie Lowe, blood bank; Bob Buffinton, membership; Doc Hartwicke, outdoor events; William Clain, reception; Earl Maddox, sergeant at arms; Harry Julius, insurance and banquet and ball; Eddie Zacchini, New Year's Eve party; Irish Gaughn and Earl Maddox, Christmas party, and Harry Julius, bar.

## Bogle Reports 15-Fair Route, Best on Record

ARMA, Kan., Feb. 18.—F. C. Bogle, owner-general manager of the shows bearing his name, this week designated April 7 as opening date of his season that will include 15 fairs, longest and best fair route that the show has had in nine years of operation. The show bows in Pittsburg, Kan.

Fairs will begin the week of July 16 at Anthony, Kan. That date will be followed by fairs at Downs, Oberlin, Hoxie, Scott City, Ness City, Wakeeney, Stockton, Eureka and Pittsburg, Kan.; Webb City, Mo., and Wewoka, Chelsea, Bristow and Claremore, Okla. In addition the show has been set for a five-day July Fourth celebration at Enid, Okla., and the Parsons (Kan.) Fall Festival the last week of September, closing engagement for the show. Activity at winter quarters here is under way in preparation for the opening.

Last year, Bogle reported, he stepped up his advertising budget and nearly doubled grosses. This year he expects to further increase

## MIAMI CLUB TO BURN MORTGAGE

MIAMI, Feb. 18.—Eating, drinking, dancing and other forms of making merry will be in order at the Miami Showmen's Association clubhouse next Saturday (25).

It will be the long-awaited burning of the mortgage, and the invitations are open to members, their wives and members of the Ladies' Auxiliary.

## 493 Pints In Miami's Blood Bank

MIAMI, Feb. 18.—There are 493 pints of blood available in the blood bank, Chairman Whitey Tara reported to the Miami Showmen's Association at the meeting this week. Ep Glosser, secretary, presided in the absence of Oscar Buck, president, who is readying his show in Troy, N. Y.

Also on the dais were Mel G. Dodson, Sam Prell, Leo Bistany, Bill Moore, Dave Endy, Wallace N. Maer and Martin M. Weiss. Attendance was 182.

The blood bank total is reportedly the largest in Dade County and perhaps the largest in Florida. Also on the committee are Alton Pierson, Marty Weiss, Jimmy Stabile, Mike Roman and Ed Walters.

Davey Fineman reported he has arranged for ex-Governor Fuller Warren to speak at a future meeting. A coming fight featuring Al Andrews and Billy Kilgore has been set by promoter Chris Dundee, and Ben Weiss and Shep Blumberg are handling ticket sales which will benefit the club. Jake LaMotta, former middleweight champ and a club member, was among those who spoke at the club meeting. Also saying a few words were Whitey Hurzon, Petey Glynn and Joe Bellinger.

Progress was reported by Danny Dell, civic affairs committee chairman, in getting members to register and vote in Miami.

## Olson to Play Fort Wayne Fair

FORT WAYNE, Ind., Feb. 18.—Olson Shows will play the Fort Wayne Fair here July 9-14, officials announced. It had been previously reported the railroad carnival would play the Allen County Fair here.

the ad budget in hopes of showing further gains. Giving him hope for better profits this year is the fact that his territory, after a five-year drought, has had plenty of moisture this winter. This, Bogle believes, will go a considerable way in giving farmers a profitable year and, consequently, the Bogle Shows improved grosses.

Among various features Bogle has in the works for this year is the offering of a nightly gate prize awarded on a jackpot basis, other prizes on Saturday nights, topped by the giveaway of a good used car each Saturday.

Bogle will carry eight show-owned concessions and two show-owned shows, including a Funhouse. In addition, these concessionaires have signed to return to the show this year: N. L. Dixon, 4; Verna Wells, 2; Otis Porterfield, bingo; John Scott, 3; Bob Garrison, 2; Al Hamid, 2, and Bill and Ruby Johnston, cookhouse. Garrison will also have a Monster Show and Hamid will have two shows.

## Ward Pacts 9 Fairs in La., Miss., Ark.

BATON ROUGE, La., Feb. 18.—Pan-American Shows, for the past two seasons an Eastern show, this year has moved into the Middle West and has booked nine fairs, most of them in the Southern area.

Ted Woodward, general representative, this week announced the show, which is headed up by veteran John R. Ward, has closed with Louisiana fairs in Natchitoches, DeRidder, Ruston and Coshatta. Mississippi annuals are at Meridian and Yazoo City while those in Arkansas are at Benton, Camden and Warren.

In addition, the annual will play celebrations at Mammoth Springs, Ark., and the West Point (Miss.) Stock Show. Other spring dates are at service bases at Fort Polk, La.; Lake Charles, La., and Greenville, Miss. Negotiations are also taking place with additional fairs in Missouri and Iowa.

C. W. (Chick) Franklin recently signed to handle publicity and promotional work this season. The Wards have wintered here with their children and grandchildren, while supervising work on rides, equipment and vehicles.

## Rides Do Biz At Mobile Fete

MOBILE, Ala., Feb. 18.—Altho the "no gaming" edict kept many concessionaires away from the February 4-16 Mardi Gras here, the ruling had no apparent effect on over-all business of carnivals playing the date. Showmen filled the vacant spaces with rides, and all seemed satisfied with business done.

Probably their best business was done during the last three days of the event when ideal weather brought out an estimated 100,000 people. Frank W. Peppers had five rides on the Conti and Conception streets lot, while Johnny J. Denton had nine devices on the Knights of Columbus lot on Government Street and L. R. McSpadden had four and Russell Cooper one on Davis Avenue.

Among the "straight sales" concessionaires making the event were Art Courtney and Bert Donaldson with a shooting gallery, hot dog stand and novelties in the downtown section, while James L. and Lois Reed had their popcorn and candy apples trailer on the Davis Avenue lot.

The daughter of Eddie Ferriany, local concessionaire and nephew of the late K. C. Barkoot, was selected to lead the grand march at the Mystics of Time ball.

## Illions Adds Four Rides At Pomona

POMONA, Calif., Feb. 18.—Harry A. Illions, operator of the midway at the Los Angeles County Fair here, is adding four rides to his complement of 14 for the 1956 run in September.

Illions bought four Allan Herschell rides formerly used in Funland Park in Las Vegas, Nev. Included are a three-abreast Merry-Go-Round, Kiddie Boat and Auto rides and a Sky Fighter. He is negotiating for a Kiddie Coaster. If the deal is consummated, it, too, will be on the grounds for this year's fair.

## Reed Joins Tenn. Valley

SHEFFIELD, Ala., Feb. 18.—Johnnie Reed has joined Tennessee Valley Amusements as business manager, it was announced this week by Owner Theodore R. Meadows. Reed, accompanied by his wife, who will have two stock concessions with the show, visited quarters here recently before going north to complete the show's spring route.

Back with the show for a second year will be Charles Griggs with a line-up of concessions and two shows. The show is adding a major ride this year, according to Sylvia Meadows, and the winter quarters crew is now equipping a semi-trailer to haul it. An all-steel front arch is also being added, along with GMC and Mack tractors to haul the Tilt-a-Whirl and Rolloplane semis. The show will move on 19 trucks and trailers this year.

## Frame's Buys Tilt-a-Whirl

ERIE, Pa., Feb. 18.—Frame's Greater Shows has bought a Tilt-a-Whirl from Sellner Manufacturing Company, Faribault, Minn., bringing the show's 1956 total of office-owned rides to 12, it was announced this week by Owner-Manager Harry Frame. Five shows will be carried.

The show will again play Pennsylvania and New York, kicking off its tour here April 20. In this year's route are 10 fairs and 13 celebrations, including two Buffalo events formerly played by railroad shows. Winter quarters open March 15 at the airport here.

## Crawshaw Adds Spinaroo Ride

VANCOUVER, B. C., Feb. 18.—George Crawshaw's Royal Canadian Shows will up its ride line-up by one this season thru the purchase of a Spinaroo purchased from the King Amusement Company, James McAllister, general agent, announced.

This will bring the equipment to seven major and seven kiddie rides; four shows and upward of 35 concessions, McAllister said. Assistant Manager Richard Crawshaw and Herb Swanson, show mechanic, are supervising winter quarters work here. All equipment will be painted in a new color scheme.

## Tivoli Re-Signs Eunice, La., Fair

JOPLIN, Mo., Feb. 18.—Tivoli Exposition Shows have again signed to provide the midway attractions at the Southwestern Louisiana Fair, Eunice, H. V. Petersen, owner-manager, announced this week. The show will play the fair for the fourth year.

## Promoter Wanted

Veterans' Group Wants Complete CARNIVAL SHOW  
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Replies wanted from legitimate producers to stage big carnival in Pimlico Race Track. Must have plenty Concessions, Rides, Features, Acts.

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Shows—Rides—Concessions.  
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CONCESSIONS—Will book Hanky Panks of all kinds, Age, Ball Games, Bear Pitch, Basketball, Short and Long Range, Penny Arcade, Jewelry and others—no Flats or Gypsies.

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SHOWS—Want well-framed Side Show, Mechanical Show, Funhouse, Monkey Show or any clean Grind Show.

RIDES—Can place two Kiddie Rides and one major Ride for season.

HELP—Can place Foremen and Second Men on Jenny, Wheel, Tilt, Fly-o-Plane, Dodgem and Kid Rides. Also Ticket Sellers. Useful Help in other departments.

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## WANT TO BUY

One Baby Eli Ferris Wheel;  
One Allan Herschell Kiddie Merry-Go-Round, 20 horses.  
Cash deal—no junk.

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Will book or buy ROCK-O-PLANE, must be in good shape. Have a good proven route for Hanky Panks and Shows. Need Ride Help on all rides, must have chauffeur's license; top wages. 10754 Central Ave., N. E., Minneapolis, Minn. (Phone: Sunset 45018.) P. S.: Walter (Peg Wee) Falin, contact Ross Sinderson.

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## Large Carnival Wanted

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## PINELLAS COUNTY FAIR, LARGO, FLA., WEEK FEB. 27

FOLLOWED BY FAIRS AT DE LAND, WEEK MARCH 5; EUSTIS, FLA., WEEK MARCH 15, THEN FOR REGULAR SEASON GRAND OPENING AT OWENSBORO, KY., APRIL 19.

### CONCESSIONS:

WANT Concessions of all kinds, Hanky Panks, Prize-Every-Time Games, Derby Racer, Age and Scales, Hi-Striker, Bozo, African Dip and any legitimate merchandise or direct sales.

### SHOWS:

Motordrome or any good bally show catering to ladies and children.

### WANTED TO BUY FOR CASH

60 K.W. Diesel Light Plant and Funhouse mounted on semi-trailer. No junk wanted. Must be first-class equipment.

### All wire M. G. Stokes, Secy. BLUE GRASS SHOWS

Plant City, Fla., this week; then as per route. P. S.: Positively no phone calls.

## FUN-'N'-SUN CELEBRATION CLEARWATER, FLORIDA—March 10 thru 17

Biggest event on Gulf of Mexico, in heart of city. Operated and managed by the city, county, all civic and fraternal organizations. Every city and town in the county participating as well as entries from 8 other counties. Special events every day starting 10:00 a.m. Parades, contests, water events and a variety of entertainment every hour. 2 presidents from Latin American countries, 6 governors and dignitaries from Washington and our capital and a large number of celebrities. Television, radio, newspaper State-wide publicity. Kids' day Saturday, March 10; the most beautiful parade in America Friday, March 16. Booking in Coachman Park (downtown) Independent Rides, only the finest, Auto Scooter, Sky Wheel, Scrambler, Round-Up, Tilt, Rock-o-Plane, 2 Ferris Wheels, Merry-Go-Round, Spinaroo, Octopus, Dark Ride, Fun House and Glass House. KIDDIE RIDES—Bulgy Whale, Water Boat Ride, Streamlined Train, Live Pony Ride, Sky Fighter or any new Kiddie Ride. Positively no old Rides. All must be painted, in good condition, with plenty of lights. All Help for same must be clean and courteous. Positively no drunks or loud-mouths.

SHOWS: Will place one or not more than two Shows of a very high standard with attractive, clean fronts and seats, such as Dancing Waters, a live Water Show or outstanding trained Chimp and Monkey Show (no Girl Shows or Carnival-Type Shows considered).

CONCESSIONS: No games allowed. Just a few outright sales that are framed in keeping with event. Cookhouse (one only), very high class, must have floor and tables inside, clean and be capable of serving the best of foods for visiting dignitaries as well as general public. Stand-Up or Sit-Down Grab, Pronto Pups (Mrs. Jolly, contact), Ice Cream, Floss, Snow, Photos, French Fries, Jewelry. Will sell "EX" on Novelties. Want Agent for Short Range.

ACT: Will book one or two more Aerial Acts or High Pole. People in Florida preferred. Have Circus Acts booked. No organized carnival considered, independent operators of the highest type only.

WIRE OR PHONE: Edward Young, Chairman of Funland Zone, Tarpon Springs, Fla. (Phone: Victor 2-4141)

### COMMITTEEMEN

**WILLIAM B. JACOBS** now contracting  
Rides and Concessions.  
Early dates available.

### W. B. J. SHOWS

Swanton, Ohio

## TENNESSEE VALLEY AMUSEMENTS

Opening March 3, Winchester, Tenn.—2 Saturdays. Downtown Lot.

Want Sound Truck with Concessions. Hanky Pank Concessions such as Fish Pond, Lead Gallery, Glass Pitch, Cork Gallery, Photos, Ball Games, Mitt Camp, Diggers, Bear Pitch, Pitch-Tilt-U-Win, etc. Want Flashy Bingo on percentage or flat privilege. Rides—Buy or lease Octopus. Help—Foremen and Second Men on all Rides. Shows—Liberal percentage. Monkey, Big Snake, Mechanical and any Grind Show. Excellent Athletic Show route. Lot laid out March 1. Army payday. Write or Wire or Phone 1001-J.  
THEODORE MEADOWS, RT. 1, BOX 43, SHEFFIELD, ALABAMA.

Your American Red Cross Is Always There After Disaster Strikes

# CONTINENTAL SHOWS

**WE POSITIVELY HAVE A FINE ROUTE OF STILL DATES IN THE EAST ROUNDED OUT WITH 5 GOOD NEW ENGLAND AND NEW YORK FAIRS**

Bingo—First time in 15 years we have opening for A-1 Bingo and Operator. Concessions—Good opening for Arcade, Glass Pitch, Custard, Cork Guns, Pitches of all kinds, legitimate Concessions. What have you? Shows—Want Girl Show Operator with at least two performers—we supply the rest—canvases, front and truck. 10-in-1 Side Show—We have new top, banner line, banners and transportation. Can put you in business overnight. What have you besides conversation? Have several Tents—Banner Line and Transportation for Shows—can you put anything in them aside from your genial person. This show has its own transformers, with electricity 24 hours per day available.

**ROLAND E. CHAMPAGNE**  
3 COURTNEY LANE TEL.: GLENVIEW 36594 LOWELL, MASS.

# Ernie SYLVESTER

New!  
**CAROLINA AMUSEMENT SHOWS**

**ATTENTION TO ALL SPONSORING ORGANIZATIONS AND FAIR SECRETARIES OF SOUTH CAROLINA, NORTH CAROLINA, VIRGINIA AND MARYLAND.**

I have under contract for 1956 and will be exhibited on my midway, and the first time on any midway, **MARITA DELORES AND HER PORTABLE THEATRE**, 75-ft. front, 150-chair seats. No other attraction like it on tour today. Featured in RIPLEY'S "Believe It or Not." Leading physicians say: "Why should anyone doubt it? She is there before your very eyes." You have read about it in newspapers and magazines, this year you can see and talk to her in person exclusively on this midway.

**OPENING FOR FOLLOWING CONCESSIONS—Glass Pitch, Hi-Striker, Long Range, Fish Bowls, Pitch Tilt U Win, Cat Racks, Milk Bottles, Clothes Pin Pitch, Cork Guns, Cigarette Pitch, 6 Cats, Scales or any Novelty Concession that works for stock. Want Shows that cater to all ages? Mrs. Porter, write me. All equipment flashed like a circus parade, and PLENTY OF LIGHTS ON MIDWAY. As I aim to carry only a limited number of Concessions, advise you write at once, as you can be too late. Will not crowd the midway. All communications to ERNIE SYLVESTER, Owner and Manager, Box 472, Phones 5311 or 3389, Gaffney, S. C.**

# DANIA TOMATO FESTIVAL

**THE LARGEST OUTDOOR EVENT IN SOUTH FLORIDA**  
Auspices DANIA CHAMBER OF COMMERCE  
**MARCH 5 TO 10, INC.**

Location—Dania City Park

Can place Shows—Fun House, Glass House, Side Show—Arcade, Animal Show, Concessions all open. Will sell ex. on Novelty. Rides—Scrambler, Round-Up, Kid Rides. Want for cash, to place in park—Late Model Allan Herschell Merry-Go-Round, Eli Ferris Wheel, Tilt-a-Whirl, Octopus, large Coaster, Glass House, Kid Rides, small Wheel, Autos, Boats, Airplanes, Whip, Tubs of Fun, Hand Cars, Flood Lights. What have you? No junk. This is all cash deal.

**All answer Fred Cantrell, Mgr.**  
Gold Medal Shows  
127 N.E. First Ave., Miami, Fla.

**Concessions, Contact William Cowan**  
Phone: Hi 8-1062, Miami

# FRAME'S GREATER SHOWS

**12 RIDES—OPENING APRIL 20 IN ERIE, PA.—5 SHOWS**

**WANT** Hunky Panks of all kinds, Punk Rack, Long & Short Range, Age & Scales, Novelty, Pottery Pitch, Hi-Striker, Photos. No flats at any time. No gate. **HELP—**Can place Foreman and Second Men on new Tilt (still in crates). Merry-Go-Round, Chairplane, Comet and Kid Rides; must be sober and drive. Need Bill-poster and Bingo Help.

**Harry Frame, 3715 Main St., Lawrence Park, Erie, Pa.**

# SUNSET AMUSEMENT COMPANY

**OPENING APRIL 26 AT EXCELSIOR SPRINGS, MO.**

Exclusives open: Long Range, Age and Weight, Custard or Ice Cream, Parakeet, Glass or Dish Pitches. **WANT ARCADE, WELL-FRAMED SIDE SHOW, ILLUSION, MECHANICAL AND MOTOR DROME. CAN USE Short Range, Slum Spindle, Basket Ball, Milk Bottles, Punks, Jewelry, Coke Bottles, Hi-Striker, Dip and Hunky Panks. Open: Rat, Mouse and Pan Game Percentage, must have one Hunky Pank.**

P. O. BOX 25, CORAL GABLES, FLORIDA.

# \$100.00 CASH REWARD JOE SAVANO

For location of JOE SAVANO—Concessionaire—32 years old; wife Janet, an Italian immigrant. Possibly once with Royal American, maybe Carolina Beach concessions. For reward, call collect.

**GEORGE TURNER**  
Phone: Victor 3-9888 OKLAHOMA CITY, OKLA.

# \$100.00 CASH REWARD LEWIS NEWCOMER

For location of Lewis Newcomer—48 years old, wife Corene. Once with Kelly-Grady. For reward, call collect.

**GEORGE TURNER**  
Phone: Victor 3-9888 OKLAHOMA CITY, OKLA.

# HARRY BURKE SHOWS

**Want for Grand Opening—March 24 in Baton Rouge, La.**

CONCESSIONS not conflicting—Age, Weight, Novelty, Popcorn and others. Changing ride help—want Wheel, Tilt, Merry-Go-Round and Kid Ride Men; must be clean and dependable. Ernest Mofield, get in touch. Will book Octopus or Spiffire for Fairs, starting September 1. Also two small Shows through season on small percentage.

**KENNETH RITCHIE, MGR.**  
Box 861 Lafayette, La.

# THOMAS JOYLAND SHOWS

**WANT FOR 1956 SEASON**

Arcade, Long Range, Photos, Age and Scales, Hi-Striker, etc. (No "Ex" on Concessions.) Will book Shows of merit. Can place Ride Help, Agents for Hunky Panks, P.C. Dealers, Bingo Help.

**Address L. I. THOMAS, Mgr.**  
1701 N.W. 83RD STREET MIAMI 47, FLORIDA

# ATTENTION, FAIR, PARK AND CELEBRATION CHAIRMEN

"Crash Dick Hell Drivers" Show available for June and July and part of August on percentage or guarantee basis. Complete Cavalcade of Thrills, Crash and Specialty Acts. An hour and 45-minute show. Write, wire or call

**HAL GARVEN ATTRACTIVE**  
1325 NATCHEZ AVE., SOUTH MINNEAPOLIS 5, MINN.

**GIVE TO DAMON RUNYON CANCER FUND**

# MIDWAY CONFAB

**K. H. Garman, owner of Sunset Amusement Company, is wintering in Coral Gables, Fla., but expects to return to quarters in Excelsior Springs, Mo., by late March to prep for his spring opening.**

**Mrs. Joseph E. (Dimples) Karr, widow of the former carnival owner, is a cancer patient in a Mobile, Ala., hospital and would like to hear from friends. Her residence address is 529 Telegraph Road, Prichard, Ala.**

**Roy Carey, old-time concessionaire, cards from Perry, Fla., that he has booked his cookhouse with Pepper's All-State Shows and will join the show at Pascagoula, Miss., in early March. Carey dates back to Clark's Broadway Shows of 1921. . . . Showmen visitors in Mobile during the Mardi Gras included George S. Harr, Gem City Shows; George Cox, concessionaire; Swede Johnson, novelty dealer; Joe Lovell, concessionaire; Mr. and Mrs. Bernie Smuckier, of the new Meridian, Miss., amusement park; Jimmy Rates; M. J. Dessen, general agent of the Peppers Shows, and Fred Cantrell, Shan Bros. Shows.**

**Joe and Peggy Steinberg left Los Angeles recently for Phoenix, Ariz., where they'll join Siebrand Bros.' Carnival and Circus for its upcoming tour. . . . Darwin Glenn, operator of shooting galleries for the Pan American Amusement Corporation, reports he is in danger of losing his sight in one eye. The eye was injured in a scuffle with four youths following an automobile crash.**

**Fay Curtis writes from J. A. Gentsch winter quarters at Natchez, Miss., that Mr. and Mrs. Gentsch recently moved into their new ranch home. Reports that, despite cold and rain, work on rides and equipment is progressing well under the supervision of Pete Roberts. And George Butler has his four kid rides in good shape. Dorothy Butler is keeping the crew well fed.**

**Joe (French) LaCroix, of Cetlin & Wilson Shows, was guest of honor at a recent birthday party in the George Storti house trailer at Miami. Attending were Kaye Greco, Morris Lucio and Quack Donahue. . . . Jack Kaplan has deserted the Chicago scene for a couple of weeks in Miami. . . . Marlene Brody, daughter of Mike Brody, Chicago carnival supplier, will become Mrs. Robert Keisler on March 18.**

**Mr. and Mrs. Jethro Almond, Albermarle, N. C., parakeet breeders, celebrated their 50th wedding anniversary on February 15 with an open house. . . . Jim Tomlinson is convalescing at his Arlington, Calif., home following surgery. . . . M. L. (Bus) Whiteside left Grand Rapids, Minn., recently to work concessions at the Chicago sports and outdoor show. . . . George (Keno) Dunn left recently by air for Honolulu to work in the Side Show of the Aloha Shrine Circus. Dunn is also scheduled to open with the Ringling show in New York.**

**Clarence Swarm, veteran supplier of equipment to midway shows, is now associated with Acme Auto Parts Company, Belleville, Ill.**

**Tex Mason is building a 44-foot front for his Girl Show. He plans to tour the Northwest. . . . Joe Markase is framing a front for his Girl Show, which opens soon at Orlando, Fla. Broadway Cappy will handle the front end and Jeanie Joy will be featured. . . . E. W. (Wimpy) Schnepel, Penny Arcade operator, and W. O. Hooks, concessionaire, have incorporated a plaster statuary manufacturing business in Macon, Ga., site of their winter quarters, according to Mrs. E. T. Kissinger, concessionaire. . . . Diamond Tooth Billy Arnie Columbia, S. C., celebrated his 77th birthday Thursday (9). He's been in showbiz for 50 years.**

**William Block, long-time outdoor showman, is currently operating a hotel in Dania, Fla., where he is active in the Chamber of Commerce. Cash Wiltse, veteran carnival staffer, is currently wintering in Dania.**

**The pop tune, "Why Start a Heartache," co-authored by Mary K. Sarlow, of the Ionia (Mich.) Free Fair, was recently recorded on the Avalon label by Bill Sovia and his Western group. The song was featured on the Raynell Revue of Cetlin & Wilson Shows last season.**

**William J. Tucker is progressing well in Florida, following his stroke of a few months ago. . . . Several Miami inhabitants are in the hospital, namely, Petey Glynn, Dick Burns, Al Weinberg, Otto (Blondie) Mack, Able Pastor, Nick Thomas, Joe Stabile and Harry Newfield.**

# CHOICE SHOW LOCATION AVAILABLE

**CONEY ISLAND, N. Y.**

Heart of Amusement Area. 50,000,000 visitors every season. Will book percentage any show of merit capable of grossing in top category. Show practically equipped for almost any type of operation.

**DAVID ROSEN** 4016 Atlantic Ave., Sea Gate, Brooklyn 24, N. Y.  
ESplanade 2-2178

# NEW MAJESTIC SHOWS

**WANT—WANT—WANT FOR THE 1956 SEASON**

For the following Fairs, Celebrations and Still Dates, with three more Fairs pending. Opening March 30, playing Ft. Knox, Ky., first week in May, and Ft. Campbell (Clarksville, Tenn.) first week in June. Following Fairs: Orleans, Rising Sun, Sunman, Ind.; London, Ky.; Winchester, Tenn.; Jasper, Moulton, Childersburg, Ala. Can place Rides that do not conflict. Shows—Cookhouse and Hunky Panks. Have for Sale—16x40 Bingo with 24-ft. Semi, first \$750.00 takes it; will also book same on show. Also Popcorn Trailer with equipment, \$500.00. All answers to SAM GOLDSTEIN, Owner, Orlando, Fla., Fair, this week; then General Delivery, Tampa, Fla.

# ON THE WEST COAST CRAFTS HAS FOR SALE

Account of purchasing new equipment: 1—Little Dipper Ride, \$3,500. 1—Dark Ride (Pretzel), \$3,500. 1—Eight Car Whip, \$3,500. All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood.

Phone—Write— or Wire  
**CRAFTS 20 BIG SHOWS**  
7283 Bellaire Ave. Phone: Poplar 50909 or Poplar 50320 North Hollywood, Calif.

# FOR SALE on March 17 at Warren, Ohio

## MECHANICAL SWISS VILLAGE

Hand Carved — Electrically Operated with Dodge Tractor and Trailmobile, to highest bidder. Reserving the right to accept or reject any and all bids.

Write or Call D. J. Del Bene, 155 Pine Northeast, Phone 2417-4, Warren, Ohio

# \$PLASTER\$ ITEMS

**You can save up to 35% if you Act Now!**

In March the new USA wage law goes into effect. It will increase the cost of low line merchandise from 20 to 35%—plaster included. **WE WILL accept your order now at last year's low prices, to be shipped immediately or will hold for future shipping if 50% deposit accompanies the order.**

12c items, pkg 48 to ctn.  
15c items, pkg 48 to ctn.  
20c items, pkg 24 to ctn.  
30c items, pkg 12 to ctn.

IF INTERESTED IN CLOSE OUTS, such as—Novelty Cloth and Felt Hats—Novelty Stand Items—Slum—Write for list.

**WISCONSIN DELUXE CO.**  
1902 N. Third St.  
Milwaukee 12, Wis.

# TENTS

\* CONCESSION \* CIRCUS \* CARNIVAL \*  
\* THEATRICAL \* MOVIE \* SKATING \*

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\* America's Largest Builder \*  
\* of Fine Show Tents! \*

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Panels, Pick Ups, 1/2 to 1 Ton. L.W.B., S.W.B. Tractors, Trailers. Late Models.

**SAM BROCKMAN OR  
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## ATLAS AUTO CO.

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Phone: Evergreen 5-2941 or Evergreen 1-0109

# KING REID SHOWS

**OPENING MAY 1**  
Now booking Shows and Concessions. Watch for next week's announcement.

**KING REID SHOWS**  
Manchester, Vermont

# MERRY-GO-ROUND FOR SALE

3-Abreast Spillman, excellent condition, \$4,200.

**KING REID SHOWS**  
Manchester, Vermont

# FOR SALE—BARGAIN

65 Kw. G.M. Light Plant, 110/220, single or 3 phase, 60 cycles, large fuel tank, like new condition, mounted in 28-ft. trailer, with very good Dodge tractor; 50 and 100-ft. lengths heavy-duty new neoprene-covered Mid. Cable, Junction Boxes, 5 Concessions, 20"x40" Top, good Canvas, extra Tires, all very good, ready to go, \$4,000.00 for everything.

Reply P. O. BOX 433, Melbourne, Fla.

# POP CORN

May we send you a free sample of the NEW KEMPOP 40 yellow or white and place your permanent address on our mailing list? Boxes, bags, salt and seasoning.

**INDIANA POP CORN CO.**  
Muncie, Ind. 27 years in business

# CARNIVAL

**WANTED FOR ONE WEEK IN AUGUST. ANNUAL ROODHOUSE, ILL. JAYCEE HOMECOMING.**

Will also sponsor Circus during this season.

**JOHN R. HARMS**  
ROODHOUSE JAYCEES  
ROODHOUSE, ILL.

# CLUB ACTIVITIES

### National Showmen's Association

317 West 56th Street, New York

NEW YORK, Feb. 18.—Those on the sick list include Julius Roth, Bronx Hospital, 1276 Fulton Avenue, New York, for minor surgery; Leo Brenner, at Mount Pleasant Hospital, Baltimore, and Herbert (Pinky) Pincus, Hialeah Convalescent Home, Hialeah, Fla. Frank Capell, Joe Rinaldi and Jack Rose have been discharged from the hospital.

Jack McCormick returned briefly from the Dominican Fair and will go back shortly.

Next regular club meeting will be February 22.

Recent club visitors have included Jack Siegel, Mack Kassow, Leo Nacht, Tom Pell, Sam Cohen, Andrew Stryker, Sam (Skeets) Stillman, Joe Amico, Harry Gold, Sam Bibring, Doc Marcus, Ben Rosenberg, George Rector, Lulu Reiben, Al Janpol, Edward Allen, Sam Rothstein, D. D. Simmons, Jack Schenck, Larry Neuman, Harry Weinraub, Arthur Sicard, Larry Benn, Mark Rosen, Harry Horner, Harry Sandler, Edward McKeon, Jack Stern.

Also, Louis Elias, Sam Walker, Larry Wolinsky, George D. Hensley, Henry Kaufman, Joe Gilbert, David Brown, Murray Spitzer, Max Seskin, Charles Buckbaum, Louis Light, Jack Supan, Harry Levine, Ben Levine and others.

#### Ladies' Auxiliary

Ann Brown, president, presided over the February business meeting, and greeted several members who have not been present for some time. They included Ray Goldman, who was to leave the next day for Miami; Cele Merson, who had been ill; Palmiro Fantino, just returned from a visit to Italy; Edna Ungar, and Betty Schacht.

The daughter of Queenie Van Vliet, past president, has been voted "Miss Lodi (N. J.) High School of 1956." The niece of Ethel Stillman, past president, will be married this month at the Hampshire House.

Joan Steiner was accepted as hostess with Eastern Air Lines and was given a farewell party by her mother, Mrs. Grace Steiner, club treasurer, prior to leaving for Miami to take up her duties.

Rose Westlake was a hit on the Croucho Marx TV show on February 9. She combed out her hair and showed why she is called the Sheep Woman on the midway.

Young Mary Pendrak is anticipating again, her fifth.

The husband of Lydia Nall passed away on February 9. He had been ailing for some time. She is the sister of Margaret McKee, past president.

### Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Feb. 18.—The recent club meeting was cheered by the news that the James E. Strates Show scheduled a jamboree for the club Thursday (16) in Winter Haven.

Recent visitors to the club included Bernie Mendelson, treasurer of the Showmen's League of America. Some, who have been away for some time, recently returned to action in Miami, including Ben Glass, Harry Modele and Ed Horwitz.

Paid-up membership cards will be forwarded to the following members, as soon as they send the office their addresses:

Dan Elias, Wilmer H. Hooks, Kermit Victor Lilly, Robert Wilkinson, Lawrence D. Swanson, Douglas Harrison Rigby, Maynard H. Gardner, Phillip Bartlett, William Brownfield, Walter Barrett, Richard Love Duane Jr., Richard L. Etheridge, Ralph H. Clark, Ollie E. Bradley, Jerry Bonder, Joseph Costabile, Billy Lee Chapman, Herbert Lee Groffen, Floyd Geiger, Sam Jaffee, Monte Kelley, Victor Link, Thomas P. Lyons, Joseph Muniz Jr., Robert Perri, Marlon D. Randall, Edward

Schneff, Frank Stone, Harold F. Smith, Robert S. White.

Also, Richard R. Cormier, Silas E. Bennett, Ronnie Silver, Randolph I. Gallant, Paul B. Breon, Frank Boyd, John Richman, Earl Visaw, Hiram A. Hartley, Eugene Thompson, Edward N. Golden, Robert Armentrout Jr., Ray (Bozo) Cosmo, Irving Bickford, Leonard Bannister, Quincy Jack Ainsworth, William Darcer, Teddy J. Geddings, C. A. Hester, S. T. Jessup, John J. Kelly, Theodore Katros, Ronald Kisner, Clarence Tate Lunsford, Harold F. Martin, Lawrence R. Nash, James F. Ratcliffe, Forrest W. Riggs, W. W. Setzer, Coley A. Spouse, Leonard J. Weiss Jr., and Ralph R. Pope.

#### Ladies' Auxiliary

President Agnes Grosso called the meeting to order. On the dais with her were Kitty Glosser, first vice-president; Frances Deemer, second vice-president; Ann Whitehead, third vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary; and Rhea Carson, corresponding secretary. Salute to the flag followed the invocation, given by Chaplain Elsa Bryant.

Tyler Evelyn Taylor reported 82 members present. Hilda Roman read minutes of the previous meeting and Rhea Carson read correspondence from Bea Barry, Kay Vesely, the Skully family, auxiliary of the Michigan club and auxiliary of the Tampa club. Lois Weiss gave the treasurer's report and Pearl Ridings read applications for membership. Estelle T. Bell, of the ways and means committee, advised that the ad books are ready. Out-of-town members are asked to write for them.

Welcomed to their first meeting were Frances Deemer and Frieda Wilson. Frances Blumberg, who won the lamp donated by Estelle Brady, returned it to the club so it could be raffled off at the officers party February 21. Bea Truesdale, chairman of the sick committee, reported the following ill: Anna Priest, Bea Tarbes and Helen Julius, who is in St. Joseph's Hospital, Tampa.

The Penny Arcade brought in \$11 and the dark horse, won by Irene Barnes, \$20.95. Ann Whitehead, chairman of the blood bank, reported that Charlotte Melville donated \$10 and that Rose Carnett gave a pint of blood.

### Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 18.—Members at the regular weekly meeting here Monday night (13) heard that the Hi Jinks staged Saturday night (11) earned 75 per cent of its gross take. The session was conducted by President Edward Harris, with Bob Downie, vice-president; Harry Phillips, treasurer, and Bob Matthews, secretary, on the rostrum.

Steve Vaughn, chairman of the Hi Jinks, made the report on that event with his co-chairman, J. B. (Red) Dauer, thanking the house committee, the members and others for their co-operation.

Under communications, a letter of thanks was read from Grace Merkel in which she reported that Harry Merkel had been discharged from the hospital and was well on the way to recovery. Another letter reported that Bernie Griggs, the clown, was again to undergo surgery at the City of Hope in Duarte, Calif.

M. J. (Mike) Doolan was welcomed back from his trip for a check-up in a Chicago hospital. Bill Swanson was reported ill in the Veterans' Hospital in Sawtelle. Clyde Gooding is moving to another rest home and Louis Godfrey was added to the sick list. Ben Korte is a patient in the Hollywood Presbyterian Hospital, 1322 N. Vermont, Hollywood, and Bert Fisher is still confined to the Community Hospital in Long Beach. Doc McCullough and Harry La-Mack are well enough to visit the clubrooms.

Dr. Louis Firestone, of Flint,

Mich., attended as the guest of Ross Davis. President, Harris called upon Bill Hobday, Les Dobbs, Joe Dauer, John Snobar, Louis Pagalucci, Ross Davis, J. Ed Brown and Toney Martone.

### Caravans, Inc.

130 North Wells, Chicago

CHICAGO, Feb. 18.—President Marianna Pope presided at the regular meeting assisted by Agnes Barnes, first vice-president; Mollie Raymond, second vice-president; Eva LeRoy, third vice-president pro tem; Wanda Derpa, secretary; Lillian Lawrence, treasurer, and Lucille Hirsch, chaplain.

Correspondence was read from clubs in New York, Tampa, Dallas, Miami and from Isabel Brantman, Clara Peterson and Mary Stutzke.

Mae Taylor reported Jeanette Wall in St. Joseph Hospital here; Eva Clark in Ward 40, Cook County Hospital, Chicago; Mabel Davis in Michael Reese Hospital, and Martha Marts recuperating at home. Eileen Cherone was welcomed back after a prolonged illness.

A vote of thanks for the successful social was given Claire Sopenar, Martha Maas, Agnes Barnes, Mae Sopenar and Helen Wettour. Annual spring benefit party will be held April 21 with Helen Wettour as chairman. Mollie Raymond is in charge of award books. Viola Kosch donated an electric toaster for an award.

Club's 11th birthday will be celebrated April 17 at Nicky's MCM Lounge, with Wanda Darpa handling reservations. Hostesses at the February 21 social will be Ann Sleyster, Mae Taylor, Frances Berger and Eileen Cherone.

### Greater Tampa Showmen's Association

1799 N. W. 28th Street, Miami

TAMPA, Feb. 18.—The regular meeting was called to order by President O. J. Weiss. Also present were Sam Gordon, first vice-president; C. C. Groscouth, third vice-president; Harry Julius, treasurer, and Vernon Korhn. Bernie Mendelson, treasurer of the Showmen's League of America, was invited to the platform.

George Ringlin reported the sick list included Lou Torti, Lewis Morgan and Butch Plas. Also that J. Parsons had died and was buried in the club's cemetery plot.

A thank-you letter was read from the chairman of the March of Dimes lauding the members for raising more money than any other organization in Tampa. President Weiss praised all committees for their work during the year. It was reported that the blood bank stood at 456 pints.

Carl J. Sedlmayr Sr. announced that the benefit show at the Florida State Fair has raised \$3,172.50 for the club's treasury. Meeting closed with a buffet supper for the 118 members present.

### Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Feb. 18.—In the absence of the president the meeting was called to order by Oscar Mattley, third vice-president. Other officers present included Charlotte Porter, treasurer, and Bonnie Townsend, recording secretary.

Kathleen Elsmere was reported convalescing after surgery in the University of California Hospital.

Jimmie Redder announced that plans for the hi-jinks were well under way and a corned beef and cabbage supper was planned before the show.

Following the meeting refreshments in a Valentine theme were served.

### REWARD

For information as to the present whereabouts of  
**HARRY B. DAVIS JR.**  
whom we wish to contact on a personal matter. Call  
**MR. PATTON or MR. CRANS**  
Albany, New York Telephone 8-7871



**TERRIFIC - OUTSTANDING**  
**NEW ANCHOR TENT FRAMES**  
for CONCESSION and 4-WAY TENTS  
Engineered for 2 Years to Assure the BEST for SHOWMEN  
THE SHOWMEN'S CHOICE  
Best Delivery—Write Today—  
Low Prices  
DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2"x2") • HINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.  
Made to the Quality Standards of  
**ANCHOR SUPPLY CO., INC.**  
EVANSVILLE, INDIANA PHONE MA 5-8185  
MFRS. OF CANVAS TENTS FOR ALL PURPOSES

## GLADES AMUSEMENT CO.

Wants for Highlands County Fair, Sebring, Fla.; Brevard County Fair, Titusville, Fla.; Pahokee Fair, Pahokee, Fla.; Marion County Fair, Ocala, Fla., and four other fairs to follow.

Due to disappointment want Coaster. Red Brady, get in touch. Can use a few more Hanky Panks. Want a Fun House or any good-framed Show.

**JERRY SADDLEMIRE, Owner—JACK O'HAYER, General Agent**

Ft. Pierce, Florida, this week.



**VIRGINIA GREATER SHOWS**  
The Show With The Proud Reputation  
OPENING EARLY IN APRIL  
WANT—French Fries, Custard, Novelties, Age & Scales, Bottle Ball Games, Pitch-Till-You-Win, Hi-Striker and American Camp. All Hanky Panks open.  
WANT—Unborn, Snake Show, Wildlife and Side Show Manager. Hoxie, answer.  
WANT—Live Pony Ride.  
Winterquarters open—all Ride Help come in. Write or wire  
**WM. C. MURRAY**  
Suffolk, Va.

## ALL AGENTS CONTRACTED TAKE NOTICE

OPENING WINCHESTER, TENN., SAT., MARCH 3

Have Two Soldiers' Pay Days — April 1 and May 1. Want Girl Show Operator with 2 or more Girls. Well Buckets, Six Cats, Swingers. Will Book Well Flashed Wheel. (Joe Sarette, Answer). Ed Griffin Wants Cookhouse Help.

I will be in Winchester Friday, Feb. 24. Until then Phone 2496, Dyersburg, Tenn.

**CHARLES GRIGGS**

## TED LEWIS SHOWS WANT

FOR NORTH MIAMI BIG DADE COUNTY FAIR

Auspices Moose Lodge, Feb. 27 to March 3, and following dates to follow: MELBOURNE, FLA., March 5 to 10; COCOA, FLA., March 12 to 18; DAYTONA and JACKSONVILLE, North for the season. Can place one or two KIDDIE RIDES and two MAJOR RIDES not conflicting. Will give good proposition to SHOWS WITH OWN OUTFITS. All kind of LEGITIMATE CONCESSIONS. Must work according to orders. No time to waste. If going north, get aboard!

Shows and Rides contact TED LEWIS, 3600 Northwest 27th Ave., Miami, Fla. All Concessions contact LEO BISTANY, 79th St. Hotel, Miami, Fla.

## AMERICAN MIDWAY SHOWS

Want for Stock Show, Mercedes, March 6-12; Navy Payday, Kingsville, March 15-24; Stock Show, Cuero, April 4-7; Strawberry Festival, Poteet, April 12-14; all Texas. Can place Shows, Rides, Concessions not conflicting. Can place Ride Help who drive. Address:

**MALLEN, TEXAS, THIS WEEK.**

## UNITED EXPOSITION SHOWS WANT

First-class Mechanic, must have hand tools. References exchanged. No drunks. Want Ride Help, First and Second Men, all must drive. Can use a few more Hanky Panks. Want Agents for office-owned Concessions. Whitey Darily can use Cookhouse Help, Man and Wife for Grab. Write him at Box 99, Hot Springs, Ark. Opening March 28, Clarksville, Tenn., soldiers' payday, and three more paydays to follow. Winterquarters at Fairgrounds, Russellville, Ky. I will be there March 18.

**Write C. A. VERNON**

509 No. Washington, Bryan, Tex., until March 12; then Winterquarters.

## WANT WANT WANT SIDE SHOW PEOPLE OF ALL KINDS

Pay out of office each week. Want Fire Eater, Pin Cushion, Sword Swallower, Freaks, Punch and Judy, Juggler; also Ticket Sellers and Talkers. Must up and down it.

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For Season and Soldiers' Payday, Clarksville, Tenn., Opening February 28. Cookhouse, Bingo, Lead Gallery, Hanky Panks of all kinds. Girl Show Operator for Girl Show. Louie Duchaine, contact.

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Hanky Panks of all kind. We carry only one of a kind. Also need two Percentage outfits. Will book one Mitt Camp and one Mug outfit. Atlanta will be big for these two. Also need Glass Pitch, Pitch-Till-You-Win, Fishpond, Hi-Striker and all straight sales open. This show carries eight Rides. No racket or front gate. Playing uptown lots. Need all good, reliable Ride Help—especially want good Scenic Artist. All come on.

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Lovelace Hotel or c/o Western Union, Brewton, Ala.; followed by downtown location, Anniston, Ala., under Shrine auspices.

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Want Glass Pitch, Fish Pond, Short Range, Scales, High Striker, Six Cats, Jewelry or any Stock Concessions that do not conflict. Can place Second Men on all Rides. (Jim Yarrington, answer.) This show will carry Twin Wheels this season. Address:

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## NEW DEVELOPMENTS: Introduce Automatic Electronic Coffee Maker

CHICAGO, Feb. 18.—A new coffee brewing system that's designed for users of less than 65 pounds of coffee per week, has been introduced here. The new model, according to the manufacturer, offers new automatic electronic push-button coffee brewing service ideally tailored to the requirements of every user, from the smallest snack shop to the largest food purveyor.

The varying and complicated mechanical spring and balance control elements have been completely eliminated. They have been replaced with a new electronic tube printed circuit which provides positive, unvarying control of the complete brewing cycle. Thru the use of automatic push-button controls the brewing process can be started at the flick of a button. For the operator wanting to make only a few cups of coffee at one time, he can place, for example, a three-cup measurement of ground coffee in the cartridge, snap it in place, put the decanter in position and press the button. The unit is nine inches wide.—Cory Corporation, 221 North La-Salle Street, Chicago 1, Ill.

### CARRIER FOR HOT SANDWICHES . . .

NEW YORK—A carrier for hot sandwiches that could serve a number of special purposes is being marketed here. The unit, according to the manufacturer, keeps the sandwiches at the proper temperature for serving. It is constructed of lightweight aluminum alloy and has stainless steel shelves.—Sterno, Inc., 9 East 37th Street, New York 16.

### FLUID CLEANS OVENS . . .

BRIDGEPORT, Conn.—A spray-on fluid that is said to easily clean burnt-on foods and grease from ovens, grills, broilers, rotisseries and pots and pans, has been introduced by a manufacturer here. The fluid is sprayed on. After a 10-minute wait, the grease or food can be wiped off with a damp sponge or cloth. Maker states its non-flammable.—Bostwick Laboratories, Inc., 706 Bostwick Avenue, Bridgeport 5, Conn.

### FOOD WARMER FOR BARBECUES . . .

BROOKLYN, N. Y.—A food warmer designed to prevent overcooking and drying out of barbecued foods, has been unveiled here. The electric unit is to be used with a barbecue. It is made of stainless steel and heat-treated panels.—Barb-Q-Matic Co., 185 Oakland Street, Brooklyn 22, N. Y.

### AUTOMATIC COFFEE BREWER . . .

HARTFORD, Conn.—An automatic coffee brewer that makes 12 cups in four and one-half minutes is being manufactured here. To operate, the unit is filled with a 12-cup pack of ground coffee, the lid is closed and the starter button is pushed. The brewing chamber is automatically filled from a self-

## 100G A YEAR IMPROVEMENT COST AT ESE

SPRINGFIELD, Mass., Feb. 18. — Nearly \$500,000 was spent in the past five years on improvements to the plant of the Eastern States Exposition. Last year \$127,000 was spent on new pipe lines, a new roof on the Industrial Arts Building, a new electrical sub station and a new sewage pumping station. Other improvements accomplished in the five-year span include the paving of roads and the half-mile race track, new roofs for almost all the buildings, modernization of all utilities, and complete painting.

contained pre-heating water tank brewing chamber. The coffee is brewed and then empties into the decanter while the grounds are washed away. Brew is made of stainless steel, is 10 1/4 inches wide, 27 3/4 inches high and 17 inches from front to back.—Silex Company, Hartford 2, Conn.

### Outdoor Food— New Developments

### FLASHY CHOCOLATE MAKER . . .

CHICAGO — A hot chocolate unit that operates easily and also has plenty of flash has been introduced here. The maker prepares 20 cups of hot chocolate and the decanter can be placed on a burner much like a coffee server. While the decanter is on the burner, the chocolate is constantly stirred. A revolving sign atop the unit calls attention to the product and is said to stimulate impulse buying.—Springer-Scott Foods, Inc., 1312 West Lake Street, Chicago 7.

## Del Mar, Calif., To Participate In Queen Contest

DEL MAR, Calif., Feb. 18. — The 11th annual Fairest of the Fair and Miss Con-Tour queen pageant preliminaries will be launched next month under the co-sponsorship of the Southern California Exposition & County Fair here and the San Diego Convention & Tourist Bureau. The contest is under the direction of Barney Newlee, the Exposition's special events director.

Community and district preliminaries will be sponsored by a local organization from each area. Every preliminary contest will be filmed for showing on KFS-D-TV, San Diego. The clips will be presented on the channel as a salute to the San Diego County communities. Candidates will be selected during March, April and May. Finals are set for June 3 at the Exposition grounds.

## Sacramento, Calif., Posts Quarter Gate On County Event

SACRAMENTO, Calif., Feb. 18. —The Sacramento County Fair here July 5-8 will have a gate admission of 25 cents but free parking, Robert Baker, secretary-manager, announced.

The gate admission is being put into effect to increase revenue, Baker added. Last year the fair had a free gate but charged for parking. The fair is held on part of the grounds of the California State Fair & Exposition.

The 1956 fair will feature what is believed to be the first junior horse show for 4H members ever held in the State. Baker declared that commercial space is now being offered to exhibitors. In 1955 the fair was attended by 51,000, setting a new record for the event formerly held in Galt.

## Moose Jaw, Sask., To Spend \$50,000 On Fairgrounds

MOOSE JAW, Sask., Feb. 18.—Improvements at the Moose Jaw Exhibition grounds this year are expected to cost \$50,000, about the same as last year.

Plans call for the moving of more livestock barns, construction of an administration building, new ticket booths and police station and improved toilet facilities, construction of a new barn and a lunch counter, building of a new show ring, modernization of the fire hall, planting of trees and shrubs, modernization of concession booths and installation of street lights and new power and light lines.

## CLUB ACTIVITIES

### Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Feb. 18.—A full complement of officers was on hand for the regular Thursday (16) meeting. President Maurice Ohren wielded the gavel, assisted by the three vice-presidents, Al Sweeney, Jack Duffield and Bill Carsky. Also on the platform were Homer Briant, executive secretary, and Past President Fred H. Kressmann.

The sick list included Lou Torti, who is confined to a Milwaukee hospital.

New members are Cyril Tankersley and Michael Meyers. Present after absences were Sam (Insurance) Solomon, who reported on his visits to the Hot Springs and Dallas clubs; Nat Green, Toby Wells and Lou Dufour.

Following the meeting the 40 in attendance were served a hot lunch prepared by Mrs. James Stanton.

### Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

Attendance was light at the regular meeting due to heavy snow and a board of directors' meeting was substituted.

The Monday (13) social was well attended with the event themed to Valentine's Day. The kitchen committee, under Bobby Schulz, served supper and the men's club was invited to participate. A 25-pound meat loaf was donated by Mary Sullivan, while Laura Baker and Helen Cook were hostesses for the evening. Grace Ziegler supervised the games.

Jennie Heshner, who is confined with an illness, received gifts, flowers and cards from the members on her recent 50th anniversary.

### Nashua, Ia., Again Nixes Horse Races

NASHUA, Ia., Feb. 18. — The Big Four Fair again voted down a proposal to revive horse racing at its recent meeting of directors. The board announced the fair will be operated August 16-19.

## ROY ALLEN WANTS

Agents for Skillo, Peek, Count and Lineup Stores. Men to up and down concessions. Also Cookhouse Help, one driver preferred.

Playing Indiana, Ohio and Michigan. Opening March 7, Forest, Mississippi. Will be in Jesup, Georgia, until March 1.

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Seven-Tub Tilt, good condition, with or without transportation, cheap for cash. #5 Eli Wheel, good condition, cheap for cash. Allan Herschell Looper, needs paint, cheap. Smith & Smith Chairplane, 22-foot tower, good condition, cheap. Every Fly-o-Plane, needs paint and little work, cheap. All replies:

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## DRIVIN' 'ROUND THE DRIVE-INS

Benito Silva has opened the new Loop 13 Drive-In Theater at Huntsville, Tex. The drive-in has a 350-car capacity. Ali Silvas has been named manager. . . . Capacity of the Trail Drive-In, Houston, is being increased, according to T. J. Cheney, manager. Drive-in is owned by Jack Farr. . . . Joe Noble, manager of Big D Drive-In, Dallas, who was recently in an accident, has returned to work on crutches. . . . Raymond Fox, manager of North Loop Drive-In, El Paso, has installed equipment to handle Cinema-Scope and other wide-screen productions. A larger screen also is being added. . . . Kist Drive-In is being built by Phil Isley in South Oak Cliff, Dallas, and will open in April or May. The 1,000-car drive-in will have a 50 by 100-foot aluminum-type screen and is being built at a reported cost of \$200,000.

The Perakos theater circuit, operator of both conventional and drive-in theaters in Connecticut, is out to encourage greater teen-age theater attendance. The move has started at New Britain with a teenage discount price—40 cents at the Arch Street Theater and 50 cents at the Palace. Peter G. Perakos Jr., circuit executive, said: "I feel children between these ages are unable to work and receive only an allowance. I felt this discount price would give them an opportunity to attend the movies more often and educate them to the movie habit." At the same time the Arch Street Theater is distributing 40 passes each week to the New Britain grammar school safety patrol that has distinguished itself.

Joseph (Chet) Philbrook, of the Route 46 Drive-In Theater, Saddle River, N. J., has been named manager of Smith Management Company's Meadows Drive-In, Hartford, Conn., replacing Harold J. Cummings, who left to join Stanley-Warner Theaters. . . . Joe Dolgin, of the Pine Drive-In, Waterbury, Conn., and Mrs. Dolgin have returned to their Hartford, Conn., home from a Florida vacation. . . . Leon Webbe, of the Bob Schwartz Theaters, Waterbury, Conn., has returned from Idaho.

## ROADSHOW REP

Ray Cass, the veteran repster who collapsed February 3 at the Pompano Beach (Fla.) Race Track, is convalescing at his home in La Harpe, Ill., and would like to read mail from friends, according to Caroline Flournoy Atkins, Daytona Beach, Fla.

Writing in reply to an inquiry by Earl Carlitz, of Philadelphia, about "The Old Homestead" and Denman Thompson, E. F. Hannan, Box 1622, Boston 5, says he has copies of the play for sale. He also states that inquiries written to the postmaster of West Swanzy, N. H., will bring brochures of that old play which is put on every summer by the community. Thompson was a native of that town and is buried there, says Hannan. "The town has an Old Homestead Day and presents the play every summer. It's the big summer show in that area."

Eugene Cauley writes from Guyton, Okla., that he has had tough pickings with his school show in that area. Says Cauley: "This part of the State is not what it once was for flesh entertainment, in hall, school or tent." Cauley plans a move into Colorado. . . . From Midvale, Idaho, members of the Kenney Family Show report that improved conditions during recent weeks have helped keep the show going. The trick is clicking with a short-cast version of "Ten Nights" on its trek West.

## BRUNK'S COMEDIANS

Want for 1956 Season—Versatile People in all lines. Specialties preferred. Also Feature Vaudeville Act to change. Also Working Men. Pat and Diane Roache, please write. Week stands under canvas in Colorado. Address:

**HENRY L. BRUNK**

200 East 31st St., South, Wichita, Kansas

## Mineola Preps 8th Carnival Benefit Show

MINEOLA, N. Y., Feb. 18.—Mineola Roller Rink's winter carnival, a five-year casualty caused by service of many male skaters in the Armed Forces, is being revived. "Holiday Time, U.S.A.," is the title of the revival show, the eighth edition, to be presented March 5-8 at the Earl Van Horn-operated rink.

To be offered by the rink's Earl Van Horn Dance and Figure Club, the three-hour show, with a cast of 122, 12 production numbers (for each month of the year) and 32 acts, is being produced and directed by rink professional Jean Van Horn, assisted by the rink's other pros, Marjorie Hanford, Edward O'Donnell and Donald Mounce.

As in past years, all proceeds of the show on the four nights are the property of the club. No charge is made by the rink management for use of the facilities, special lighting, music and the staff of 26 rink employees. The money will be used to send club members to national championships of the United States Amateur Roller Skating Association in Pasadena, Calif., next summer.

Price scale has been set at \$2.10 and \$1.60 for reserved seats and \$1.20 for general admissions.

## John Baumann, Vet Milwaukee Op, Succumbs

MILWAUKEE, Feb. 18.—On the same day that a plaque arrived for presentation to John F. Baumann, commemorating him for his many years of service to the youth of this community as operator of Riverview Rink and Ballroom, he collapsed and died.

Baumann, who was 62 years old, died Thursday (9) afternoon at the rink. He was found in a toolroom on the balcony by his father-in-law, Edward J. Fischer, who had helped him run the rink. A fire department rescue squad was unable to revive him.

A native of Nashville, Baumann had operated Riverview Rink for more than 30 years. His sole survivor, his widow, Agnes, will receive the plaque, which will be presented by the Milwaukee Optimist Club at a future luncheon meeting of the group. The award, titled the "Friend of the Boy," was tendered to Baumann in recognition of the 28 years in which he had cooperated with the Optimists here by permitting groups of orphans to use the rink free of charge and also playing host to annual Junior Optimist skating parties.

Services were held Monday (13) at the Fass funeral home, Milwaukee, with burial in Wisconsin Memorial Park.

## ARSA Shifts '56 Contests To Chicago

NEW YORK, Feb. 18.—Previously revealed plans to skate the 1956 United States Championship meet in California went out the window earlier this week—when U.S. Amateur Roller Skating Association officials announced that the big 14th annual edition would be held at Steve Seipp's North Avenue Rollerway in Melrose Park, a suburb of Chicago. Dates remain July 1-7.

As usual, dance, figure and speed competition will be at the one site.

"A wonderful thing about the

## RENEWS THAT OLD TOPIC

# Mineola's Busk Makes Plea For RSROA-ARSA Alliance

CINCINNATI, Feb. 18.—The topic of possible merger of the United States Amateur Roller Skating Association and the Roller Skating Rink Operators' Association of America, a proposal that has been kicked about in skating circles for years without acceptance, has been revived. This time the proposal comes from Artie Busk, co-editor of "Bumps and Falls," house organ of Earl Van Horn's Mineola (N. Y.) Roller Rink.

Busk, writing in the February 9 issue of his paper, states that since publication of his views on Olympic recognition of skating, in The Billboard and elsewhere, that he has received many letters urging him to campaign for abolition of the dual control over amateur roller skating competition. "Many skaters feels as I do that the two separate controls that the USARSA and RSROA now hold over the amateur roller skater is detrimental to the advancement and proper recognition of roller skating in general," Busk wrote.

### Everyone Cheated

"Boys and girls . . . young men and women who compete for (skating) honors and the skating public . . . are being cheated out of a true representative competitive meet," said Busk. "I assure you that in both organizations, the boys and girls competing are all bona fide amateur skaters. . . . At the conclusion of these separately skated events, the winners chosen are not true representative champions. They must share their titles with each other. The two organizations do not permit their skaters to compete against each other. Thus they are being cheated. The interested public is cheated because they do not see the best skaters in their respective areas in mutual competition. Roller skating in general is cheated because it does not enjoy the full advantages of this great sport's potential."

Busk charges that the ideas, experiments, dreams and progress of both organizations are "jealously guarded secrets." If they would be combined with each other, he said, the people who skate and the people who operate rinks would gain immeasurably. "Our champions would then be recognized by the world as true champions, and not as just a part claimant to a void title," he said. Busk predicted that the national championships to be staged later this year will be a

## Set Chi Oldtimer Party

CHICAGO, Feb. 18.—The Oldtimers Roller Skating Club of Chicago will hold its 17th anniversary party March 12 at New Riverview Roller Rink, reports Bill Henning, who with Joe Laurey, will be in charge of a race program for men, women, boys and girls, with medals going to winners. The Entertainment committee has also made arrangements for door prizes and awards for winners of waltz and graceful skating contests.

North Avenue rink is the size of the floor," said USARSA secretary, Ozzie Nelson, of New York City. "When the place was enlarged and rebuilt recently, the length was stretched from 190 to 240 feet, the width staying a proportionately good 100 feet. There will be plenty of room for added bleacher seats."

North Avenue professional instructors are Jack Mayes and Matthew Martel.

## CURVECREST RINK-COTE

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PERRY B. GILES, Pres. Curvcrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvcrest and see for yourself!

repetition of what he pointed out—two groups of skaters claiming the same championships.

"I do not say that either organization need be abolished," said Busk. "I do say they should combine their efforts into one national body, divorced from any influence of outside groups. . . . This would give roller skating a closely knit organization working in unison with rink operators and the many great professional skaters who graduated from amateur ranks, he maintains.

Busk then briefly traced the history of the two groups: "The RSROA originated in 1937. Largely responsible for the success of this group were men like our own Earl Van Horn, Victor J. Brown, Newark, N. J.; Cap Sefferino, Cincinnati; Perry B. Rawson, Deal, N. J.; Fred Martin, Detroit; Fred Freeman, Boston, and Wally Kiefer, White Plains, N. Y. . . . Under their guidance this new body and roller skating grew from a mediocre position to one of important stature in the sports structure of the nation. . . . Differences of agreement caused some of the members to break away. . . . and form a new organization, now known as the United Rink Operators. From this came . . . our ARSA. . . ."

"The purpose and intent of this new organization was laudable at the outset, and warmly received by hundreds of skaters. . . . One of the primary intentions of this new group was to put amateur skating in the hands of the amateur skaters themselves. They were to form their own governing bodies, adopt their own constitution and by-laws, establish their own rules and regulations, to conduct and finance all proficiency tests and local, State and national championships without any interference or coercion from any outside body. This, of course, was fine, and a great boon to roller skating across the nation.

### URO, ARSA Slumped

"It was felt at the time that the RSROA rinks would eventually see the light and come over to our side. However, they thought differently and stayed on their own side of the fence. Today, they are a well-knit, efficiently run organization that has prospered well beyond their hopes and dreams. Meanwhile, our own URO and ARSA . . . have had to take a back seat. . . . They have never risen above their standard as the junior group. They have not made the great progress that was hoped for and are slowly but surely deteriorating under the domination and

dictatorship of two men who will not accede to what is best for the amateur skater and roller skating in general."

A merger of the ARSA and RSROA into one great body would bring peace and harmonious relations to the ranks and roller skating across the nation, said Busk, and concluded with a plea for "work toward the merger of RSROA and ARSA. Let us get together and iron out the differences that exist. Let's end the civil war in our ranks and put aside one-man domination and dictation to stooges. Remember, in unity there is strength."

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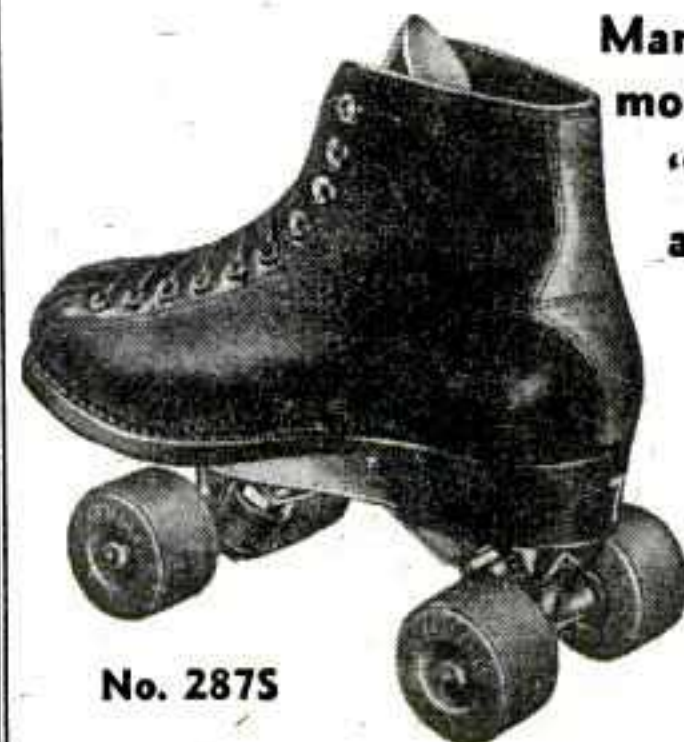
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## Early Indoor Dates Point to Big Year

Polack, Davenport, Hamid-Morton Report Big Business for Starters

CHICAGO, Feb. 18.—If scores by the early indoor dates are a guide, circus business will be big this year. Reports from Orrin Davenport, Hamid-Morton, and Polack Bros.' circuses are full of optimism as a result of grosses racked up in their first cities.

Polack's Western unit won its best date in the 13-year history of the stand at Flint, Mich. Its Hammond, Ind., business was 25 per cent up, with part of that being accounted for by the fact that weather clobbered business a year ago. Fort Wayne, Ind., gave Po-

lack Western a 12 per cent increase and sent Louie Stern & Co. on their way with hopes for a big year.

Hamid-Morton opened at Memphis Saturday (11) with a \$4,000 hike in advance sales and a \$3,000 increase in membership sales, although promoter Carl Sonitz had two weeks less than usual in which to work. Show got a turnaway Saturday afternoon and full house at night. The Sunday (12) afternoon got a sell-out, and no performance was scheduled at night. Negro Day, Monday (13), brought two capacity matinees, where only one had been before, and the night house also was capacity.

Col. Bob Morton, in reporting the big business, said the rest of the week was sold out. He termed business phenomenal and reported advance sales in Milwaukee, Kansas City and Wichita also are up. He said he was convinced the Middle West is in "extraordinarily good shape" but noted that he was yet to be convinced the East would hold up as well.

### Detroit Goes Big

As the Detroit Shrine date closed, Eddie Stinson said every house was larger than its corresponding performance last year, and the show closed with attendance increases totaling 25 per cent.

Part of the increase was attributed to the return of morning matinees on Saturdays. Weather was poor during the run and auto industry layoffs were beginning.

Run opened January 30 and first week drew better than average afternoon houses but the first few nights were light.

The first Saturday matinee (4) drew "far beyond what we expected," according to producer Orrin Davenport. It was near-capacity in the big coliseum. The regular matinee that day turned away 2,000 and the night house packed the place, to give the show its biggest single day in the history of the stand. Concessions had one of their biggest days in the history of the show.

Sunday (5) had an afternoon turnaway larger than Saturday's and the Sunday night show, at 7 p.m., drew very well for that time. Final Saturday and Sunday (10-11) shows were comparable, to bring the show's score to the 25 per cent increase.

## Frank Loesser Songs Slated for Ringling

• Continued from page 1

new circus people as the show's production routines takes shape. Izzy Cervone will lead the band instead Merle Evans, Preston Lambert will reportedly replace Harold Ronk as vocalist as well as performing as equestrian director in place of Count Nicholas, and Bob Dover will have increased responsibilities under Pat Valdo.

Rehearsals, a nine-week chore eight years ago, were accomplished in a record 21 days last year. Richard Barstow goes to Sarasota tomorrow, with the starting date for workouts as yet unsettled. Unloading date in New York is April 1, and the show opens on the 4th.

### Male Line Captain

In order to maintain a higher degree of proficiency and responsibility by ballet girls and dancers on the road, Barstow has hired a boy line captain to keep personnel on their performing toes and give lessons of one-half to one-hour duration once a week. Eight boy dancers were picked out in New York by Barstow, and 14 girls were chosen here for their good looks and dancing ability. Virtually all

## Early Ringling Breaks Held To Benefit

NEW YORK, Feb. 18.—Billing in New York and the presence of general agent Paul Eagles started March 7 last year, three weeks ahead of the Ringling opener in Madison Square Garden. This year's opening will be April 4, and indications are that a similar timetable will be followed.

As yet, New York is devoid of publicity material except what radio-TV has been spreading for the benefit opener, which this year has the Police Athletic League as its recipient. Norman Carroll's commitments so far include TV coverage of the April 1 unloading on the "Wide, Wide World" network program, with emphasis on the elephants' march to the Garden.

Charlie Miller is PAL representative in the reciprocal publicity set-up. Plans so far call for a drawing contest by youngsters, who will receive a photo of clown Emmett Kelly to work from. There will also likely be a clown make-up promotion, with aspiring joeys turning out in full costume for the judging.

## All Goes Well For Millers, Says Co-Owner

WASHINGTON, N. C., Feb. 18.—R. A. Miller said here Friday (17) that Miller Bros.' Indoor Circus has been winning good business and is signing most dates for repeats in 1957.

He said that both he and his brother, M. A. Miller, are with the show and that the operation is going smoothly.

## Beatty Signs New L. A. Lot

LOS ANGELES, Feb. 18.—Clyde Beatty Circus will use the Coliseum parking lot here for a showgrounds when it appears here in the early spring. In the past shows usually have used the Washington and Hill lot, but it is no longer available. Polack Bros.' will day and date the Beatty show, opening after Beatty has started, and closing later.

## RB Plan Sessions Enter Fifth Week

Bundy Has All Ticket Operations; Advance, Press Departments Unsettled

SARASOTA, Fla., Feb. 18.—Planning sessions by Ringling Bros. and Barnum & Bailey Circus continued here this week, and Michael Burke, executive director, said he expected them to be completed by next week. They were called January 20.

Still to be decided were over-all policies on advertising. General Agent Paul Eagles remained here, and his talks with John Ringling North and others were expected to work out route, railroad and advertising plans.

Albert Woodley, New York ad agency owner, was en route to Sarasota with his proposals for 1956 ads and promotion for the show. Space has been contracted in New York for some outdoor advertising space.

Meanwhile, Zac Freedman continued as acting head of the press department and he announced an audition February 22 in New York for amateurs who want to be clowns. Winners will be hired by the show, it was announced. The Barstows are judges.

Burke said that announcement of the appointment of the press department head was being held up until "all the names are in the pot" and make-up of the department was settled.

Burke confirmed that Rudy Bundy will be in charge of tickets next season. He went on to say that Bundy's title will be director of sales, and in that position he will be responsible for all phases of selling tickets. This includes, he explained, the printing of tickets, their distribution, advance sales, mail orders, downtown sales, wagon sales, front door, inside tickets, ushers and ticket counting.

He said it was not yet certain whether the show would have mail order set-ups in any but the larger cities.

No appointments have been made yet in the treasurer's department. Burke said that the company's auditors now are auditing the past year's books and at the

## Kaye Playing Calif. Cities

VALLEJO, Calif., Feb. 18.—Al Kayda's Kaye Bros.' Circus has been playing this area and is booked into Oregon this month. Show plays under auspices and gets 50 cents and \$1.10. Performance runs 1:15 hours, plus intermission. Music is by electric organ.

Acts include Dolly and Jimmy Connors, dogs, ponies, monkeys; Erick Adams, chimp; Hans and Rosita Claire, hand-balancing; the Eddys (Connors), rolling globes; Erick Adams, bikes; Tilton and Heerdink, comedy bars; Connors, dogs; Claires, hand-balancing and juggling; Ala Ming, walking on giant sword blade; Jimmy Reynolds, two sea lions; Los Larabees, whip act, and Baby Sue, elephant owned by Norman Anderson. This was the bull's first week of appearances.

## Mills to Name New Acts Soon

CLEVELAND HEIGHTS, O., Feb. 18.—Mills Bros.' Circus has sold an elephant to a man in Arkansas who plans a merchant's street show. The Mills show probably will use four bulls this time.

The show will announce soon the line-up of acts booked for the 1956 performance. Expected to be included are new people from Central Europe and elsewhere, as well as acts which have been with the show in recent years and now will return.

same time preparing suggestions for changing the fiscal department. The suggestions will include one on how many people are needed in the department.

Burke said that Izzy Cervone, the new bandmaster, has another commitment starting in mid-season. It is understood he may leave the show to fill that and then return, while next season he would stay with the band all year.

## NICE TRY, THO

## L. I. Circus, 85-Trucker, Big Fizzle

NEW YORK, Feb. 18.—One of the more ambitious efforts to promote a large-scale truck show has evaporated out on Long Island, with the promoters having disappeared and nothing being missing except a Hammond organ.

The story began last summer when two men paid three months' rent in advance on a large estate in exclusive Stoneybrook. They put a payment down on an organ, and hired a male secretary and three gardeners. The place had previously been occupied by Wendell Wilkie, Jackie Gleason and other well-to-do's.

Identifying themselves as Glenn Cox and Paul Wentworth Lang, the pair approached the local White Trucks distributor with the following request: They wanted 85 trucks without a down payment, for circus use. They wanted 50 for a starter, with stainless steel bodies and cabs.

### 'All-Nylon Top'

Cox and Lang reported they were also going to promote an all-nylon big top free, in exchange for the top's publicity value to the manufacturer. They also reported negotiating for truck trailers.

They lived sumptuously, paid their bills, and the truck agency checked into their financial background, drawing a total blank. Everything was on the q.t. as Cox and Lang said they were framing their show in secrecy.

The secret was well kept, so well that one day they dropped out of sight without any message. So did the organ.

It has been established that the pair actually spread a considerable sum of money in the area around Riverhead, far out on Long Island. But they vanished as mysteriously as they appeared.

## R-B TV Show For April 3 Moved to CBS

SARASOTA, Fla., Feb. 18.—Ringling's television show from New York in April will be handled by CBS instead of NBC, as had been scheduled before. Telecast will be on the evening of April 3 from Madison Square Garden.

Michael Burke said here that Benton & Bowles Agency had been unable to buy the desired time for the proposed NBC show except on days too long before and too long after the circus opening.

The agency's contract with Ringling then was assigned to CBS, which came up with time on the desired night. The same crew will handle this show that put together the one from Ringling's winter quarters at Christmas time. Sponsor remains General Foods.

## Packs Contracts Terre Haute; Signs Talent

ST. LOUIS, Feb. 18.—Tom Packs Circus this week announced the booking of two more acts and three clowns for the new Western unit.

The show also revealed that it has contracted to return to Terre Haute, Ind., in July with the Eastern unit. The Shrine there dropped the circus in favor of a water show last season, but now has come back into the fold, with Jack Leontini signing the new contract for Tom Packs.

Signed to go with the Western unit are Rietta, high sway pole; Prince El Kigordo, wild animals; and clowns Bozo Harrell, Jack La Pearl and Charlie Ed Lewis. Work of building equipment for the Western show continues at Gainesville, Texas.

## Carlton Named When Brassil Quits R-B Car

HOLLYWOOD, Feb. 18.—John J. Brassil announced Wednesday (15) his resignation as advertising car manager of the Ringling Bros. and Barnum & Bailey Circus. In Sarasota Friday it was confirmed that Brassil had resigned and that Clyde Carlton has been named to succeed him. Carlton was his assistant last season, and was manager of Car 2 and Car 3 in earlier years.

Brassil joined the advance of Sells-Floto Circus in 1912 and moved to Al G. Barnes in 1918, remaining thru 1924. He was on the Ringling advance from 1925 until 1930, when he went back to Barnes as car manager. He stayed with Barnes thru 1937 and then came to Ringling for five years as car manager. After two years off the road, he was with Clyde Beatty in 1946 and 1947, returning to Ringling in 1948.

## Clyde Opens With Dallas

DALLAS, Feb. 18.—Clyde Bros.' Circus, owned and managed by Howard Suez, opens here Monday thru Thursday (20-23) under Jaycee auspices. Show is routed thru the Middle West to Canada, where it is contracted for 10 weeks in Ontario arenas.

Show's act will include the Sensational Kays, high wire; Antaleks, perch; Hendersons, chimps; St. Leons, teeterboard; the others. Prices here will be 60 cents for kids and \$1.20 for adults. Show will be at Fair Park Auditorium.



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**UNDER THE MARQUEE**

By TOM PARKINSON

Continued from page 69

Albemarle (N. C.) Armory to good crowds, says Jethro Almond, who reported a good performance. Among its animals the show carries five elephants, a lion and a well-trained chimp.

Adolph Frahm, formerly with the Ringling show, is handling the trained seals at the Seaquarium, Miami Beach, Fla.

Mary and Portis Sims, after spending February in their Gainesville, Tex., home, will play Orrin Davenport dates in Rochester, N. Y., and Dayton, O., with their jockey dogs and Liberty ponies. They will also work the Omaha Shrine and St. Louis Police shows.

Bill Ballentine authored an article which will be in the March issue of Holiday magazine. It is about the Florida Gulf Coast. . . . Ted Webb, son of the late Ollie Webb, Ringling steward and himself a frozen custard operator, is chairman of the circus committee for the Shrine at Topeka, Kan.

Steve (Bozo) Brenner writes from Baltimore that he is out of the hospital and in business again. . . . Irene Leff, whose husband, Ben, operates an air calliope at special events, appeared on the Groucho Marx TV show with her chimp. . . . Dave Murphy, circus announcer and ticket seller, is handling publicity for the Playhouse Players, Sarasota theater group.

Barbette, having gotten Polack Western's aerial ballet and spec numbers into operation, now is in Sarasota to train the '56 Ringling ballet girls as well.

Al Butler, former Ringling contracting agent who has been with Rodgers and Hammerstein for 10 years, now is touring the country for their musical, "Pipe Dream." The show is in New York and Butler sets excursions by train and plane from other cities.

Sam Stratton is ahead of the legit show, "Damn Yankee."

Benny and Betty Fox completed a five-week run at Sullivan's "Circus Hall of Fame" in Sarasota and headed for Shrine dates at Minneapolis-St. Paul. They expect to return to the "Hall of Fame" in November. Bob Earl's high act opened there Wednesday (15), reports John L. Sullivan.

Playing Denver for a convention date booked by Nina Nova were Larry Griswold, Frances Brunn and musical acts. . . . At the Denver Auto Show were Payo-Mai, Elly Ardely, "Dancing Waters" and other acts.

With the British show, Bertram Mills Circus, which closed recently, were the Two Ortons, sway pole; the Arriola casting-trampoline troupe, and Sonny Moore's Roustabouts. . . . Tom Arnold's Harringay Circus, another big British show, this winter included a section of about nine acts entitled "The Buffalo Bill Wild West Show," with Edward Gray taking the part of Buffalo Bill.

Karl Wallenda, of the Great Wallenda high wire troupe, writes from South America that they will leave the Circus Royal Dumber on February 26 and fly to Miami. They will return to Sarasota for a few weeks before making Rink Wright's Omaha date and then joining the Western unit of Tom Packs Circus. Wallenda tells of playing a town accessible only by river boat. The Great Barton, an Arab troupe and an aerial act are to join the show soon.

R. O. (Dick) Scatterday, Kelly-Miller national ad rep, was in Chicago this week. . . . Edna Antes, who was in the Ringling ticket department last season and wintered in California, passed thru Chicago Wednesday (15) en route to Sarasota. . . . Visitors at King Bros.' quarters in Macon, Ga., last week were Norman Anderson, former owner of Wallace & Clark Circus, who will have concessions on a King show; Lucio Cristiana, own-

er-manager of Cristiani Bros.' Circus, and animal impresario Tony Diano.

Guests of C. H. (Pop) Haussman at Lansing, Mich., during the Polack Eastern engagement, included Henry Kyes, Paul Kaye, Gene Randow, Dick Slayton, the Hannefords, LaNorma and Andre Fox, Pink and June Madison and daughter, the Symphonettes, Coronas, Rhodins, Del Morals, Arden Kreisch and George Voise..

Harry LaBrequé reports from San Antonio that he is feeling fairly well and walks a little each day. He'll stay at the nursing home for some time yet, he writes, and looks forward to mail.

Ray Bickford, Bernardstown, Mass., clown, relates that Roy Arnold's miniature circus, which was featured in Life magazine last year, has been signed for a 10-day showing at Woronoco, Mass.

Col. Bill Woodcock will play Western Canadian stands for Orrin Davenport with the Miller & Woodcock Elephants. . . . Helen and Buster Hayes, who now have their chimps on the Orrin Davenport show, visited recently at the Museum of the American Circus in Sarasota.

Fort Wayne paper carried a feature about Bernie (Soldier) Longsdorf, Polack Western's superintendent, having an "act" which no one sees, that of hanging the show. . . . Bill Griffith, Wisconsin CFA, is printing material for phonemen, . . . John Meah will clown with Hunt Bros.' Circus this season.

Buck Leahy is handling the mail and Billboard chores with the James M. Cole unit. . . . Francis and Elsie Kitzman were guests of the Harry Chipmans at Alhambra, Calif. . . . Jim Nordmark, Sedro Woolley, Wash., caught Beatty, Ringling and Polack in the past year.

Jane C. Furbee, Davenport, Ia., fan, hosted Joy and Roy Thomas, who will play St. Paul. A Davenport newspaper recently carried a feature story about her wood carvings of clowns. . . . The Buffalo Bill Tent of CFA was "raised" Sunday (12), with Orlo Rahn, Davenport, Ia., member, as president.

Butch Cohn is expected to be back with King Bros. this summer. . . . Chuck Burnes, who clowned with Ringling last season, has a bit part in "Caine Mutiny Court Martial" production of the Palm Tree Players, Sarasota theater group.

The late Henry Ringling Jr., Baraboo, Wis., theater owner and political leader, left \$873,000 in bonds as part of his estate. Correcting an earlier report, it was not he who made a nomination speech at the 1948 Republican convention.

Jorgen M. Christiansen, on the West Coast en route to his date at the Honolulu Shrine show, visited Ken and Bertha Maynard, Frank Whitbeck of MGM, Carlos Carreon and Claude and Pauline Webb, former owners of Russell Bros.' Circus. Earlier he had visited with

the Johnny Glines and others at the Beatty quarters in New Mexico, Gil Gray and others of that show, who had just closed at Disneyland, and Hap Henry, with whom he worked out plans for shipping their animals to Hawaii. Christiansen stayed with J. King Ross.

Marjorie Towson and Jean Erica, wintering in California, have seen Bobby Kay Smiley, Laurence Cross, Harold Hall, Harry Hammond, Lucy and Danlo, Norman and Shirley Carroll and Kevin Carroll, Esther Escalante Katz, Phil and Betty Escalante and the Mario Escalantes. They report that Dorothy Herbert is playing a date in the San Fernando Valley and that Clara and Adolph Delbosq have been at the Moulin Rouge in Hollywood.

George Barton will have the horses on Leonard Bros.' Circus, where Curley Miller will have his dressage horse, too. . . . Little Bob Stevens is playing Louisiana with a tapir. . . . Fan Bill Johnson, of LaCrosse, Wis., reports that Gertrude Knapp, a circus model builder, entered a Milwaukee hospital for surgery recently.

Charles (Pearly) Houser, who has been working at Kelly-Miller quarters since the show closed, is headed for Chicago and about six weeks' vacation prior to starting the new season.

Polack Western scored heavy publicity breaks in Louisville leading off with a color-photo series about Lou Jacobs in the Sunday magazine section of The Courier-Journal. It included the magazine cover and two inside pages. Louisville Times carried a feature about plans being made for transporting the elephant Opal to New York for the Ed Sullivan TV show.

Tony Diano and Paul M. Conaway, circus attorney, spent several days in Texas recently, talking with Bob Stevens, of the Tom Packs Western unit, and Wyle V. Moore, brother of Clyde Beatty's general agent.

Chief Stanwood, of East-Sullivan, Me., who plays sports shows, is planning to erect a memorial to the late Chief Needahbeh, Indian emcee at many sports shows. . . . George W. Allen, of Boston, visited with Kenneth (Chee Chee) Pierce, while the Pierce Family was appearing at the Sportsmen's and Boat Show. Allen and Pierce were together on the '54 King show. Last year the Pierces made sports shows and fairs.

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**4-PHONEMEN-4**

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300 EXHIBITORS      40,000 ITEMS      12 FOREIGN COUNTRIES

## MARBLES

FOR

Prizes, Premiums, Novelty Workers, Concessionaires, Bingo Operators, Mobile Jobbers, Distributors, Souvenir Stands, Gift and Novelty Stores, Arcades, Fairs, Carnivals, Parks, Recreation Centers, Circuses, Rinks, Drive-Ins, etc.

Marbles in every size, type, color and variety from "Tiger Eyes" to "Cat Eyes" and all other between. Packed in Bag, Bulk, Display Gift Sets and Window Lid Boxes.

The Pride of Young Americans  
WRITE FOR QUANTITY PRICES

SAMPLES ON REQUEST

**THE VITRO-AGATE CO.**  
PARKERSBURG, WEST VIRGINIA

## MERCHANDISE TOPICS

Standard Industries, Inc., 1112 South Wabash, Chicago, is rushing work on a new summer supplement to its catalog that will be distributed between March 15 and April 1. Mark Zanger, sales promotion manager, said that just a cross-section of the catalog indicates the hundreds of timely items illustrated and described. As examples, Zanger lists Scott-Atwater outboard motors, Sea-Maid aluminum boats; Fedders Coolerator air conditioners and dehumidifiers; Walco and Horrocks-Ibbotson fishing rods; Airex, Bronson and Ocean City fishing reels; Wilson baseball equipment and golf clubs; Hettrick tents, camp equipment and pools; Holiday Lines pools and inflatables, Philco and Motorola portable radios; Oloron's picnic pugs and refrigerators; All-Aluminum lawn and beach furniture; Decca, Columbia, and RCA Victor records; an expanded electric fan section, new gardening needs, picnic equipment, outdoor barbecue gear and a complete line of soft goods, including Miami men's and women's sports togs.

Harris Novelty Company, 1102 Arch Street, Philadelphia, reports sales of its official Mickey Mouse Mouseketeer felt beanie hat continuing in ever-increasing volume. The firm claims it's the fastest selling hat today. You can get immediate delivery from Harris, which ships the same day orders are received. The Mouseketeer hat is \$4.50 per dozen and \$69 per gross. Harris is also featuring seven specials, including retractable ball-point pens, men's watch sets, automatic skillets, three-piece pen pack sets, miracle cross with the Lord's Prayer and a new rubber bubbling boy at low prices. Write for their listing.

Gem Sales Company, 533 Woodward, Detroit, is now shipping free its 292-page 1956 wholesale catalog which shows thousands of nationally advertised merchandise items. Gem claims it sells lower and ships faster. Merchandise includes diamonds, jewelry, watches, clocks, luggage, leather goods, appliances, toys, housewares and premiums of all types. This firm says its prices are guaranteed to be the lowest. State your business when writing for the catalog.

St. Patrick novelties are being featured by Kipp Brothers, 240 South Meridian Street, Indianapolis. Offering the alert specialty

worker an opportunity to operate at healthy mark-up, the novelties include lapel shamrocks at \$1 per gross, shamrock with clay pipe or clay hat at \$1.75 per gross, miniature silk Irish flag at \$1.25 per gross, St. Patrick's silk bow pin at \$1.25 per gross, St. Patrick's Day banners, high hats, metallic hi-hats, balloons, buttons and foil horns.

Hall of Distributors, Inc., 8713 12th Street, Detroit, is again putting on sale three items which have moved well in the past. They are the roto-broil skillet at \$6.15 in lots of six or more, the 10-feature copper-clad automatic cooker-fryer at \$6.75 in lots of three or more, and the streamlined copper automatic pop-up toaster, with one-year guarantee, at \$8.15 in lots of six or more. The firm services auctioneers, wagon jobbers, house-to-house trade, canvassers, scheme trade and premium users. They have thousands of items and a policy of never to be undersold. Send for the free illustrated catalog.

Vitro-Agate Company, Parkersburg, W. Va., has been swamped with orders from Billboard buyers. Specializing in the manufacture of marbles, from tiger eyes to crystal types, this firm's products are packed in bag, bulk; display gift sets, including draw-string leather bags, and in window lid boxes in different sizes. They are called perfect for prize and premium use by novelty workers, concessionaires, mobile jobbers, distributors, souvenir stands, gift and novelty stores, fairs, carnivals, parks, etc. Samples are sent on request, together with price list.

If you're interested in closeouts, get in touch with Weinman's, 182 South Main Street, Memphis, which offers men's Elgin and Waltham reconditioned watches complete with bands at \$6.95 each while they last.

Quality Thread Company, Department A-41, 305 Knowlton Street, Bridgeport, Conn., claims that huge profits are to be made with its deal offering 100 spools of thread to pitchmen, demonstrators and salesmen for \$1. No. 50 mercerized thread in 90 shades, including black and white, come in a package of 100 spools. The company will send a sample package of 100 spools for \$1 and will refund that amount when your purchases total one gross. Quantity prices are offered.

## PIPES FOR PITCHMEN

By BILL BAKER

JOE ROUSH... reports that the final curtain has fallen for B. H. (Curley) Eastman. Curley, at the age of 38, was knocked over by a heart attack and died January 27 in a Duncan, Okla., hospital. A native of Paris, Tex., Eastman was quite a tricky musician and entertainer and had performed with many outfits, including the Doc and Babe Sherwin show. For the past two years he was manager of the Moore Theater, Duncan.

WE'RE SORRY... to report that Little Chief White Eagle has pulled up a little light on the health register. The Chief's missus tells us that he suffered a heart attack December 20 and is currently resting at the Veterans' Hospital in Sawtelle, Calif. Cards or letters from his friends would be welcome and appreciated.

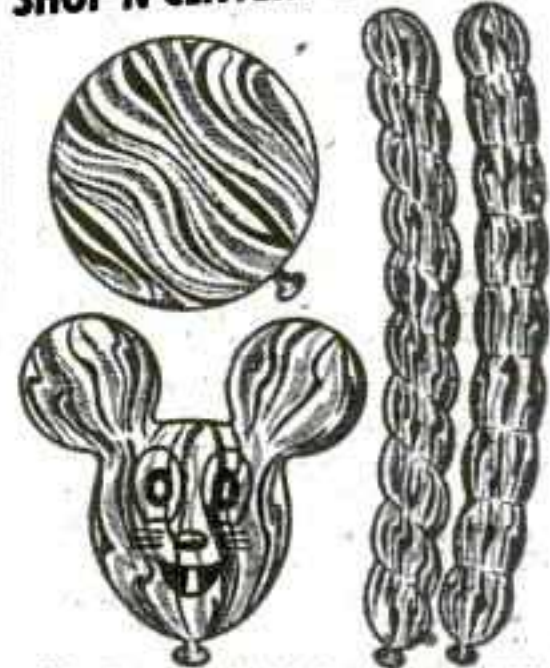
FIVE YEARS AGO... in the realm of pitchdom: Frank Curry was working spots in North Carolina to good business. Don Bracken was garnering the geedus with a rad layout in Seattle. Buster Hughes was working his liquid cleaner on the West Coast. Cherie and Charlie Mogan had just returned to the U. S. after a two-week vacation in Cuba. Big Al Wilson holding forth at the Fat Stock Show in Fort Worth. Doc-

tors Finkelstein and Lamb were in Winnipeg working shampoo and flukum, respectively. Mad Munk Rasmussen was working ear muffs at skating rinks and hockey games in Canada. Lew Kennedy, working tops, was getting plenty of scratch in the Woolworth five-and-diner in Tacoma. Alabama Jim Stutz was taking advantage of the unseasonable balmy weather in the East Coast and was peddling balloons out on Long Island. Big Belle was gathering a good share of the lucre working kitchen gadgets at the Fort Worth Fat Stock Show. Tom Kennedy stopped off briefly at the H. L. Green Store in Columbus, O. He was en route to New York from New Orleans when stinkeroo weather marooned him in the Ohio city. Oklahoma Whitey, Jack Mayo, Earl Moore and Red Bennett were reported to be prowling around the West Coast.

STANLEY NALDRETT PENS... "Answering Madaline Ragan's inquiry in last week's issue concerning pitchdom's two well-known characters—The distinguished gentleman who originally gave them "Top Billing" recently sent Doc Lushwell some old green paper, a picture of George Washington and an old beat up printing press. Count Seldom Scoff is over in China gathering horn nuts."

## BARR FLASH

FOR KIDDIE LANDS, PARKS, SHOP'N CENTERS & DRIVE-INS



NO. 26—ROUND BARR FLASH! Beautiful mottled colors... inflates to Giant Size!  
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Red, white and blue for top patriotic holiday sales!  
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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.

## SCULL HEAD



No. 900  
\$2.50 Doz.      \$27.00 Gross      It's a Beauty!  
SET WITH 2 RED BRILLIANT EYES GOLD FINISH  
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**\$5.95** 6 or more  
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Includes:  
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★ Matching Expansion Band  
★ Spring Clip Tie Bar, matching Cuff Links  
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# 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.

#### Parcel Post

Belows, Alan & Mrs.

- Abby, Oma  
Asar, suit  
Adams, Forest  
Adams, Wm. Peter  
Alcoff, W. K.  
Allen, Len  
Alcid, Sid  
Allen, Robt. E.  
Amber Sisters  
Anderson, James  
Ansell, Nick  
Anch, John Overall  
Anshur, Joe  
Armstrong, Th.  
Beck, Fritz  
Ashton, John J.  
Avery, Chet & Connie  
Avera, Maurice C.  
Bacon, Earl  
Bain, Gene R.  
Baker, Bonnie  
Banks, Alonzo  
Barber, Roy  
Barrick, Clayton R.  
Barton, Geo. & Mrs.  
Bauman, Robt.  
Bays, Dick  
Beamer, Robert  
Beck, Fritz  
Reich, Arthur &  
Belknap, D. Edw.  
Bell, Capton &  
Bell, Foster  
Bellman, Turner F.  
Bennett, J. L.  
Benning, Jack  
Bergman, Leo H.  
Berz, Oliver K.  
Bisch-Rocco Amuse.  
Co.  
Blakemore, Guy M.  
Boden, Clifford H.  
Boggs, J. A.  
Bowman, Jimmy T.  
Boyd, Frederick R.  
Brady, Henry S.  
Brady, J. J.  
Branville, Vernon  
Brentley, John  
Braunstein, Benj.  
Briggs, Tom & Judy  
Brink, Arthur  
Brochs Rides  
Brooks, A.  
Brooks, Chas. C.  
Brooks, Mrs. May F.  
Brouillette, Albert  
Brown, Abraham N.  
Brown, Carl (Sign  
Artist)  
Brown Jr., Thos.  
Browning, J. Harvey  
Browning, Louis  
Bruao, Rodney S.  
Bryan, Jos. Alfred  
Bullard, Clyde L.  
Burch, Milton  
Burke, Doyle Douglas  
Burkett, Thos.  
Burns, Roy  
Burns, Sunny  
Calkins, Elmer  
Calkins, John Lyle  
Camellison, Wm.  
Campbell, Archie  
Campion, Paul  
Carney, Wm. J.  
Carroll, "Whitey"  
Case, Allen E.  
Chapman, Earl A.  
Chase, H. G.  
Cherokes, Bill  
Christian, Geo.  
Clark, Alice  
Clark, Lee E.  
Clayton, Duke  
Cleaveland, Joe  
Collie, Jimmie  
Collins, Plumer  
Collins, Ray E.  
Cornelson, Wm.  
Connell Jr., Hugh  
Allan  
Cooper, Chas. L.  
Corley, Edwin  
Cottis, R. R.  
Cranin, Art  
Cristo, Leo  
Crowe, Mr. Jesse  
Curtis, Clyde  
Curtis, James L.  
Dagmar, Chas. R.  
Dale, Arthur S.  
Dale, D. A.  
Darvula, Armand  
Davis, Jimmy  
Davies, Louis E.  
Davis, Clyde  
Davis, Jack  
Davis, Julie  
Davis, Russell M.  
DeBerry, Jimmy  
DeBoard, Jack O.  
DeBoid, Eddie  
DeCoate, R. A.  
Del Grosso, Louis F.  
Demarso, Miss Jackie  
DeRiska Family  
DeWald, Freida  
Decker, Joyce  
Delano, Bernard  
Delano, M. W.  
Demster, Frank  
Detroit, John  
Diaz, Arline B.  
Dixon (Whitey)  
Drake, Bob (Jackson  
Family)  
Docen, Clarence  
Duff, Henry  
Duff, Arlie  
Duran, Carl W.  
Duran, Martha  
Eads, John F.  
Eddy, Samuel D.  
Edgo, Edw. Alton  
Edwards, Bob  
Ehlert, William  
Arthur  
Eisenmann, Lil  
Emde, Delino  
Emerling, Joe Tracy  
Entry, Chas.  
Ephraim, Nick  
Essex, Jos.  
Etheridge, H. P.  
Evans, Richard  
Evans, Ivan Mike  
Evans, Ted  
Fawbush, Glen  
Fee, Aubrey  
Fernand, Richard  
Fick, Glenna Maynard  
Fisher, D. L.  
Flake, James & Mrs.  
Fleeming, Sylvester &  
Mrs.  
Flood, Clarence D.  
Folts, Earl B.  
Fondenberger, Chas.  
L.  
Forbus, Jos. L.  
Forrest, Dale  
Frederick, A. G.  
Fuller, Orville  
Kenneth  
Fuller, Robt.  
Gainer, Robt. A.  
Gallo, Mike  
Gardner, Carolyn  
Gardner, M. H.  
Garruso, John J. &  
Mrs. C.  
Gatewood, Col. Cliff  
Gibson, J. (Daddy)  
Gerber, Joe M.  
Gilkovich, Nick  
Gipson, Bobby E.

- Moore, Jesse Thomas  
Moran, William  
Moshier, Lewellyn  
Mossey, Walter Lord  
Mullens, Fred  
Munroe, Jack  
Myers, John H.  
Napier, Gloria  
Necessary, Charles T.  
Neville, Jack  
Nolan, Robert E.  
Nowles, William L.  
Noll, Blackie  
O'Neal, Estelle  
O'Neal, Jimmy & Mrs.  
Obers, Paul  
Owens, Buck (trick  
rider)  
Page, Roland  
Palkovic, Joe  
Pardee, E. C.  
Parise, Joe  
Parr, Keith  
Parry, Red & Betty  
Pasman, Jacob H.  
Pasquetto, Freuschia  
Patterson, George  
Patterson, David  
Patterson, Lawrence W.  
Pearman, Mike  
Pedinski, Richard  
Pelarski, Donald  
Pentlick, Jno  
Perkins Jr., H. M.  
Perkins, Herman  
Perkins Jr., Mrs. H.  
Petsohl, Jerome J.  
Phair, John James  
Phillips, James &  
Phillips, Robert  
Phillips, Wayne  
Pickard, Francis  
Pierson, Lionel A.  
Pinelli, Sebastian  
John  
Pinson Jr., Bobbie  
Polk, Henry  
Powers, Bill  
Quarick, Paul James  
Quilman, Grace  
Radford, Merrill  
Rager, Mrs. Thelma  
Reese, Barney  
Remley, Eddie  
Reno, E. Margaret  
Reynard, Albert D.  
Richardson, Richard  
Ed.  
Richey, E. L.  
Riley, Lucille  
Rivers, William  
Roach, Charles Ray  
Robbins, David Lee  
Roberts, Joe (Prof.)  
Robling, E. J.  
Robinson, Gordon  
Rochman, Albert  
Rodgers, James  
Roduenz, Larry O.  
Roeger, Jack Marvin  
Rogers, James (Whitey)  
Rogers, Steve  
Rooks, Violetta  
Roos, Melvin  
Roper, Charles H.  
Roscoe, Robert (Bob  
Rose, Donald  
Rose, Louis  
Ross, Frank  
Ross, Eddie  
Ruschbete, Wm  
Russell, Wm. H.  
Russon, Michael J.  
Ryan, George  
Sabo, Wm.  
Sales, Bill  
Sanders, Mrs. Mary  
Sander, Jr. Willie  
Saprite, Salvatore J.  
Savano, Joseph  
Schafer, Mrs. Rose  
Schmidt, Chas. Wm.  
Schuch, Pete & Mrs.  
Scott, John R.  
Scrabneff, Wm.  
Seifer, Howard  
Serchid, George  
Shannon, Jack  
Sharat, Homer E.  
Shelton, Mrs. Marvin  
Shepherd, Ernest  
Shnyder, Don  
Shuemaker, (trumpet)  
Sims, Raymond  
Simmins, Mrs. Ginge  
Harris, Manis  
Jerald, James  
Julian, Prince  
Kirchoff, Mary E.  
King, Rex  
Kroll, Herman  
LaMare, Grant  
Maxwell, Charles  
Morales, Pedro  
Norris, R.  
O'Brien, Wilmer J.  
Patrick, Paul  
Porter, J. W.  
Provencher, Lucie  
Rothrock, Ralph  
Ruffalo, Richard N.  
Garry, Vivienne  
Turner, William E.  
Viado, Robert  
Vintaloro, Michel  
Wallace, J. K.  
Whitmer, Kenneth M.  
Wood, Lowell

### MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Alevner, Lee  
Anderson, Frank  
Balden, Percy  
Bedenbender, Joe  
Bepman, Charles  
Belasco, Mrs. Dolores  
Boothe, Bernard M.  
Buckton, Leo B.  
Clark, Eugene O.  
Daniels, Harold  
Davis Jr., Harry  
Dixon, John  
Ekstrand, Einar R.  
Frances, Hazel  
Gaudsmith, Charles  
Gavett Jr., Henry N.  
Garry, John  
Gavork, John  
Geensburg, Joel A.  
Gordon, Mrs. Marie  
Gordon, Donald  
Guastella, C. F.  
Guffey, Clarence E.  
McClure, Sam  
McCrary, Chas.  
McDaniels, Harvey  
McGill, Carlisle W.  
McKinney, Ida Mae  
McMahon, Paul E.  
McMurtrey, Bill  
Mahon, Richard  
Malman, Marvin  
Mamer, Jacob M.  
Mace, Herb  
Marco, Walter  
Marco, Robt. L.  
Magiano, Mrs.  
Severna Margaret  
Maki, Edwin J.  
Manstien, Wallace  
Marion, Carl Leslie  
Marks, Joe  
Marlin, Clyde  
Marshall, Thurman  
Martin, Earl  
Martin, LaVerne  
Martineaux, Edward  
Maser, Bob  
Mayer, William  
Menasion, Manuel  
Merry, Harriet (Babe)  
Metzger, Phil  
Meyers, James C.  
Meyers, Mrs. Ruby  
Milam, Bob  
Milan, Alan  
Milan, Chi  
Miller, Donald  
Miller, Frances  
Miller, John Wells  
Miller, Oscar E.  
Miller, Ralph E.  
Miller, Wallace P.  
Mills, Harry  
Mills, Mrs. Retha  
Mohr, C. E. & Donna  
Moncrief, Henry F.  
Morris, Carl Leslie  
Monroe, Mrs. Betty  
Monroe, Jimmy  
Moore, Monty

### MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Barth and Maire  
Jahelka, Frank F.  
Lund, H. L.  
Monette, Paul &  
Whity  
Martin, Doris  
Odie, Buster  
Rambo, Lenice J.  
Sistrunk, Mr. Johnie  
Smith, Paulina  
Winstead, Warren

### MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Adams, Fred  
Alden, Clifford  
Alexander, L. Charles  
Allen, Mrs. Evelyn  
Allen, H. S.  
Allen, Mrs. Mildred  
Asbury, H. W.  
Backensto, Alden Ray  
Beckner, Cecil  
Beckner, Robert C.  
Bejarano, William  
Benett, Mrs. (Boots)  
Bennett, Elbert M.  
Bennett, J. J.  
Boinig, Tennessee  
Benson, Harry E.  
Bybee, Mrs. Mattie  
Cabot, David  
Caldwell, Sammie  
Fink, Harry  
Carter, Wm. M.  
Clark, Walter  
Conley, Jack T.  
Cox, Walter  
Hanson, Robert C.  
Daubenspeck, R. H.  
Davis, Harley T.  
Demetro, Steve  
Dunlavey, Mrs. Anna  
Edson, Dr. Brad  
Ellis, Douglas  
Enoel, Wm. Edward  
Enquest, Clarence L.  
Eule, Helen  
Fink, Harry  
Floyd, Mrs. Don  
Folx, Russell Norman  
Freeland, Raymond F.  
Goodman, David  
Gordon, John B.  
Griffin, Ray  
Grutel, Jim  
Hadsall, Francis &  
Arby  
Hagan, Eddy  
Hansen, Arthur  
Harn, D. H.  
Harris, Marvin J.  
Harvey, John  
Henson, Lloyd  
Holston, J. F.  
Horowitz, Harold G.  
Howard, Mrs. Annie  
Mae  
Hunt, Bill  
James, Joseph L.  
Jeannette, Mr. & Mrs.  
Duke  
Johnson, LeRoy  
Johnston, Bob D.  
Jones, Fred  
Kernex, James  
Krieger, Albert  
Kruger, George Dean  
Lamb, Scott  
Lane, Thomas H.  
LaTouche, Galen A.  
LaVerne, Vern  
Lecoco, Robert  
Lee, Jack  
Lind, Jack  
Lorenzo, Jack  
Lowe, Thomas Alva  
McCall, Julian J.  
McCarthy, Charles  
McDaniel, Leroy  
McDonner, C. J.  
McFadden, Ben F.  
Marcus, Red  
Martin, Connie  
Meyer, Roy  
Midleton, Odell  
Miller, Paul H.  
Moore, Geraldine  
Moore, Raymond C.  
Mortin, L. B. (Tiger)  
Mortensen, Arthur  
Moyer, Harry  
Neilon, L. M.  
Neite, I. E.  
Obie, Malcolm S.  
Osborn, James  
Palooka, Joe  
Pierson, Orville L.  
Porter, Roland  
Reed, Smokey  
Robinson, Red  
Rowe, Jack  
Rucitto, Emil B.  
Schantz, Raymond  
Schantz, S. J.  
Scheel, Mr. & Mrs.  
G. R.  
Schmuck, Guy O.  
Sherrill, Dorcia  
Shoultz, Jerry Dean  
Siegrist, Joe  
Smith, J. V. & M. L.  
Spalding, Elge S.  
Starr, Hedy Jo  
Stein, Jack  
Stephenson, Mrs. Lee  
Stout, Mr. Coleman  
Thomas, Champ  
Tomblin, Lawrence  
Tracy, Homer R.  
Tracy, William  
Van, Coleman E.  
Veator, Carol & Wm.  
Wallace, Vernon M.  
Webster, Harold  
David  
Wells, E. S. (Slim)  
Whitson, Mr. & Mrs.  
L. W.  
Winn, C. L.

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**ROTO BROIL SKILLET**  
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6 OR MORE \$6.15

Engineered by the makers of America's leading appliances. Large capacity. Designed to sell. Hottest item in America today! Engineered by the makers of America's leading appliances.

ATTENTION, QUANTITY BUYERS • ENJOY HIGHER PROFITS • BUY IN LARGE QUANTITIES!  
REQUEST OUR FREE 1956 CONFIDENTIAL PRICE CATALOG

### COPPER CLAD ALCAMATIC



RETAIL \$39.95  
Sample \$7.25  
3 or more \$6.75

**TEN EXCLUSIVE FEATURES**

Available in Gleaming Chrome Sample \$7.25 • 3 or more \$6.75

### COPPER TOASTER



RETAIL \$29.75  
SELLS ON SIGHT

New streamlined Copper automatic pop-up toaster. Nationally famous manufacturer. Gleaming triple-chrome plate finish with rich copper trim. U.L. approved. Light and dark toast adjustment. 1-year guarantee. Colored individual box. Limited supply. Order now!

Plus exclusive attachable cup for melting butter. Melts butter while toasting. Then just brush on with butter brush.

Magic-Craft Copper Toaster. Sample \$9  
6 or more \$8.15

Magic-Maid Chrome Toaster  
Sample \$8.00 • 6 or more \$7.25  
Retail \$24.95

TERMS: 25% Deposit Required on All Initial Orders, Balance C.O.D., F.O.B. Detroit. Rated Accounts, Please Enclose References With Initial Orders. Prompt Delivery. REMITTANCES: Please do not send cash! Make payments by postal or express money, cashier or certified check. Personal checks will delay your order. Please address all orders and requests to Dept. B for speedier SERVICE

### HALL OF DISTRIBUTORS, Inc.

8713 TWELFTH STREET DETROIT 6, MICH.  
Send for Our FREE Illustrated Wholesale Catalog. Lists 1000's of Items.

### Sensational CEL-MAX Close-Out!

WHILE THEY LAST  
Handsomely Boxed  
**6-Pc. Men's Watch Sets**

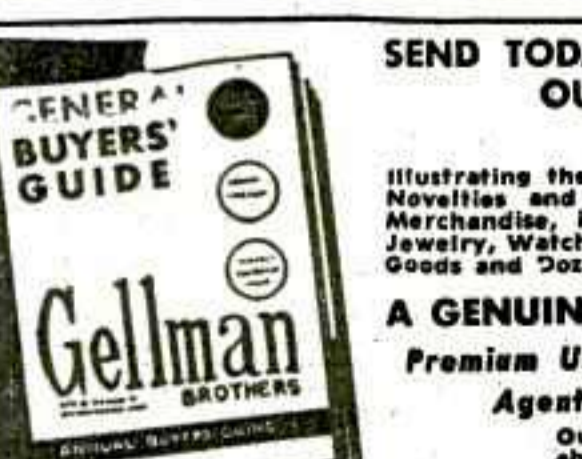


6 Complete Sets  
for \$29.50 only

- Jeweled Swiss Watch
- Expansion Band
- Cold Plate Cuff Links
- Tie Holder
- Key Chain
- Collar Holder!

Offer limited to sets in stock! Cash in on this amazing bargain! 25% with order, balance C.O.D. Get your order in TODAY! Write for catalog - get on the Cel-Max Bargainter Mailing List!

**Cel-Max, Inc.** Importers • Exporters • Distributors  
582 So. Main St. Memphis, Tenn.



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG AVAILABLE NOW

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.**

Our 35-year record of Honesty and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

### GELLMAN BROS.

119 N. FOURTH ST. MINNEAPOLIS, MINN.

**Sensational NEW JOCKEY COASTER SET**

For Your Highballs

Everyone that sees them wants one! This brand new item is now sweeping the country in sensational fashion. Set of 4, attractively boxed. Fits any normal size glass. Single sample set, \$1.50 Postpaid. \$12.00 per dozen sets, postpaid. 6 dozen lots - \$10.99 per dozen sets postpaid. Jobbers inquiries invited.

1202 E. Grant St.  
**Beaver Sales Co.**, Corvallis, Oregon

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.

CLASSIFIED SECTION A Market Place for Buyers and Sellers NEW ADVERTISING RATES (Effective with March 24 issue) REGULAR CLASSIFIED ADS DISPLAY-CLASSIFIED ADS

SALESMEN! CARNIVAL MEN! WAGON JOBBERS! MEN'S WOMEN'S New Styles BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

DIRECT FROM MFR.! Money Making Volume FIRST QUALITY PRECISION RETRACTABLE BALL PENS NEW! "DE LIDO" Two-Tone Plastic Pen SILVER TIP REFILL

ACTS, SONGS & PARODIES CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining, Black Light Novelties. Send for catalog Balda Art Service Oshkosh, Wis.

AMAZING CLOSEOUTS Tailored earrings, asst. gr. \$15.00 Stone earrings, asst. gr. 18.00 Stone & Tailored Brooches, asst. gr. 16.50

FAMOUS MFR. CLOSEOUTS Stoned or tailored Earrings, \$2.00 dz. Pierced Earrings on Display, 1.50 dz. Charm & Link Bracelets, asst. 2.50 dz.

AGENTS & DISTRIBUTORS A BEST SELLER—HERE IS SOMETHING brand new. Copyrighted, registered, exclusive; not to be bought elsewhere; 100% profits, details free.

CLEVER DAYGLO REFLECTING CAR-oon Cards, 7"x11", ten for \$1; 400% profit. Every store buys. Straley, 410-B S. Western, Springfield, Ohio.

COSTUMES, UNIFORMS, WARDROBES ATTRACTIVE ORCHESTRA COATS, \$4; Tuxedo Trousers, \$2; Bundle Clown Odds, \$7.

ASSORTMENT OF 10 for \$72.95 Choice Lot—Famous WATCHES, 6 for \$49

COMMISSION AGENTS America's largest manufacturer of nationally advertised electrically refrigerated non-carbonated drink dispensers entering expansion program.

ANIMALS, BIRDS, PETS ANIMAL FARM LEADING TOURIST AT-traction, opportunity for Amusement Park, very profitable, lease. Box 212, Crown Point, N. Y.

FORMULAS & PLANS ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

ANNOUNCING CRISLOID PLASTICS, INC. has merged with THE SILVERLOID CO.

HEART DISC CLOVER NECKLACES \$16.50 Gross and up Miller Creations

NEW! LATEST FASHION SCREW END COLLAR PINS \$1 seller Beautifully precision made. Attractive high quality jewelry finish.

BUY AT WHOLESALE NAME BRAND Appliances, Power Tools, Jewelry, Radios, etc. Up to 80% discounts. Catalog of hundreds of bargains, \$1, refundable first order.

CHIMPANZEES, BABIES, MALES AND FE-males, \$650 each and up; Full grown male Chimpanzee weighing 100 pounds, \$750; full grown female Chimp weighs 80 pounds, \$650;

10 UNIT "RACE IN THE JUNGLE" GAME \$1,000 f.o.b. Geauga Lake, Ohio Similar to Greyhound Race except uses Monkeys Climbing Trees, Excellent condition.

You Can't Beat BRODY for Merchandise We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPs

MILLION DOLLAR FLASH—BRIDAL SET \$3.50 Dozen Sets Min. sold 3 doz. sets, 25% dep., bal. C.O.D. Send \$5.00 for NEW Samples Engraving Items.

DECALCOMANIA TRANSFERS NOW OF-fered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement.

PARAKEETS, ASST. COLORS, \$1.10 EACH! Bird Cages, \$4.80 doz.; Canaries, Flash Cages, Monkeys, Rats, Mice, Immediate shipment. Terms: Part cash, balance c.o.d.

FOR SALE—SECONDHAND SHOW PROPERTY BUILD KIDDIE RIDES, TESTED PLANS; Auto, Airplane, \$100 Chairplane, Sloping Rocket, \$5 each, Free 48 Plan Circular.

BUYER'S PARADISE NEEDLE BOOK, 70 gold eye needles with thread, A 30¢ value, GROSS COMPLETE \$7.20

CHAIRS-TABLES IMMEDIATE DELIVERY 138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$6 per gross plus postage, c.o.d. For adults, New England Jewelry, Dept. B, 124 Empire St., Providence, R. I.

BUSINESS OPPORTUNITIES AMUSEMENT PARK, CENTRAL STATE, profitable; 6 major and 10 kid rides; 4 concessions, very clean, terms. Box 100 c/o Billboard, Cincinnati 22, Ohio.

FOR SALE—SMITH & SMITH KIDDIE Chairplane, ten seats, also Boat Ride with steel tank and six boats, seats 22.

MILLS SALES CO Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

**MAKE \$18 AN HOUR WITH THE NEW PLASTIC SANDWICH MACHINE**



This new remarkable PLASTIC SANDWICH MACHINE does a permanent, beautiful, professional, protective lamination job in exactly four minutes' time! Amazing earnings possible in your own studio permanently sandwiching PHOTOS and CARDS of all kinds, clippings, etc., between sheets of clear plastic. Sandwiching machines from \$39.50 up. Rush name for FREE sample and illustrated literature.

**PLASTICAST CO.**  
Dept. LM-1206  
6612 N. Clark Chicago 26, Ill.

**KIDDIE RIDE EQUIPMENT — ONLY 100** U.S. Aircraft Belly-Tanks, about 10 ft. long by 26", cost \$100. At \$12 ea. Tel. 2-5455, Redmond Lumber Corp., P. O. Box 1068, Richmond 8, Va.

**KING BOAT RIDE, \$990; CHAIR SWING** Ride, \$350; like new, used one month. Frank D. Benn, 422 Pearl, Richmond, Ind. mh3

**MANUFACTURER, REPAIR, TRADE ANYTHING** canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y.

**MIDGET RACERS CAR — AUTOMATIC** variable speed drive, Clinton #900 3 horse power engine, steel body, foot accelerator; one for children, one for adults, legroom for adults up to 6' 3"; two tone colors, seat, back, side panels, upholstered contrasting color plastic; length 72", width 38", height 26", weight 180 lbs.; brand new, \$400 each. Gerald Bury, 3720 E. Market St., York, Pa. Telephone 59805. mh3

**MONKEY MOTOR DROME, PERFECT** condition, with trailer, \$2,000. Cash Deal. O Plane with Trailer, \$1,250. Lee Lane, Savannah Beach, Ga.

**NEW CANDY APPLE STANDS WITH** burners, 18" diameter, \$25; recorder, 10" dia. Star Electric Giant Poppers, \$95; new 3/4 oz. automatic popcorn boxes, \$56; super 1,000; limited quantities. Poppers Supply Co. of Phila., 1211 N. 2d St., Phila. 22, Pennsylvania. ch-1fn

**1951 TILT-A-WHIRL, LIKE NEW, SAVE** \$4,700. Also Fire Truck, Pretzel Amusement Circus Ride, Short Range Gallery. Shafers Riding, Washington, Ind.

**FOR SALE — MUSEOPE DELUXE PHOTO-** matic, \$350; Museope Photomat, \$1,200; Wauhin Scale, \$35; Kirk Astrology Scale (Lobby), \$55; Drivemobile, \$150; Mystic Eye, \$75; Exhibit streamline Card Venders, \$20. William Isotta, Kenosha, Wis.

**16 LITTLE MARE PONIES ALL FOR** \$960. Trucking, 25 cents per mile one way. Phone now, no time for letter writing. Day Phone 9-17, night 2061. P. L. Cobb, Amite, Louisiana.

**SUPERB QUALITY MASON AND HAMLIN** 6 ft. Concert Grand, Orig. owner. Bargain, \$1,200. Box 842, The Billboard, Chicago, Ill.

**32 FOOT, 2 ABREAST SPILLMAN MERRY-** Go-Round, 16 stationary horses, 2 chariots, new top and new Wisconsin air cooled motor; ponies all painted, rest of ride nicely painted, \$1,250. Home made 10 car ride, \$350; Airplane Ride, 18 passengers, \$550. Briggs, 4183 Parsons Ave., Columbus, Ohio. Hickory 46604.

**TRAINS — ALL SIZES, GAUGES, TYPES;** new used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Wintrop, Rehoboth, Mass.

**USED AIRPLANE (12 CHILDREN), PORT-** able on Ford chassis, complete ready to run, fine shape, \$1,250. Hal Master, 136 Northampton St., Buffalo, N. Y.

**WURLITZER #125 FACTORY RECONDI-** tioned, also #150 Wurlitzer double track with chimes. 7 Allan Herschell Horses, Arcade Equipment, etc. Joe Frederick, 2263 Newton St., Detroit 11, Mich.

**INSTRUCTIONS BOOKS & CARTOONS**

HOW TO GET ON TV WITH SUCCESS.  
124-page book by professional Jay  
shall tells all. \$2. Ireland's, 109 North  
Dearborn, Chicago.

MAGICAL AND OCCULT ARTS, HORO-  
scopes, Palmistry, Tarot; complete for-  
tune telling books, pamphlets, easy lessons,  
self help books. William James Dasaro,  
2300 South Michigan Blvd., Chicago 16, Ill.  
mh3

**MISCELLANEOUS**

GENUINE DIAMOND CUT ZIRCONS, BRIL-  
liant white, unmounted, one  
carat, \$5 value, \$2.25 each including excise  
tax. Limit two on first order, check or  
money order. Field Bros., 6 East Monroe  
Street, Chicago 3. ch-mh10

MIND-READING ACT — T. B. FORCES SALE  
of finest mental code in business. Act  
complete or code only, reasonable; unless  
serious save stamps. Barnett, 1051 S.  
Beacon, Los Angeles, Calif.

SILK SCREEN PROCESS BLACK ENAMEL.  
Packed 4 gallons per case, case lots only  
at 70¢ gal. No. c.o.d. orders. F.O.B. Buds  
Surplus Store, 4009 Chinden, Blvd., Boise,  
Idaho.

STRIP TEASE PHOTO SETS, 12 TO EACH  
set, \$1 for samples and list, no  
c.o.d. Don Meadows, Marietta, S. C.

YOUR NAME IN HEADLINES ON STAND-  
ard newspaper page, make up your own  
headline, 3 different \$1; not over 35 head-  
lines each, headline blanks, \$30 per thou-  
sand. Andrew Quirk, Box 1351, Dept. 14,  
Hartford 1, Conn. mh24

**PERSONAL**

BEAUTIFUL CHARCOAL PORTRAIT DONE  
from your photo, \$10; unusual gift, John  
Walencik, 17 N. State, Chicago 2, Ill.

GORGEOUS MODELS IN FASCINATING  
poses, 6 different photos, \$1. D. Davis,  
707 Bathurst, St., Toronto, Canada.

SERA PHENA HORTON — WRITE OR CALL  
your lawyers, Gragg and Aubuchon, 705  
Olive Street, St. Louis, immediately. Your  
law suit is set for trial February 27. If  
no word received from you judgment  
could be rendered against you. Your in-  
surance may not cover the suit against  
you if we do not hear from you. Your co-  
operation essential. fe25

**PHOTO SUPPLIES DEVELOPING-PRINTING**

COMIC FOREGROUNDS AND BACK-  
grounds, Direct Positive Cameras, Papers,  
Chemicals, Mounts, Glass Frames, Photo  
Novelties, Miller Supplies, 1536 Franklin St.,  
St. Louis 6, Mo. mh10

ENLARGEMENTS — WHOLESALE, 8 1/2 X 7 1/2  
or 4 X 10 1/2 made from your negative (one  
page), \$1. Hailwa Studio, 1525 AL Victoria  
Ave., Arnold, Pa.

PHOTO BOOTHS, CAMERAS, D.P. PAPER,  
Developers, Frames, everything for  
direct positive photography. Write for our  
prices. PDQ Camera Co., 1546 W. Cor-  
tex, Chicago 22, Ill. ch-1fn

**AT LIBERTY — ADVERTISEMENTS**

5c a Word Minimum \$1

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Forms Close Thursdays for the Following Week's Issue

**CIRCUS & CARNIVAL**

DRESSAGE HORSES — UNUSUAL, FLASHY  
and impressive riding act; never have  
been shown commercially. Capt. Victor A.  
von Alenick, Stanley, Kan.

TWO GIRL SHOWS, 60 FT. FRONT ON  
semi trailer; single O Show Panel Front;  
Snake Show. Open for 1956 season backing.  
Dick Palmer, Rt. 1, Box 252, New Port  
Richey, Fla. Ph. 5084.

WANT TO PLACE, OVER AND UNDER,  
Beat the Dealer, Big Six or Pea Pool.  
Will go anywhere in United States or  
Canada. Write full details first letter to  
L. Ruyan, General Delivery, Fort Wayne,  
Indiana.

**MUSICIANS**

ALTO, TENOR, CLARINET AND FLUTE,  
good tone, read well, and own these in-  
struments, experienced; wishes to go on  
road, available immediately. Glenn Anderson,  
2431 South Tenth Street, Springfield,  
Ill. Phone 21997.

ATTRACTIVE YOUNG LADY ORGANIST-  
Pianist, available 2 weeks; just finished  
six months Hotel Louis Joliet, Prefer South,  
Southwest. Phyllis Ann, 1006 N. Raynor,  
Joliet, Ill.

COMMERCIAL DRUMMER — EXPERIENCED  
all styles. Prefer hotel, club, Latin,  
shows, others considered. Age 30, neat,  
sober, responsible, married. Some travel;  
have car, distant no object. Notice re-  
quired here. Write, wire Nell Miller, 818  
N. 24, Billings, Montana. fe25

FIRST CLASS RINK ORGANIST AVAIL-  
able. Pleasing style, good rhythm, many  
years' experience, sober, dependable. Write  
C-378, c/o Billboard, Cincinnati 23,  
Ohio. fe25

FRENCH HORNIST AVAILABLE, TRAVEL  
or location. Experience with symphony,  
popular, Latin, dance and jazz. Dwight  
Carver, 7 La Venezia, Altadena, Calif. mh3

GIRL TENOR SAX, DOUBLE CLARINET,  
vocals, experienced combo, jazz, com-  
mercial, hotel, also vocal group. Good look-  
ing wardrobe, new car, Selmar horns. Will  
travel anywhere. Minimum salary, \$125 per  
week. Jeannette Maxey, 3214 Jefferson, Kansas  
City, Mo. Logan 1-1616.

PIANIST, DOUBLES ORGAN, ACCORDION,  
best references, many years experience,  
popular, light classics, shows, commercial;  
solo, duo, trios, Locals 47, 52a. Interested  
hospital order. Box C-384, c/o Billboard,  
Cincinnati 22, Ohio.

**MISCELLANEOUS**

GIRL FOR MINDREADING ACT, SINGLE,  
good personality required; previous expe-  
rienced not essential, give references.  
Write B. Mengel, 1045 Union St., Reading,  
Pennsylvania.

LEAD TRUMPET FOR TRAVELING MID-  
west touring band. Travel by car, guaran-  
teed salary. Contact Jess Gayer Orchestra,  
1612 N. Broadwell, Grand Island, Neb.

MEDICINE SHOW OPENING GEORGIA  
early May 20 to 25 week season; 2 and  
4 week stands; salary guaranteed, wants  
versatile talented people in all lines. T. C.  
Jacobs, P. O. Box 1366, Sarasota, Fla.

MUSICIANS — PIANO & DRUMMER TO  
join immediately; read and fake. Write  
Aix Mail S.P. Delivery, Paul Wireman, 109  
Hazel Ct. Creve Coeur, Ill. Phone 4-6382.

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**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-  
olden, Pa.

**YOUR PICTURE TAKEN WITH DAVEY**  
Crockett. Life size cut out figure, stock-  
ade background, hats, guns, badges. A real  
money maker, \$100. Stanley Photo Service,  
7240 Beechmont Ave., Cincinnati 30, Ohio.

**PRINTING**

ALWAYS LOWEST PRICES, FASTEST  
service, attractive three-color 14x22 win-  
dow cards, \$8 hundred; larger 17x22 size,  
\$12.50. Posters for all occasions, many  
illustrated; also bumper cards and stickers.  
Tribune Press, Dept. W-56, Earl Park, Ind.  
mh31

**FINE PRINTING — 6 1/2 ENVELOPES, 8 1/2 X 11**  
Bond Letterheads, 8 1/2 x 7 1/3 Billheads,  
8 1/2 x 5 1/2 Statements, 100 of either, \$1.25;  
250, \$2; 500, \$3.75; 1,000, \$6.75; each addi-  
tional 1,000, \$5.95. #10 Envelopes, 100, \$1.50;  
250, \$2.50; 500, \$4.50; 1,000, \$7.95, each ad-  
ditional 1,000, \$7.50. Circulars, 6x9, 1,000,  
\$7.95; each additional 1,000, \$4.95; 9x12,  
1,000, \$12.95; each additional 1,000, \$8.95.  
Business Cards, 100, \$1.25; 250, \$1.85; 500,  
\$2.75; 1,000, \$3.95. 1,000 6x9 4-page Folders,  
\$18.95; each additional 1,000, \$9.95 (1,800  
words) Word limit for circulars, 6x9, 450;  
9x12, 900. All printing postpaid east of  
Mississippi. West add 10%. Avers Printers,  
2003 Columbia Road, N.W., Washington 8,  
D. C. fe25

**WANTED TO BUY**

RIDES, ALL TYPES AMUSEMENTS FOR  
(free movie park, year round work. Gary  
Wayne, Box 164, Lake City, S. C.

WANTED — ADULT AND KID RIDES, ROLL  
O Whirl, Laughing Mirrors, Merry Horses,  
Auto Cars, Jeep Cars, Plane Cars, F. Allen,  
1400 Brewerton Rd., Syracuse 11, N. Y.  
Ph 543000.

WANTED — ONE USED TRAIN, 16" OR  
larger gauge; rolling stock and one-half  
mile or more of track. Wm. M. Van Hook,  
Supt. of Pa., Rochester, Minn.

WANTED TO BUY — SPORTING GOODS.  
Sport Shirts, Summer Slacks; factory  
close outs on all types of mdse. H & M  
Surplus, Richmond, Ohio.

**SALEMEN WANTED**

ANYONE CAN SELL FAMOUS HOOVER  
Uniforms for beauty shops, waitresses,  
nurses, doctors, others; all popular miracle  
fabrics. Nylon, Dacron, Orion; exclusive  
styles, top quality; big cash income now.  
real future, equipment free. Hoover, Dept.  
B-108, New York 11, N. Y. mh24-np

**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.

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**PIANIST — SING, DOUBLE ALTO, CLARINET.**  
Breaking up my own group. Com-  
mercial, jazz, Latin, vocal group, name  
band experience. Jimmy McCoy, Beck's  
Restaurant, Hagerstown, Md.

PIANO MAN ANY STYLE, ALSO VOCALS,  
ballads, and jumps, neat appearance, good  
wardrobe; have car, lots of past experience,  
prefer small combo or even duo if good on  
bass or drums, age 33. Contact Hank  
Brandon, in care of St. Louis Musicians'  
Local No. 2, 3535 Pine Street, St. Louis, Mo.

TRUMPET — READ, FAKE, VOCALS, NAME  
experience, after March 15. Musician, 304  
1st St. E., Kalspell, Mont. fe25

TRUMPET — READ, RIDE, FAKE, CUT  
show, have car, play some valve trom-  
bone. Musician, 905 Belhaven St., Jackson,  
Mississippi. fe25

**MISCELLANEOUS**

FEMALE IMPERSONATION ACT — OPEN  
for night club bookings. Special dancing  
Pianist, available 2 weeks; wardrobe. Shots  
available, S. L. Burgess, 420 Vine St., Cin-  
cinnati 1, Ohio. mh3

HYPNOTIST — FOR STAGE, PRIVATE  
parties and lecture demonstrations. For  
information write Neige E. Diehl, Post Of-  
ice Box 2002, Seattle, Wash. se15

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Restaurant, Hagerstown, Md.

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Mississippi. fe25

**AD MATCHES SELL AMAZING DESIGNS.**  
10, 20, 30, 40 and 240-light book matches.  
Bigger spot cash commissions; every busi-  
ness 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-99, Chicago 32, Ill. fe25

**CLEVER REMINDERFILE WALLET, \$1**  
item, money back guarantee; up to 130%  
profit; black, brown, red, green. Nationwide  
satisfied users. Memo Speed Co., Dept.  
MS-1, 507 Fifth Avenue, New York 17, N. Y.  
ch

**GEORGIUS BOXED COSTUME JEWELRY**  
Sets, send \$5; get three sets. Pearls,  
Rhinestones, Cameos. Bargain Jewelry, 396  
Harvard, Brookline, Mass. mh10

**GOLDMINE OF 600 MONEY MAKERS —**  
Free copy. Specialty Salesman Magazine,  
desk 22-B, 307 North Michigan, Chicago 1,  
Ill. ch-1fn

**TATTOOING SUPPLIES**

A-1 TATTOOING MACHINES — OUTFITS,  
\$25 and up; designs, ink, colors, needles;  
free catalog. Owen Jensen, 120 West 83rd  
St., Los Angeles 3, Calif. mh24

TATTOO MACHINES, 3 FOR \$10. NICK  
S. Picaro, 415 Trumbull St., Hartford,  
Connecticut.

**WANTED TO BUY**

RIDES, ALL TYPES AMUSEMENTS FOR  
(free movie park, year round work. Gary  
Wayne, Box 164, Lake City, S. C.

WANTED — ADULT AND KID RIDES, ROLL  
O Whirl, Laughing Mirrors, Merry Horses,  
Auto Cars, Jeep Cars, Plane Cars, F. Allen,  
1400 Brewerton Rd., Syracuse 11, N. Y.  
Ph 543000.

WANTED — ONE USED TRAIN, 16" OR  
larger gauge; rolling stock and one-half  
mile or more of track. Wm. M. Van Hook,  
Supt. of Pa., Rochester, Minn.

WANTED TO BUY — SPORTING GOODS.  
Sport Shirts, Summer Slacks; factory  
close outs on all types of mdse. H & M  
Surplus, Richmond, Ohio.

**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.

**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

**PIANIST — SING, DOUBLE ALTO, CLARINET.**  
Breaking up my own group. Com-  
mercial, jazz, Latin, vocal group, name  
band experience. Jimmy McCoy, Beck's  
Restaurant, Hagerstown, Md.

PIANO MAN ANY STYLE, ALSO VOCALS,  
ballads, and jumps, neat appearance, good  
wardrobe; have car, lots of past experience,  
prefer small combo or even duo if good on  
bass or drums, age 33. Contact Hank  
Brandon, in care of St. Louis Musicians'  
Local No. 2, 3535 Pine Street, St. Louis, Mo.

TRUMPET — READ, FAKE, VOCALS, NAME  
experience, after March 15. Musician, 304  
1st St. E., Kalspell, Mont. fe25

TRUMPET — READ, RIDE, FAKE, CUT  
show, have car, play some valve trom-  
bone. Musician, 905 Belhaven St., Jackson,  
Mississippi. fe25

**MISCELLANEOUS**

FEMALE IMPERSONATION ACT — OPEN  
for night club bookings. Special dancing  
Pianist, available 2 weeks; wardrobe. Shots  
available, S. L. Burgess, 420 Vine St., Cin-  
cinnati 1, Ohio. mh3

HYPNOTIST — FOR STAGE, PRIVATE  
parties and lecture demonstrations. For  
information write Neige E. Diehl, Post Of-  
ice Box 2002, Seattle, Wash. se15

**PIANIST — SING, DOUBLE ALTO, CLARINET.**  
Breaking up my own group. Com-  
mercial, jazz, Latin, vocal group, name  
band experience. Jimmy McCoy, Beck's  
Restaurant, Hagerstown, Md.

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show, have car, play some valve trom-  
bone. Musician, 905 Belhaven St., Jackson,  
Mississippi. fe25

**EVERSHARP RETRACTABLE**  
S-WAY SAW SET  
Including 14" Panel Miter and three  
assorted Sawing Blades. Packed 4  
to unit, \$9.00 per doz.

26" HAND SAW, 8 POINT,  
SUPERIOR SAW STEEL  
Packed 6 to package, \$7.00 per doz.

14" JACK PLANE — 3" CUTTER  
Individually boxed, \$2.75 ea.

SPRING RETURN STEEL TAPS  
Metal case, 6-ft. length, \$2.50 per doz.

25% deposit with order. Bank check  
or money. Wholesale Only.

**COOK BROS.** 916 E. Halsted  
Chicago 7, Ill.

**THE NEW SENSATIONS FOR 1956**

**LIFETIME COIN PURSES**

MITE MIDGET



Now you can make more profit than before. The famous Mite Midget zipper purse celebrates its quarter-million sales record with this reduction in price. These sales were possible due to its extra deep embossing, extra long zipper, extra neat hand lacing, authentic western design and its nice counter display. This is truly America's fastest seller.

Suggested Retail \$1  
3 1/2 inch size reduced to \$5.50 doz.  
4 1/2 inch size reduced to \$6.50 doz.

**BABY SHOE**



Here is a midget version of a baby shoe. Hand laced and comes in 4 assort- ed colors: black, brown, green, aqua, red and gold. Has sturdy hand laced cow- hide sole and is all suede with attached key chain. Beautiful display cards furnished with all units. These will go fast!

Suggested Retail 89c \$5.25 doz.

Open account to well-rated concerns; otherwise send money order plus 25 cents for postage and handling with order.

**ATLAS NOVELTY CO.**

1128 16th Street Denver 2, Colorado

**It's so easy to make that "EXTRA" buck owning your own Business —**

with NO overhead, stock or expense

Order what you need, when you need it from our catalog of 1001 NAME BRAND, PRE-SOLD, NATIONALLY ADVERTISED MER- CHANDISE.

BUY AT LOW WHOLESALE PRICES— RESELL TO FATTEN YOUR PROFITS. DON'T HESITATE! SEND FOR YOUR FREE CATALOG TODAY

Watches, Jewelry, Appliances, Household Goods, Premiums, etc.

**HARRY COHEN & SONS, INC.**  
1065 Ulica Avenue, Brooklyn, New York

"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

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

**HAWAIIAN 'TI' PLANT LOG**



Place the Log in Water and Watch the Green Leaves Grow.

PITCHMEN SOLD OVER 1,000,000 LAST YEAR!

Buy for 7¢, sell for 49¢ to 49¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center place or juicy wrapping for certain foods!

"Ti" logs grow — by themselves — into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.

**SHERFY'S LTD.**  
2128 BOYER SEATTLE, WASH.

**Sterling Jewelers, Inc.**

1975-77 E. Main St. Columbus 5, Ohio  
Phone: FAirfax 3123 Send for Catalog

**#169 \$3.00 DOZ.**  
Ever-popular 1 carat center stone. PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. solid finish.

**\$33 GROSS** plus postage  
Minimum order—\$5.

**BIG MONEY** in a WHOLESALE STORE ROUTE

FREE BOOK Shows You How

World's largest merchandiser of Carded Necessities will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter displays automatically sell famous Laymon's Aspirin, novelties, hundreds of other daily demand repeat items at \$4 to \$5.

Nationally Advertised Line  
You and merchants make long profits. Sales helps and deals push your income up. You deal with A-1 firm, pioneer in the field. Valuable book FREE. Write to P. M. Laymon, Sales Manager, today.

**WORLD'S PRODUCTS CO., Dept. 8-R, Spencer, Ind.**

**NEW TWIN STEP STOOL**



All Steel — Four Colors — Real Hot — Fast Selling. Bordenized baked enamel finished. Comes K-D in beautiful gift box.

\$2.40 each

25% dep. with order, bal C.O.D., F.O.B. Chicago.

Write for FREE Listing 1180 Milwaukee Ave. Chicago 22, Illinois

**C & G Sales**

**PUNCHBOARDS**  
LOWEST PRICES ALWAYS

1000 25¢ Charley Board	Prof. \$50.00	\$1.10
1000 5¢ Double Fin	Prof. 24.00	1.15
1440 5¢ Barrel Board	Prof. 18.00	1.59
1440 10¢ Barrel Board	Prof. 26.00	1.69
1000 25¢ Charley TK	Prof. \$52.04	\$1.79
1000 5¢ J.P. Boards	Prof. 24.00	1.78
1000 5¢ J.P. Girls Boards	Prof. 28.00	2.49

Ticket Deals, etc.

**DELUXE SALES CO., BLUE EARTH, MINNESOTA**

"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!



HERE'S HOW IT WORKS:

The H. B. Davis Corp. supplies you with your own personalized NAME BRAND CATALOG, beautifully illustrating over 1,000 fine products: appliances, cook-ware, silverware, housewares, tools, clocks, jewelry, watches, etc., from firms like Remington Rand, Richeieu, Gruen, Ekco, Royal, Elgin American, Presto, Ansco, Bissell, Pepperell, Eversharp, Hoover, Dormeyer, William A. Rogers and many, many more. The only name that appears on these super-selling catalogs is your name. (Cover has blank space for your own imprint.) The only prices shown are list prices (the confidential dealers' price list gives you your cost). Complete lines of all items are stocked in our huge warehouse for prompt shipment of your orders within 24 hours. With this tested, money-making catalog plus the streamlined support of the H. B. Davis organization, the pioneer in the field of direct selling, you're ready to start your own business with no investment.

HERE'S ALL YOU DO:

Send for your FREE COPY OF THE H. B. DAVIS CATALOG and see for yourself why it's a sure-fire sales-getter. Don't delay—mail the coupon below for your free catalog NOW.

NO INVESTMENT NO INVENTORY

THE HOUSE OF NAME BRANDS

H. B. DAVIS CORP. 145 W. 15th St. New York 11, N. Y.

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Gentlemen: I want to start my own name brand business with no investment. Please send me a free catalog (no obligation of any kind).

Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

OVER 3000 TERRIFIC VALUES! Grab Bag Special, 300 Items... Military Joke Book, Assorted Imported Cutlery... B. PALMER SALES CO. 1432 Second Ave. Dallas, Texas

★ FREE ★ PLUSH QUACKY DUCK 10x8 1/2, cotton stuffed WITH EACH SAMPLE ASST. ORDERED! 28" Plush Begging Rabbit \$18.00 38" Plush Begging Rabbit \$24.00 20" Plush Begging Rabbit \$12.60 12" Plush Begging Rabbit \$7.50 28" CLOSEOUT Begging Rabbit \$15 dz. 38" QUALITY Begging Rabbit \$30 dz.

NEW TWO-TONE STYLING Fully Automatic No Clip Action Press Top To Write Press Again To Retract \$18.72 per gross Sample Doz. \$2.00 REFILLS, \$7.20 GR. Send for New 1956 Catalog MODERN PEN MANUFACTURING CO., INC. 384 Broadway New York 13, N. Y.

TR-U-L-Y Terrific Rudelle TOYS "PETEY" The Collie Dog 19"x26" "Petey" comes in two-tones, brown and white, with leash, flexible ears and curled tail. Beautiful and soft. 1 doz. to carton. \$247-\$42 Doz. Trudelle Creations, Inc. 137 Greene St. New York 12, N. Y. 24-Hr. Phone 5P 7-2377 25% required on C.O.D. accounts. 1956 Catalogue Now Available.

• PUSHCARDS • SALESBOARDS • JAR GAMES S & S MFG. CO. 660 N. Dearborn St. Chicago 10, Ill.

PITCHMEN! DEMONSTRATORS! Here's the Perfect \$7.00 Pitch! Three MIRACLE MITTS. Two silicone treated, one plain. Bona fide \$2.50 retail value. YOUR COST ONLY \$6.00 per dozen sets prepaid or send in \$1.00 for sample set. DUSTS, CLEANS and POLISHES furniture, cars, windows, shoes and many other uses. We will back you all the way. Assist in setting up demonstrations, provide literature and even work with Eastern pitchmen out in the field. RHAM CO. 15 West 44th Street New York, N. Y. Murray Hill 7-7040

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

MAKE MONEY SELLING TIES DIRECT FROM MANUFACTURERS Outstanding Spring Line Regular, Square End, Reversible, Feather, Pleated, Fraternal, Knitted, Bow Ties, Tie & kerchief Sets. Money Back Guarantee. We pay postage. Special Introductory Offer Send Only \$1.00 for 2 Sample Ties. Write Today for FREE CATALOG. PHILIP'S NECKWARE, Dept. 355 20 W. 22nd St., New York 10, N. Y.

COMING EVENTS

Arizona: Chandler—Southside Sheriff's Posse Rodeo, March 29. Mesa—Rawhide Round-Up, March 21-25. Phoenix—Arabian Horse Show, Feb. 25-26. Phoenix—Maricopa Co. Sheriff's Posse Rodeo, March 11. Phoenix—Specialty Dog Show, March 6. Phoenix—World's Championship Rodeo, March 15-18. Phoenix—Spring Horse Show, April 21-22. Tucson—La Fiesta de Los Vaqueros and Rodeo, Feb. 22-25. Tucson—Tucson Rodeo, Feb. 23-26. Arkansas: Little Rock—Home Show, April 29-May 3. Mrs. Judy Disongh, 206a Louisiana. California: Los Angeles—General Motors Motorama, March 3-11. Los Angeles—Sportsmen's Vacation, Boat & Trailer Show, April 12-22. Oakland—International Roadster Show, Feb. 21-26. San Diego—San Diego Home Show, March 24-April 1. San Diego—Spring Fair of Modern Home Ideas, April 24-29. San Francisco—Pacific Automotive Show, Feb. 23-26. Louis J. Cresta, 5050 Mission St. San Francisco—General Motors Motorama, March 24-April 1. San Francisco—Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Semson, c/o Cow Palace. Connecticut: Hartford—Autorama, Feb. 22-26. Joe Kizis, Autorama Corp., 215 Broad St., Milford. 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. Florida: Dania—Dania Tomato Festival, March 5-10. Daytona Beach—Volusia County Home Show, March 17-21. Jean MacDuff, Pilot Club. Madison—Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr. Ocala—Southeastern Pat Stock Show and Sale, March 5-10. Louis Gilbreath. Opa-Locka (Miami)—Arabian Nights Festival, March 15-19. Plant City—Fla. Strawberry Festival, Feb. 20-25. F. W. Nuller. Ruskin—Fla. Tomato Festival, April 26-28. W. D. Miller. 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. Dawson—Terrell Co. Centennial, April 15-21. L. J. Ferguson. Illinois: Chicago—All Wisconsin Resort and Travel Show, March 24-28. Art Huebner, Hotel Sherman. Decatur—National Home Show, March 7-11. Dorothy H. Godfrey. Kankakee—National Home Show, March 14-17. E. J. Smith. Iowa: Des Moines—Iowa Sports, Boat & Vacation Show, April 13-18. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn. Kansas: Hutchinson—Kansas Motor Show, March 9-11. Wichita—Wichita Auto Show, March 16-18. Kentucky: Louisville—Kentuckiana Home & Improvement Show, April 7-15. Joseph Brooks, Jefferson County Armory. Louisiana: Lake Charles—Lake Charles Rodeo, Feb. 23-26. Shreveport—Holiday in Dixie Spring Festival, April 25-29. Abie C. Goldberg. Massachusetts: Boston—GM Motorama, April 19-29. Springfield—National Home Show, April 10-15. John W. Daly. Michigan: Bay City—Better Homes Show, March 16-21. Jack Davis, P. O. Box 12. Detroit—Detroit Auto Show, Feb. 18-26. Mississippi: Bay Springs—Jasper Co. Livestock Show, March 6-8. W. C. Jelcoat. Canton—Madison Co. Livestock Show, April 11. R. L. Smith. Carrollton—Carroll Co. Livestock Show, March 17. R. R. Cooper. Cleveland—Bollivar Co. Livestock Show, March 16. Boyce Tiser. Columbia—Marion Co. Livestock Show, March 8-10. D. O. Scott. Forest—Southeast Miss. Dist. Livestock Show, March 15-17. Mrs. Myrtle Goodwin. Greenwood—Delta Dist. Livestock Show, March 22-24. E. H. Blackstone. Hattiesburg—Forrest Co. Livestock Show, March 9-10. W. W. Kennedy. Hattiesburg—South Miss. Dist. Livestock Show, March 12-14. N. S. Hand. Jackson—Hinds Co. Livestock Show, March 5-7. G. L. Hales, Box 501. Port Gibson—Southwest Miss. Dist. Livestock Show, March 19-21. E. C. Newman. Quitman—Clarke Co. Livestock Show, March 1-3. J. A. Gibbs. Sardis—Northwest Miss. Dist. Livestock Show, March 26-28. Lee H. Thompson. Tupelo—Lee Co. Livestock Show, March 23-24. W. J. Pernell. Waynesboro—Wayne Co. Fair & Livestock Show, March 12-13. E. P. Harrison. West Point—Northwest Miss. Dist. Livestock Show, March 29-31. E. E. Wooten. West Point—Clay Co. Livestock Show & Fair, March 29-31. H. B. Converse. Yazoo City—Yazoo Co. Livestock Show, March 16. W. G. White. Missouri: Ava—Kiwanis Jr. Livestock Show, April 28-29. Phil H. Pettit. Clinton—4-H Egg Show, March 31. Ed Wiggins. Kansas City—Automobile Show, Feb. 25-29. St. Joseph—St. Joseph Barrow Show, March 15. Webb Embrey. Nebraska: Lincoln—Lincoln Home Show, March 22-25. Peggy King, 418 Trust Bldg. Teaneck—House, Garden and Hobby Show, March 19-17.

New York: Westfield—Union Co. House, Garden & Hobby Show, April 28-May 3. New York: Bronx—Sports, Travel & Vacation Show, Feb. 17-26. New York—International Flower Show, March 7-11. New York—National Photography Show, April 28-May 6. New York—International Philatelic Show, April 28-May 6. New York—International Automobile Show, April 28-May 6. Syracuse—Syracuse Auto Show, Feb. 19-25. North Carolina: Winston Salem—National Home Show, April 22-27. Lloyd A. Goodin. Ohio: Canton—National Home Show, March 13-18. E. J. Smith. Cincinnati—Home and Flower Show, March 3-11. Earle W. DeLaitre, Home Builders' Assn. Columbus—Midwest Sports, Vacation, Travel & Boat Show, March 16-25. Ben Cowl. Dayton—Do It Yourself Show, April 6-8. Ward Collopy, Publicity Service Bureau, 133 Warren St. Toledo—Home and Travel Show, March 3-11. Milt H. Tarloff, 443 Spitzer Bldg. Oklahoma: Oklahoma City—Antique Show, Feb. 22-26. Oklahoma City—Oklahoma City Rodeo, April 22-25. Lee V. Sneed. Oregon: Gresham—Multnomah Co. Spring & Garden Show, April 25-29. Duane Hennessy, P. O. Box 406. 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. Corpus Christi—Buccaner Days, April 21-29. Jack Lindsey, Route 4, Box 694, Dallas. 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. Dallas—Nat'l Home Show, April 22-26. Grover Godfrey, 102 Walnut Hill Village. El Paso—Better Homes Exposition, Feb. 22-26. Patrick J. O'Toole, Hilton Hotel. Houston—Houston Pat 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. 16-26. J. George Loox, Box 453. Mercedes—Rio Grande Valley Stock Show & Rodeo, March 4-12. San Angelo—Pat Stock Show and Rodeo, March 7-11. San Antonio—Fiesta San Jacinto, April 15-21. Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach. Whitney—Lake Whitney Sport Show, April 13-22. P. O. Box 923. Wichita Falls—National Home Show, April 4-8. Lloyd A. Goodin. Virginia: Richmond—Sportsmen's and Boat Show, March 14-18. Winchester—Shenandoah Apple Blossom Festival, April 26-27. Thomas G. Scully. Washington: Spokane—Spokane Auto Show, March 7-11. Wisconsin: Madison—Wisconsin Sports, Travel & Vacation Show, April 6-11. Lakeland Associates, Inc., Madison. Milwaukee—Milwaukee Sentinel Sports Show, March 17-25. Waukesha—Waukesha Dairy Show, March 19-23. George Dehnert. CANADA Alberta: Edmonton—Spring Livestock Show and Sale, March 26-30. Edmonton—National Home Show, April 13-21. Arthur Gilbert. Rocks' Arcade • Continued from page 70 Goldsmith continuing as mechanical superintendent. The arcade building will continue in Playland's possession. Part of it was constructed in 1938, and some 100 feet of semi-fireproof construction was added in 1941. Length of the arcade is 200 feet, with varying width, and total square footage of 7,500 feet. Work Load Cited Richard Geist, park vice-president, mentioned several factors in the sale. He cited increasing pressure on the park staff in many directions, with the arcade absorbing effort, time and money which would be better spent on other park operations. The new operators will be in on a flat rental plus percentage. The transaction is one more in the park's continuing tendency to get out of all except the ride and show ends of the business. Simon said there will be a realignment of arcade equipment, with several new pieces being brought in. When the work is finished, some 200-250 pieces will be on the floor.

British Columbia: Vancouver—National Home Show, April 26-May 3. John W. Daly. Manitoba: Brandon—Manitoba Winter Fair, April 2-6. Ontario: Kitchener—Sportsmen's Show, April 19-21. Toronto—Canadian Nat'l Sportsmen's Show, March 9-17. Quebec: Montreal—Agricultural Show, Feb. 17-26. Montreal—Montreal Gift Show, March 5-8. Saskatchewan: Regina—Winter Fair and Light Horse Show, March 26-30. Saskatoon—Bred Sow Show and Sale, April 10. Saskatoon—Bull Show & Sale, April 11.

SAVE \$37.10 ELGIN BENRUS GRUEN WALTHAM 10 Ass'l Watches with yellow exp bands for only \$71.90 Sample Watch, \$9.95. Sample Band, 95¢. Reconditioned and guaranteed like new. Latest styles for men and women. Display Gift Boxes, 50¢ 5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD. ENAGEMENT & WEDDING RING LOCK SET The Only Lock Guaranteed for the life of the Ring. Genuine Diamonds Made entirely of 14 karat gold. Permits maximum diamond brilliance. Available in many attractive designs. \$12.50 in lots of 6 Sample Set \$15.00 ea. Enclose 25¢ for New 1956 Catalog (refunded on your first order). Wholesale only. 25% with order balance C.O.D. Immediate delivery. JOSEPH BROS. 55 Wabash Ave. Chicago 3, Ill.

Costume Jewelry Manufacturer OFFERS THIS "ONCE IN A LIFETIME" OPPORTUNITY! Now, at last, you can be your own distributor in the lucrative Costume Jewelry Business. NO INVENTORY! NO INVESTMENT! Use our 48 page illustrated catalogue of over 150 exclusive items which we offer \$25.00 to you. We include a sample case FREE! There is a MONEY BACK GUARANTEE with this offer! SEND FOR SAMPLE LINE OR FREE CATALOG! PACKARD JEWELRY CO. 48 West 25th St. New York City

★ \$16.75 ★ DOZEN ★ FOR THE NEW 1956 30" ALL PLUSH STANDING BEAR COTTON STUFFED—NO STRAW SAMPLE \$2.00 EACH POSTPAID Prices net F.O.B. N. Y. C. 25% deposit with order, bal. C.O.D. TEE JAY TOYS, INC. 48 West 20th St. New York 11, N. Y.

MIDGET LIGHTER "The Tiniest Lighter in the World" Fastest selling novelty item today. Actually works. Beautiful polished chrome finish. 8¢ retailer. Big profit item. Sells on sight. Smaller than a postage stamp (1/2"x1"). Send only \$1.00 for 2 samples. 1 doz. individually boxed \$4.20. Postage resp. paid. Order direct. LOGAN CO. 916 Milwaukee Ave. Chicago 22, Ill.

The Best Sales Boards and Jar Games Write for information and prices. Canadian Representative live: Automatic Music Co 10233 96th St. Edmonton, Alberta GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

## MOA Exhibit Blanks Mailed; Op Letters Next

OAKLAND, Calif. Feb. 18.—The first applications for exhibit space at this year's Music Operators' of America convention, May 6-8 at the Morrison Hotel in Chicago, went out from MOA headquarters here this week.

It was also announced that a series of letters to music operators throughout the country have been prepared and will follow the applications beginning next week. A series of three cards have been printed and are scheduled to be put in the mails at an early date.

The exhibit applications were mailed to record manufacturers, coin machine manufacturers associated with the music business and other firms who supply parts and products used in the music industry. All exhibitors from last year's convention are being invited to attend.

Additional exhibit information and requests for special equipment displays are being directed to Fred Puffer, at the Morrison Hotel.

## Dawn of Juke Box EP Use Still Faint

• Continued from page 1

juke boxes." But both agree Baltimore will have to be a solid 10-cent play town before operators will buy in quantity.

Operators in Baltimore buy EP's because they help reduce opposition to dime play conversions. About 10 per cent of the juke boxes in the entire Baltimore metropolitan area are set for dime play.

### Chicago Different

In Chicago the EP situation is somewhat different. Because the city had been converted to dime play before the introduction of EP's, operators never found it necessary to experiment with them as in Memphis and Baltimore.

Fred Sipora, partner of Singer One-Stop, a leading record outlet for Chicago operators, said EP sales have climbed during the past year because of the introduction of Seeburg's 200-selection phonograph, because some tunes have been unavailable as singles and because operators were purchasing practically no EP's at all a year ago.

Operator spokesmen in Chicago said they could see no future for EP's on juke boxes. They explained that if they used EP's, they would

## L. A. Assessor Lists 10-Year Phono Values

LOS ANGELES, Feb. 18.—A 10-year schedule of assessed values—for tax purposes—of phonographs, hideaways, shuffle alleys and bowling games was prepared by John R. Quinn, County Assessor here.

The schedule for phonographs, with \$10 to be added for cash and records in each machine is: 1956, \$350; 1955, \$290; 1954, \$220; 1953, \$160; 1952, \$130; 1951, \$100; 1950, \$80; 1949, \$60; 1948 and prior, \$40, and 1948 and prior with adapter, \$30. Hideaways, depending upon age, are from \$40 to \$200. Bar and wall boxes are assessed from \$5 to \$15 in addition to the machine.

Shuffle alleys and bowling games are assessed, depending upon age, from \$50 to \$100. In addition to the ad valorem tax there is a levy of \$5 for cash in the machine.

## L. A. OUTLETS CITE EP RISE

LOS ANGELES, Feb. 18.—Music operators here are buying more EP's than ever before.

Record distributors and one-stops reported this week sales to operators were climbing steadily, up as much as 20 per cent compared with last year.

And despite the fact that operators are buying less or, at best, about the same number thruout the country, the outlook here is that the rise will continue.

Bill Leuenhagen's Record Bar, one of Los Angeles' leading one-stops, reported sales up 15 per cent compared with last year. Leuenhagen said sales would continue to increase as a by-product of better operator programming and more 200-selection phonographs on location.

Sam Ricklin, head of California Music, another leading one-stop, reported sales up approximately 20 per cent. Ricklin was also optimistic about future EP business. He has been promoting EP programming thru direct mailings to operators.

## EP Records on Juke Boxes Slow From Dixie to Maine

### Op EP Sales in Southern States Out of Running

CHICAGO, Feb. 18.—Music operators thruout the Southern States are buying no more, and generally less, EP records for their juke boxes than they were a year ago.

This was the crux of a survey of record distributors, one-stops and operators made by The Billboard this week.

The EP problem south of the Mason-Dixon line seems to be too much nickel play and high operating costs. As in other sections of the country, operators going to dime play use some EP's, but once the dime is established the trend is to use as few EP's as possible.

Following are on-the-spot reports.

### Memphis Jukes Sport Few EP's

MEMPHIS, Feb. 18.—The sale of EP records to music operators in Memphis is on a downhill trend, and indications are that they'll be out of the picture altogether before long.

This was the opinion of record distributors, one-stops and operators here this week.

Six months ago, when operators were converting equipment to dime play, EP sales soared. But as the dime-a-disk move became entrenched, operators began going back to singles.

A few one-stops, altho admitting

EP sales were far off expectations, said they anticipated a revival in the coming months.

With regard to inventories of old standards on EP's and singles, record outlets were in disagreement. Half said there was a definite trend to put old standards on EP's and that single disk inventories were less than a year ago. The others claimed they were now carrying more old standards on singles than ever before, and expected to build stocks even larger.

Don Stewart, branch manager of Capitol Records Distributing Company, presented two reasons why his firm was carrying nearly 35 per cent less single standards than a year ago.

"First," he asserted, "operators are not as interested in standards today because teen-agers like rhythm and blues and popular records. Second, we don't keep a record more than six months."

Expressing an opposite view was Robert L. Adams, manager of Stratton-Warren Hardware Company's Decca Record distributing department: "There is a peculiar situation locally on juke boxes. Operators used EP's to convert to dime play but stopped buying them when the changeover was complete. Operators are not sold on EP's."

According to one-stops and record distributors, what EP sales are being made to operators are old favorites and jazz. Rhythm and blues and pop EP's are negligible, they said.

Six record outlets were asked if they promoted EP's to operators. Three said no, two said yes, and one said that he did a few months ago but has discontinued the practice.

The two outlets who answered yes, said they had prepared special EP packages for operators, with

(Continued on page 86)

## Illinois Counties Act As U. S. Probe Goes On

CHICAGO, Feb. 18.—The February federal grand jury continued hearing witnesses this week in the government's investigation to determine if there have been violations of the Hobbs (anti-racketeering) Act in the recent placing of juke boxes by alleged hoodlums in five counties in Northern Illinois.

At the same time, county authorities began investigations. The five counties are McHenry, DuPage, Boone, Lake and Winnebago.

Meanwhile, the McHenry County Board Tuesday (14) instructed the county liquor commission to prepare with the State's Attorney an ordinance to license operators of all coin-operated equipment. The ordinance would be handled thru the sheriff's office and would apply only to operators with machines in unincorporated areas.

Assistant U.S. Attorney John

Quan, in charge of the federal investigation, stated Friday (17) that witnesses to be called before the grand jury include three from DuPage County, two from Boone and one from Winnebago. He described these individuals as being cigarette vending operators who have recently entered the juke box operating business. Quan emphasized the government's investigation is concerned with juke boxes.

### Probe Threats

The alleged violation the government is investigating, Quan explained, under the Hobbs Act, is the "interference, or obstruction, or affect of inter-State commerce by threats or fear of economic injury."

The government's inquiry centers

(Continued on page 104)

## Chasen Heads N. J. Op Dinner

NEWARK, N. J., Feb. 18.—Harold Chasen has been named general chairman for the 19th Anniversary Celebration of the Music Guild of New Jersey, which will be held April 15 at the Elizabethan Room of the Hotel Essex House here.

Herman Halperin will be chairman of entertainment, while Chlo Rosazza will be in charge of arrangements.

Other chairmen named were B. J. McFarland, reservations; Joe Lederman, directory; Manuel Ehrenfeld, tickets, and Rudy Leitgeb, reception.

## MOA Support Is Added To Op Copyright Survey

OAKLAND, Calif., Feb. 18.—An estimated 11,000 questionnaires designed to enable the juke box industry to present facts to congressional committees in forthcoming copyright hearings went out to music operators this week from the offices of Music Operators of America.

The questionnaires are to be returned to Price, Waterhouse & Company, one of the largest accounting organizations in the country. The firm has been retained by the juke box industry to conduct a survey among operators.

## Northern Ops Buy More EP's But Small %

CHICAGO, Feb. 18.—According to a survey made by The Billboard, music operators in the Great Lakes region and along the Eastern Seaboard are buying more EP records than a year ago, but the per cent of increase is slight.

In almost every instance, the increase was attributed to dime play moves or Seeburg's 200-selection phonograph. A few operators were reported to be using them as a means of better programming.

Planned EP promotions by one-stops and record distributors are few and far between.

Following are on-the-spot reports:

### EP Sales Hold In Baltimore

BALTIMORE, Feb. 18.—Music operators here are buying more EP records than a year ago, but the move is still far from a stampede because of the limited amount of dime play activity in the area.

According to one-stops and operators, dime play in greater Baltimore accounts for only 10 per cent of the machines on location, even tho conversion experiments were tried several times last fall.

Hy Lesnick, of Musical Sales, one of the leading one-stops in the city, however, sees a bright future

(Continued on page 102)

## Memphis Assn. Adds 2 on New P-R Committee

MEMPHIS, Feb. 18.—Parker C. Henderson and Edward H. Newell were named advisors of the Memphis Music Operators' Association's new public relations committee, Drew Canale, chairman, announced this week.

Henderson is a partner in Southern Amusement Company, AMI outlet.

Newell is general manager of Williams Distributing Company, Wurlitzer distributor, and a partner in Music Sales Company, which sells records.

Canale, president of the Canale Amusement Company, was elected chairman of the public relations committee earlier this month. The committee was formed by the association to improve better local and national juke box good will and to work with The Billboard correspondent in gathering news.

MOA's questionnaire follows in the wake of a similar mailing by the J. P. Seeburg Corporation.

The compact, five-question form refers to the number of juke boxes in operation, net profits, expenses, value of equipment and number of records purchased in 1955.

Operators have been urged to fill out and mail the questionnaire.

George A. Miller, MOA president, in a letter to members accompanying the questionnaire, pointed out that there were presently four bills in Congress and two bills in the Senate which could seriously affect the juke box industry.

# Mid-South Takes To Back'd Music: Memphis Distrib

MEMPHIS, Feb. 18. — Background music is growing steadily in Memphis and the Mid-South, George Sammons, president of

Sammons - Pennington Company, Seeburg distributor, reported today.

In the three years that the company has been handling Seeburg's background music service, more than 40 installations have been made, Sammons said.

A significant development is in the increased number of banks, supermarkets, drug stores, manufacturing plants, restaurants and hotels purchasing the service.

Most employers are realizing that continuous music improves working conditions and nets more and better work from employees, Sammons said.

He added his company had made recent installations at the Greenfield, Tenn., Manufacturing Company, a Howard Johnson Restaurant in Little Rock, Ark., the Alcazar Hotel in Clarksdale, Miss., and a drugstore and supermarket in Memphis.

## ROCK-OLA

### MODEL 1448

**Worth More  
When You Buy It**

**Worth More  
When You Trade It**

### COIN MARKET PLACE

CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

## NEW ADVERTISING RATES (Effective with March 24 issue)

REGULAR CLASSIFIED ADS	DISPLAY CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt caps.	Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: 20¢ a word—Minimum \$4.00	RATES: \$1.00 a line—\$14.00 per inch
<b>CASH WITH ORDER</b>	<b>CASH WITH ORDER</b>
	Unless credit has been established

#### 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**

### Business Opportunities

**COIN RADIOS AND TELEVISION** — BUY direct from manufacturer and save! state-of-the-art modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 21 S. Water St., Ossining, N. Y. mh3

**EARRINGS, PINS, CAN BE PUT IN CAPSULES**, \$5 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire Street, Dept. B. C., Providence, R. I. mh17

**EXCELLENT MONEY MAKING OPPORTUNITIES** in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Corrado, Inc., 196 Albion Ave., Paterson 2, N. J. ch-25

### Help Wanted

**WANTED — BINGO AND SHUFFLE MECHANICS**; good pay and good working conditions. Persons must be sober and furnish references. Write Box 613, The Billboard, Chicago, Ill. fe25

### 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, 21 S. Water St., Ossining, N. Y. mh3

**FOR SALE—50,000 FT. 1-0 SINGLE CONDUCTOR** Power Cable, 25' ft. Excellent for welding lead and other portable installations. \$2,500,000 stock Sperry Searchlight parts; new, original overseas packing; complete units, lamp assemblies, lamp operating assemblies; all other parts, carbon, glass. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. fe25

**STAMP FOLDERS DIRECT FROM MANUFACTURER**, unlimited quantities, immediate delivery. Write for prices. Veeedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LQcut 7-1448. fe25-ch

**STAMP MACHINES & STAMP FOLDERS** at lowest cost. Write for prices & samples. Flatto Manufacturing, Box 6, Miami Beach 39, Fla. mh10

### Positions Wanted

**MECHANIC, BINGO, MUSIC, ETC.** AGE 32, sober, family, no drifter; desires permanent job with responsibility. Will furnish references. Box C-164, Billboard, 188 W. Randolph, Chicago, Ill.

### Routes for Sale

**ROUTE FOR SALE—MUSIC, SHUFFLE** Bowlers, Bingos and Pool Tables. 125 machines, Western State, excellent gross and net. Write Box M-162, c/o Billboard, Cincinnati 22, Ohio. fe25

### Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY MACHINES** \$25 and up. Other vending machines \$3 up. Established over 29 years. **MACK H. POSTEL** Chicago 18, Ill. 2952 Milwaukee Ave.

**FIVE LATEST MODEL SUPERIOR HOT** Coffee, Chocolate, and Tea Vending Machines, new and used. Will sacrifice. Box 51, Spearfish, S. D.

**FOR SALE—ACORN AND NORTHWESTERN** Capsule Machines in perfect condition, like new, \$10 ea. C. H. Diedrick, Inc., 115 Walnut St., Chaska, Minn. mh3

**FOR SALE—GOOD USED BINGOS READY** for location. Stars, \$25; Atlantic City, \$35; Cabana, \$45; Tahiti, \$50; Rio, \$60; Tropics, \$60; Frolics, \$50; Yacht Club, \$60; 3020 Wurtzler Wall Boxes, \$5 each; 215 Wurtzler Stepper, \$7.50. Send 1/3 deposit. Frank Guerrini, 1211 West 4th Street, Lewistown, Pa. fe25

**FOR SALE—20 STATION AUTOMATIC** Hostess Machines. Will sell all or any part of them. Emil Polzy, 142 W. Franklin St., Berlin, Wis.

**NEW AND USED 'SUN' PEANUT VENDING** Machines, capacity 5 lbs. Reasonable. Mrs. Charles H. Sina, 1051 Center Ave., Butler, Pa.

**NOW, 10-ROUND BOXING, 15-ROUND BOXING**; Baseball, Horse-Racing Cards, R. and S. Sales Company, P. O. Box 923, Salt Lake City, Utah.

**POKERINO, COMPLETELY REBUILT, REFINISHED**; new contacts, sockets, \$95. Complete line parts, supplies for POKERINO. James Travis, Box 206, Millville, N. J. ap7

**POPCORN MACHINE, BURCH, LARGE** floor model, \$75; Candy-apple outfit, with supplies, \$40; 12x20 Tent with poles, fair, \$60. LeRoy Itschner, Macon, Mo.

### TAB GUM OPERATORS

65 used Select-O-Vend 1¢ Tab Gum and Hershey Machines in good condition, \$15 each. 35 Pulver, porcelain, 3 column, \$10 cap. 1¢ Tab Gum Machines. \$9 each or \$300 for lot with extra parts.

**B. L. ROLL VENDING CO.** 2183 Washington Ave. Memphis, Tenn.

**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¢ Hershey's, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Standard Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

**50 BELGIAN MADE POOL TABLES, LIKE** new because of new cloth and 10 balls. Only \$35 each. Originally cost \$200 each; sacrificing because of illness. Reference Commercial Bank, Morocco, Emmanuel Hirt, 5 Rue Foucauld, Tanger.

### Wanted to Buy

**CIGARETTE, CANDY AND OTHER VENDING** machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. mh17

**MACHINES WANTED — WE BUY ALL** types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Bake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-np

**POPCORN SEZ MACHINES — PLEASE** state number of machines, condition, and price. John Groves Company, Carlene Popcorn, 39 Skyline Drive, Duquesne, Pa. mh3

**S-45 RESTAURANT JUKE BOXES, STATE** price and number you have. B. N. Walker, 1823 George St., Brooklyn 27, N. Y. mh3

**WANTED — NORTHWESTERN #49 NUT** Venders. Exhibit Foot Vibrating Machines, Arcade Machines. National, 4243 Sansom St., Philadelphia, Pa.

**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.

# COINMEN YOU KNOW

## Chicago

By KEN KNAUF

**GAME OPS PLAN MEET.** Officers and directors of the Chicago Independent Amusement Association, game operator group, met Tuesday (14) at the home of Sam Greenberg, president, to plan the agenda for the February 21 monthly meeting. Among those attending were Joe Stella, vice-president; Dave Brodie, treasurer; Don Mitchell, secretary; Milton T. Raynor, legal counsel; Joe Robbins, Len Mocon, Stanley Levin, Norman Schlossburg.

Joe Schwartz, National Coin Machine Exchange owner, back at work and highly pleased with pool game sales. Joe is also currently giving about the new Gottlieb five-ball, Gladiator. Ron Schwartz is heading for the Iowa sales territory, and plans a trip to Indiana next... Avron Gensburg, Genco Manufacturing & Sales Company vice-president, still has a night shift operating at the plant. Ralph Sheffield, director of sales, expected back this week.

B. D. Lazar, B. D. Lazar Company, Pittsburgh, a visitor during the week at Chicago Coin Machine Company. Joe Connery just returned to the plant from an Eastern trip... Jerry Bremner, Empire Coin Machine Exchange, claims the pool games have made lazy men of coin machine salesmen. "We just sit here and fill orders," says Jerry. Jack Burns is traveling Illinois for Empire this week.

Herb Perkins, Purveyor Distributing Company chief, had to postpone a trip to the West Coast because of mounting pool game orders. Monte West claims he has writer's cramp from scribbling down pool requests... Paul Crissman, of King & Company, is enjoying Florida these days... Ray Thompson, bulk vender from Bellwood, Ill., the gent who uses black light to illuminate his machines, has taken up photography as a hobby... Jane Mason, the bulk operators' pal at Leaf Gum, declares the National Vendors' Association's convention this year has all the indications of being the biggest ever.

## Memphis

By ELTON WHISENHUNT

**CLARENCE A. CAMP BACK TO WORK.** Clarence A. Camp, president and partner of Southern Amusement Company, one of the largest in the South, is back to work after several weeks in the hospital and convalescing at home. He had a stomach tumor removed. He's regaining his health fast, but reports he is "still a little weak." Besides his business as a phonograph and game distributor for several manufacturers, Camp has his hand in several other interests. He is one of the originators of the coin-operated horse ride. He is a partner in and president of the Memphis-Arkansas Speedway at West Memphis, Ark., a stock car race track across the Mississippi River from Memphis. He also has an interest in the new radio station operated entirely by women, WHER; has real estate holdings and is owner of the 20th Century Motel at West Memphis. He came back to a desk full of work managing his varied interests, but plans to take it slowly until he regains his full health.

Several phonograph operators in East Arkansas, all of whom trade with Memphis distributors and record dealers, have banded together and organized an East Arkansas Music Association. Leaders in the movement are M. L. Armstrong, Armstrong Amusement Company at Brinkley; Bob Eblin, Eblin Amusement Company at Paragould; Bo Young, who operates at Caruthersville, Mo.; T. P. Arron, partner in the West Memphis Amusement Company; John Brenner, owner of John Brenner Company at Marked Tree; Tuffy Toliver, Toliver Amusement Company at Lepanto. They patterned it after the Memphis Music Association. The group has drawn up bylaws and meet once a month in a different East Arkansas city. They're all working in harmony for the betterment of the business. Reports reaching Memphis are that they are making good progress.

## Washington

By DELORES NEWCOMB

**BOOSTS BACKGROUND MUSIC.** Michael Bushdid, owner of Michael Enterprises, is so pleased with the reception given his background music venture that he has enlarged his staff to keep up with the increased business. A recent installation was made in the Burlington Hotel. Bushdid is negotiating contracts with several airlines for similar installations at Washington National Airport ticket offices. Plans are "in the works" to put background music in cocktail lounges and several insurance offices. Bushdid adds that his Game Room at the airport continues to bring in good collections.

Business at Hirsh Machines is good, says Roger Squitro, despite some nasty weather that kept customers home... James Bowen, manager of Kwik Cafe of Washington, isn't worried about the slight drop in coffee sales caused by a spell of warm weather. Reason is that Bowen has milk machines on location, and they keep collections steady. "A decrease in collections from one type of machine is always offset by an increase in collections from another type," he adds. Bowen believes that diversification can save a lot of headaches.

## Boston

By CAMERON DEWAR

**NEW GAME, BIG HIT.** At Trimount Automatic Sales Corporation Sales Chief Irwin Margold happy over the new Gottlieb Gladiator game for two players. The machine set on a dime has sold out the first shipments and enthusiastic operators are anxiously awaiting more coming in. Irwin thinks the sample of Mutoscope's new Rock and Roll tilt board maze looks like a potential winner. Game is set on a nickel and its low price and compactness are seen as having big appeal.

After 25 years on the north shore in Revere, Margold has just settled in a new home in Newton Centre... Harry L. Kelley, Seeburg's district manager from Rochester, is visiting at Trimount. Harry, green tie and all, is the firm's oldest representative, and is hepped about the V-200 and what it's doing for dime conversion... Jerry Flatto and everyone at Boston Record Distributors overjoyed with Michael Sciarappa, who has just become the father of a boy.

Barney Blatt, of Atlas Distributors (AMI), recuperating in Florida after a bad bout up North with a virus. Brother Louis Blatt may take the trek south shortly. Meanwhile sales on AMI phonographs are heading toward the big volume level... Dick Mitchell, of Dick's Records, one-stop, says Ames Brothers local nitery stand brought a rush of business for the vocalists' numbers. The brothers are from Boston and the interest is reflected in demands for their platters, especially "Forever Darling"; "You, You, You" and "Come Back to Sorrento."

At Redd Distributors (Wurlitzer), Sales Manager Bob Jones is back in town after doing the grand tour of the territory with the 1900

# Fedor Named Redd Rep in Mass., Vt.

ALLSTON, Mass., Feb. 18.—Si Redd of Redd Distributors [Wurlitzer] announced this week the appointment of Anthony Fedor as sales representative of the firm in Western Massachusetts and Vermont territories.

Fedor joined the Redd organization in 1945, and is well acquainted in the industry on all levels. He is married and has two children and will live in Holyoke, which will be a base for his operations.

## Southern Sales

• Continued from page 85

top vocals and instrumentals, and were pushing sales thru staff help.

# EP Disks Slow In Nashville

NASHVILLE, Feb. 18. — Extended play records on juke boxes here has failed to click and show no signs of any impending boom, record distributors agreed this week.

The major factor for the slow EP activity was attributed to the many juke boxes still operating on nickel play.

According to disk distributors, when operators do purchase EP's, they lean to jazz and other specialty type records which are unavailable as singles. However, Hermitage Music Company reported that more juke box standards were carried in stock today than a year ago.

Helen Hall, of Hermitage Music, commented that operators frown on EP disks. She said, "Operators state they cost more and cut down play since they represent two tunes on their juke boxes for the price of one. The operator is looking for the most economical operation."

In regard to future standard juke box material, Syd Parker, of Parker Distributing Company, said he expected as much or more to be available on singles.

No special EP push or programming promotions are under way or planned for the near future by one-stops or record distributors.

# See Little EP Action in Fla.

MIAMI, Feb. 18.—With the exception of operators programming Seeburg's new 200-selection phonograph, EP's on juke boxes here and thruout most of Florida seem destined to be a rare occasion for some time to come.

Most of the EP's purchased are either standards that one-stops do not have in stock or jazz tunes not available as singles. According to one-stops, operators will buy a few EP's for better locations when necessary, but refuse to put any in poor spots.

The majority of record distributors thruout Florida carry as many old standards in stock as a year ago, and in the case of RCA Victor, Columbia and Capitol, even more singles have been added.

The distributors agree there is a trend to put most of the old standards on E.P.'s, they point out that about 80 per cent of the standards are still available as singles.

As expected, operators purchase heavy quantities of EP's when converting machines to dime play. Often, they will fill as much as one-third of the machines with EP's to soften opposition, distributors said.

According to one record one-stop, "Operators are not likely to use more EP's in the near future, even if everyone goes to dime play. The reason, they feel, they must get a dime for three minutes of play. By using EP's, they are back to 5 cents for three minutes. In areas still on nickel play, operators state they cannot afford to give customers three minutes of play for 2½ cents.

Special promotion of EP's by one-stops and distributors is negligible, the several distributors have come out with operator EP packages.





Where the food and drink are good, customers expect music to be the same . . . and when it is, they spend more for food, drink . . . and music.

# Make your music make more money . . .

It's AMI "G's" music that makes the money for AMI "G" operators . . . because AMI "G" music is a special *kind* of music.

It's live!

And live music makes live coin-droppers . . . they pay more to play more . . . more often . . . in all kinds of locations.

Make your music make more money . . . make it AMI "G" music . . . the special kind of multi-horn high-fidelity that makes music of superior tonal quality.

Factory set for 10c play—and worth it!

# AMI

*Incorporated*

General Offices and Factory: 1500 Union Ave., S. E.  
Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927.  
Model "G"—120, 80, 40 selections for more plays in less time.



Licensee: Jansen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box



PENDING COPYRIGHT LEGISLATION aimed at removing the juke box exemption from the 1909 Copyright Act is discussed by executives of Music Operators of America. Sidney Levine, legal counsel, looks on as George A. Miller, president and general business manager, sketches their probable itinerary in Washington.

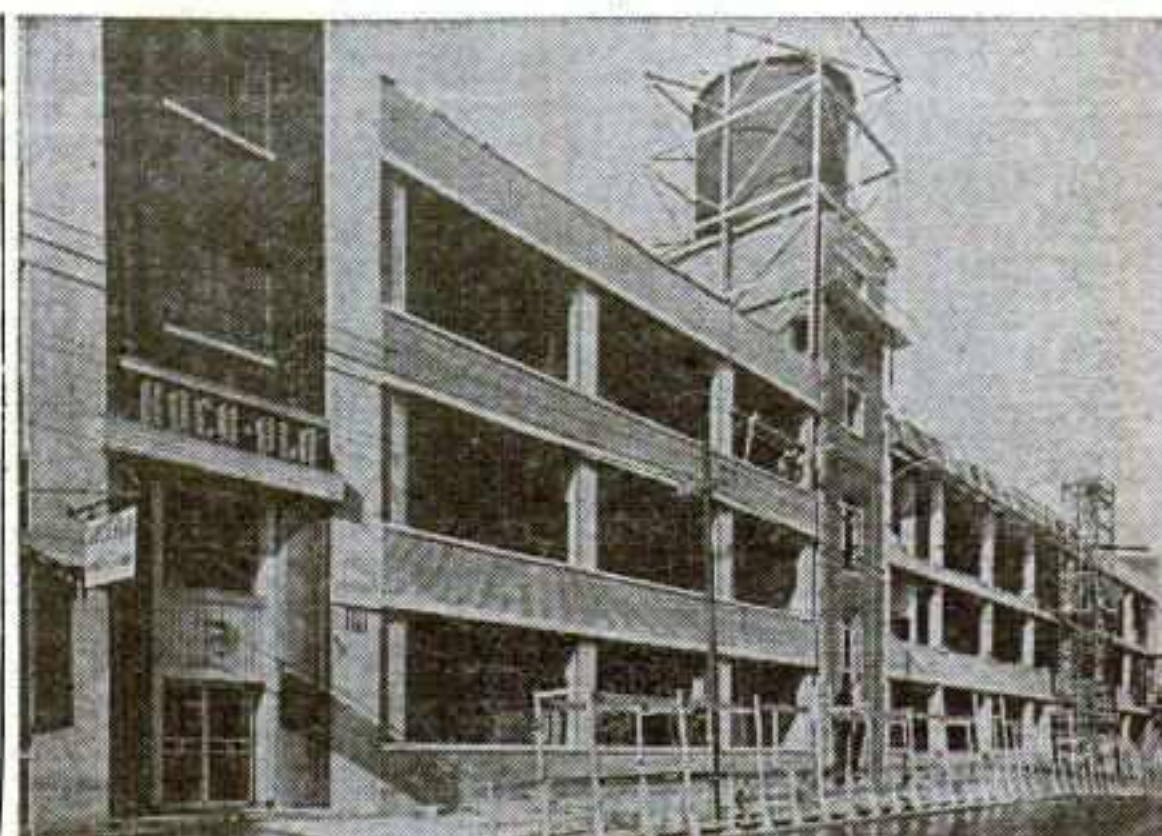
Bi-Weekly Service School Planned at Minthorne Music

LOS ANGELES, Feb. 18. — A permanent Seeburg service school is being planned here by Minthorne Music with meetings to be held twice monthly.

Hank Tronick, Minthorne general manager, said the response to a letter asking operators and servicemen if they wanted such a school was heavy. The purpose of the every-other-week service session, Tronick said, is to assist operators in realizing maximum profit from equipment.

The firm this week completed a series of five schools under the direction of Jack LaRue, Seeburg factory representative.

The final session of the LaRue schools was held Thursday (16) in Bakersfield, with Ed Wisler assisting. Other schools were held here at the firm's headquarters, in Long Beach and San Bernardino.



ROCK-OLA MANUFACTURING CORPORATION'S new three-story addition nears completion. The front of the building is going to be almost completely enclosed with glass, except for the center entrance way, which will be sheathed in stainless steel. The addition gives Rock-Ola 96,000 square feet of floor space. The entire third floor will be occupied by the firm's engineering and design departments.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table listing pinball games with columns for HIGH, LOW, and Mean Average prices. Includes categories like BALLY, GENCO, GOTTGLIEB, UNITED, and WILLIAMS.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated February 4, 1956)

ARCADE EQUIPMENT

- 1. CHICAGO COIN—Super Homerun
2. SEEBURG—Shoot the Bear
3. GENCO—Rifle Gallery
4. EXHIBIT—Dale Gun
5. SEEBURG—Coon Hunt

MUSIC MACHINES

- 1. SEEBURG—M-100-B
2. SEEBURG—M-100-A
3. AMI—Model D-80
3. SEEBURG—M-100-C
4. AMI—Model A
4. WURLITZER 1500

SHUFFLE GAMES

- 1. CHICAGO COIN—Starlite
2. UNITED—Imperial
2. UNITED—Leading Shuffle Alley
3. UNITED—Cascade
3. UNITED—Chief
3. CHICAGO COIN—Super Frame

VENDING MACHINES

- 1. EASTERN ELECTRIC C-8
2. PX (10 Col.)
2. ACORN 5c or 1c
3. NATIONAL M-9-A
3. STONER CANDY (8 Col.)

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Beach Club
2. Gayety
3. Yacht Club

GOTTGLIEB

- 1. Hit & Run
1. Pinwheel
2. Twin Bill

UNITED

- 1. Singapore
2. Triple Play
3. Havana

WILLIAMS

- 1. Lazy Q
2. Dealer #21
2. Disk Jockey

MUSIC MACHINES

Table listing music machines with columns for HI, LOW, and Mean Average prices. Includes categories like AMI, ROCK-OLA, SEEBURG, and WURLITZER.

Table listing pinball machines with columns for HIGH, LOW, and Mean Average prices. Includes categories like BALLY, GOTTGLIEB, UNITED, and WILLIAMS.

VENDING MACHINES

Table listing vending machines with columns for HIGH, LOW, and Mean Average prices. Includes categories like ACORN 5c or 1c, EASTERN ELECTRIC C-8, etc.

Table listing various other coin machines with columns for HIGH, LOW, and Mean Average prices. Includes categories like CLIPPER, COMET, CRISS-CROSS, etc.

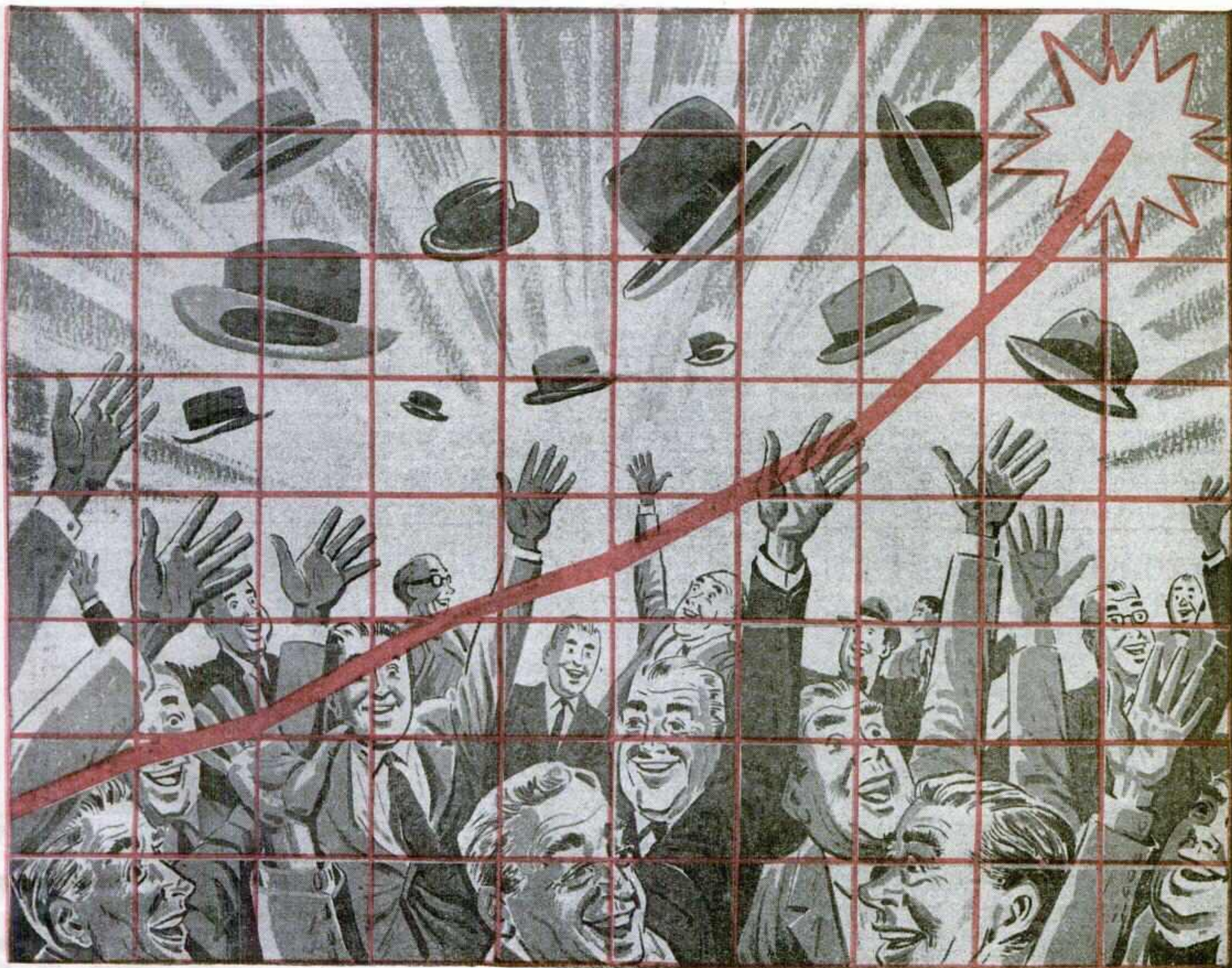
Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low."

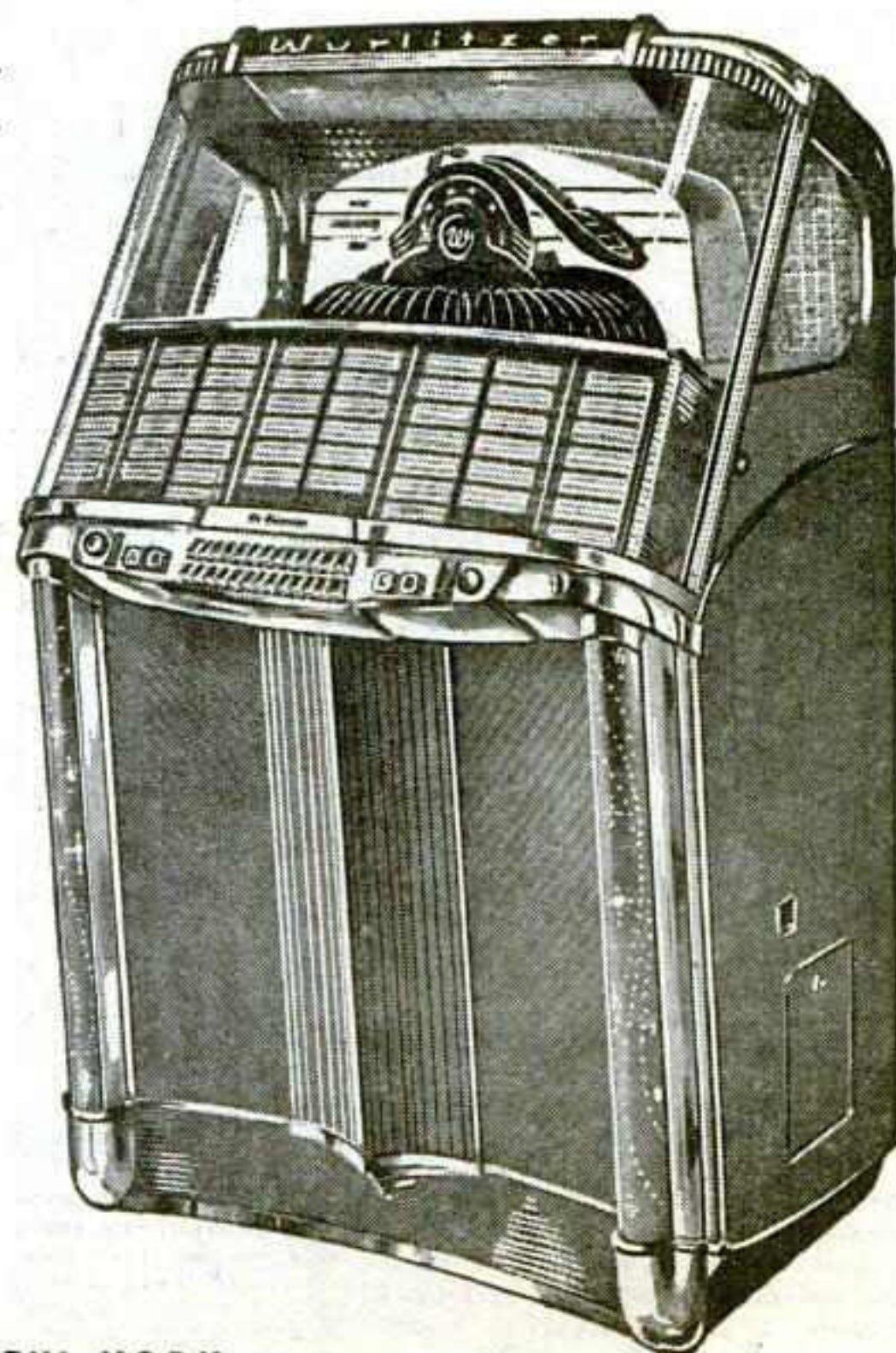
Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated.



## OPERATOR ENTHUSIASM FOR WURLITZER CENTENNIAL HITTING ALL-TIME HIGH

No phonograph in the annals of automatic music ever created so much initial operator enthusiasm as did the Wurlitzer Centennial. But that was only the beginning! When those same operators put their first Centennials on location, things really began to happen. No question about it. The Centennial is loaded—not only with eye and ear appeal—but, wherever it plays—with MONEY!

Better see your Wurlitzer Distributor—NOW!



**WURLITZER**  
*Centennial*  
**MODEL 1900**

Have You Played  
"Gee, Dad, It's a  
Wurlitzer?"  
(Bee-Jay Records, California)

**URNS A CENTURY OF PROGRESS  
INTO A GREAT YEAR OF PROFIT  
FOR OPERATORS**

**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK**

## Rowe Announces Revamped Sales, Factory Organization

**4 Divisional Offices Established; Greene Sees 25% Sales Increase**

By AARON STERNFIELD

NEW YORK, Feb. 18.—A complete re-organization of the Rowe Manufacturing's sales establishment, coupled with administrative changes in the sales and factory staffs, was announced this week by Robert Z. Greene, Rowe president and executive committee chairman of the Automatic Canteen Company of America, Rowe's parent company.

Greene explained the moves are being made in an effort to increase 1955 production by 25 per cent and to keep Rowe plants on full-

capacity production. In 1955, he added, Rowe's dollar volume in equipment sales was the highest in the firm's history.

The Rowe sales force, under the direction of Charles H. Brinkmann, vice-president, will be divided into three divisions.

### Candy, Cig Sales

Cigarette and candy machine sales, in the "non-refrigerated vending division," will be directed by Jack Hopson, Brinkmann's assistant.

I. Hayne Houston, president of Rowe-Spacarb, and Robert K.

Deutsch, Rowe-Spacarb vice-president, will head the refrigerated vending division. This arm will be responsible for sales of the Auto-Snak common front and Rowe's cup drink, sandwich and pastry venders, as well as the Mills hot drink vender and the Hebel ice cream machines, sold by Rowe thru co-operative arrangement with the Bert Mills Company and the Fred Hebel Corporation, respectively. The division will concern itself largely with supplementary in-plant feeding.

The milk vending division will not only handle sales of Rowe's indoor and outdoor milk venders, but will advise vending operators and dairies on methods of operation and guide the Rowe milk vending program. Bern Bernard and Morris Auerbach will be in charge.

### To Aid Operators

Also Pat Mahoney and Ruth Lassoff will have special sales promotion duties, mainly helping operators to get locations for milk machines.

The nation will be divided into four sales territories under the re-organization. Richard Gluck, with headquarters at the Rowe executive offices in New York, will head the Eastern division.

Assisting him will be Bud Kleppel in New Jersey, Connecticut, Metropolitan New York, Westchester County and Long Island, and Ned Williams in Massachusetts, Maine, Vermont, New Hampshire and Rhode Island.

Ralph Emmett, with headquar-

(Continued on page 98)

## N. Y. HEALTH OFFICIALS OK FOODCO MILK VENDER

MANCHESTER, N. H., Feb. 18.—Approval of the Food Engineering Corporation's bulk milk vender in New York State has paved the way for a number of immediate installations, Karel Schwarzkopf, sales manager, announced.

First installations will be made in New York City where permission has been granted for trial operations. The machines are to be placed with leading dairies by the Wisner Manufacturing Company, the Cup-O-Matic distributor in the city.

The Bureau of Food and Drugs will observe the operation of the venders, according to Schwarzkopf, with the findings to be turned over to the Board of Health for final action.

Both the 7A and 7B models have been approved by the State Health Department under the New York "rules and regulations for the approval of dispensing devices," Schwarzkopf reported.

The approvals are the culmination of eight years of Foodco design, testing, field inspection and close co-operation with the New York City and State milk and food sanitarians as well as the dairy industry's own 3A dispenser code, Schwarzkopf stated.

A number of machines are also to be placed on locations in the immediate future by the Dietrich Supply Corporation, of Syracuse, Central New York State distributor, the company announced.

## Boston Considers Fees For Vending Machines

BOSTON, Feb. 18.—A move may be under way here to charge fees for operating food vending machines. The Boston Finance Commission suggested in a report on the city's finances this week that "there is a possibility of increasing the income of the city by a revision of the schedule of fees which the city collects for . . . privileges granted by the departments."

The Commission noted that food

vending machines "are said to be in the process of a vast expansion in the direction of relacing canteens and cafeterias." It pointed out that restaurants and other food-serving establishments are charged fees for operating in the city.

The Commission said that fees collected for comparable services and privileges in other cities are "not only greater . . . but Boston fails to collect charges for services for which charges are made in other cities."

### \$1 Fees

In Boston, the only charge made at the moment on vending machines is the \$1 per machine per year for a milk license and the fee for operating a cigarette vender.

William C. McConnell, president of Automatic Merchandising Corporation of Medford, whose firm has many machines in Boston locations, said that the automatic feeding industry wasn't escaping anything in the matter of fees, since it had to pay the common victualer fee for the commissary where the food is prepared for the machines. This is the same charge made to restaurants.

McConnell added that, while there might be some matter of double tax if they were assessed at the machine as well as the commissary, he thought it not unlikely that some such fee might be levied in the future and that it would be in line with current practices in taxation.

A Boston city councilor ques-

(Continued on page 103)

## Bowman Gum Assets Sold To Topps, Inc.

**Sport Card Series Included in Sale Effective April 1**

BROOKLYN, Feb. 18.—Purchase of all gum manufacturing equipment of the Bowman Gum Division of Connelly Containers, Philadelphia, effective April 1, was announced by Topps Chewing Gum, Inc., maker of ball gum.

While no purchase price was disclosed, the sale included all Bowman's brands, especially baseball and football rights, according to Topps' representatives. The transaction ends the long-standing litigation between the firms concerning rights to the sports picture card series.

Bowman, according to the announcement, will not produce or market a baseball picture card series this year. The sale was consummated at Bowman's office. Present were J. E. Shorin, president; Phil Shoring and A. J. Shorin, vice-presidents of Topps, and John Connelly, president of Connelly Containers, and Joseph Donahue, secretary and treasurer.

## Pepsi Names More Firms to Finance Plan

NEW YORK, Feb. 18.—Three cup drink manufacturing firms have been added to the Pepsi-Cola finance program, it was learned this week. They are the Lennox Manufacturing Company, of Chicago; Lyon Industries, Inc., of New York, and Victor Products, Hagerstown, Md.

The last-named firm makes the single, dual and three-drink SerVit

(Continued on page 102)

## DuGrenier Sets Distrib Plan For Candy Unit

NEW YORK, Feb. 18.—Arthur H. DuGrenier, Inc., Haverhill, Mass., vending machine manufacturer, is now offering open distributorships for its candy venders, Richard E. Gibbs, sales manager, announced this week.

Gibbs was in New York for conferences with Ed Cohen, DuGrenier advertising manager.

According to Gibbs, sales of the firm's candy machine have been exceptionally strong of late, and only the cigarette machine accounts for more sales in the firm's line.

The distributorships, he explained, will be offered on a non-exclusive basis and will apply only to candy venders. DuGrenier currently has some distributors for candy machines, but this is the first effort the firm has made to establish a distributor network in the field.

The factory has been making candy machines since 1928.

## NAMA Region 4 to Air Profit, Loss Problems

CHICAGO, Feb. 18.—"Profit . . . or Loss?" an audience-participation session on problems confronting operators, will feature the one-day regional meeting of Region 4, National Automatic Merchandising Association, at the Biltmore Hotel, Atlanta, Saturday, February 25.

Operators will be asked for suggestions or to relate personal experiences in meeting troublesome problems. The discussion, which will close the morning meeting, will be moderated by John W. Mock, Chicago management consultant.

Of special interest at the afternoon session will be a presentation by Dr. Wilbur England, Harvard Graduate School of Business Administration, on "The Business Outlook." Dr. England's report will relate the effect of general economic trends to automatic merchandising.

Opening the morning session will be an over-all report on the industry by M. C. Bush, Beech-Nut Packing Company, Canajoharie, N. Y., chairman of the NAMA regional meeting committee.

Bush will discuss "This Is Your Life . . . Where Do We Go From Here?" Bush's report will be illustrated by slides presenting facts and figures on sales, costs, vending profits and other phases of the industry.

Other speakers scheduled for the afternoon session are Benjamin Werne, NAMA labor relations counsel, and John T. Pierson, The Vendo Company, Kansas City, Mo., NAMA president.

"The Control of Your Business," a skit demonstrating what operators should do when faced with today's unusual personnel relations problems, will be offered by Werne.

Pierson will present a review of the responsibilities which the automatic merchandising industry must first accept in order to take full

advantage of its opportunities.

The meeting will be called to order by John J. Mahoney III, Carolina Vending, Charleston, S. C., chairman of Region 4.

Following the business session, Gordon Foods, Inc., Atlanta, will be the host at a cocktail reception.

Regional meetings this year are open to non-members whose companies have not previously been represented at these gatherings, Bush announced. The Atlanta gathering is the first of a series of eight meetings to be held thruout the nation this year.

## NATD to Study Role of Distrib. In Vending

NEW YORK, Feb. 18.—The role of the wholesale tobacco distributor in vending will be explored at the March 15 session of the annual convention of the National Association of Tobacco Distributors, which ends the following day at the Conrad Hilton, Chicago.

Charles J. Cooper, president of the Cooper Tobacco Company, Lancaster, Pa., will preside at the session, titled "Does the Wholesale Tobacco Distributor Fit Into the Expanding Automatic Merchandising Market?"

Among the topics to be examined will be financing machines, equipment replacement, the advantages of selling, leasing or operating, multi-line vending, industrial and institutional vending and cigar vending.

The day will start with the annual breakfast-meeting of the NATD Young Executives Division.

## 'Just Sell' Is Candy Mfrs.' '56 Ad Drive

**Ops Forgotten Again as Confection Firms Open \$50 Million Promotion Campaigns**

This is the second of a series dealing with the 1956 advertising programs of confection manufacturers. Next week The Billboard will present the candid views of candy vending operators on the multi-million-dollar advertising campaigns.

By BILL MASLOWE

CHICAGO, Feb. 18.—Sell the product.

Make it available everywhere. Don't promote any particular outlet.

That, in regard to candy vend-

ing machine operators, basically about covers the combined \$50 million advertising campaigns of the confection manufacturers designed to increase candy sales in the coming year, a survey by The Billboard revealed.

Candy vending operators once again, as in the past, are left on their own to build up sales—sales that amounted to more than 4.3 billion and as high as 4.6 billion candy bars annually for the past several years, according to statistics compiled by Vend magazine, sister publication of The Billboard.

Percentage-wise, this is about 20 per cent of all candy bars sold in the United States, and around 4 per cent of all candy sold, in a strictly plus-volume bar market provided by vending operators for manufacturers.

### Ops Shrugged Off

Yet, the great majority of the manufacturers contacted shrugged

(Continued on page 107)

## New Process Adds Life to Dairy Items

See story elsewhere in this section describing how the candy industry is seeking new ways for making confections that will have longer shelf life.

CHICAGO, Feb. 18.—A new procedure for pasteurizing milk—Roswell Process—which assures longer shelf life for dairy products has been developed by the Chicago Stainless Equipment Company.

Announcement of the development was made by Vend Magazine, sister publication of The Billboard, in an exclusive interview with J. E. Mistarz, founder and president of the firm, published in the February issue.

The process, if adopted by dairies, would benefit the vending industry thru its keeping quality that assures longer shelf life and improved flavor.

### Flavor Same

Under the Roswell method temperatures as high as 290 degrees are used for pasteurization, Mistarz explained, and the flavor is not affected to any extent.

Milk, he stated, could be safely kept up to two weeks in paper cartons. However, Mistarz qualified his statement, saying:

"Paper bottles today, to my

(Continued on page 102)

Experienced Operators Say:  
**"YOU MAKE MORE MONEY WITH ...**

**Northwestern**

**VENDING EQUIPMENT"**

**PROVE IT TO YOURSELF**



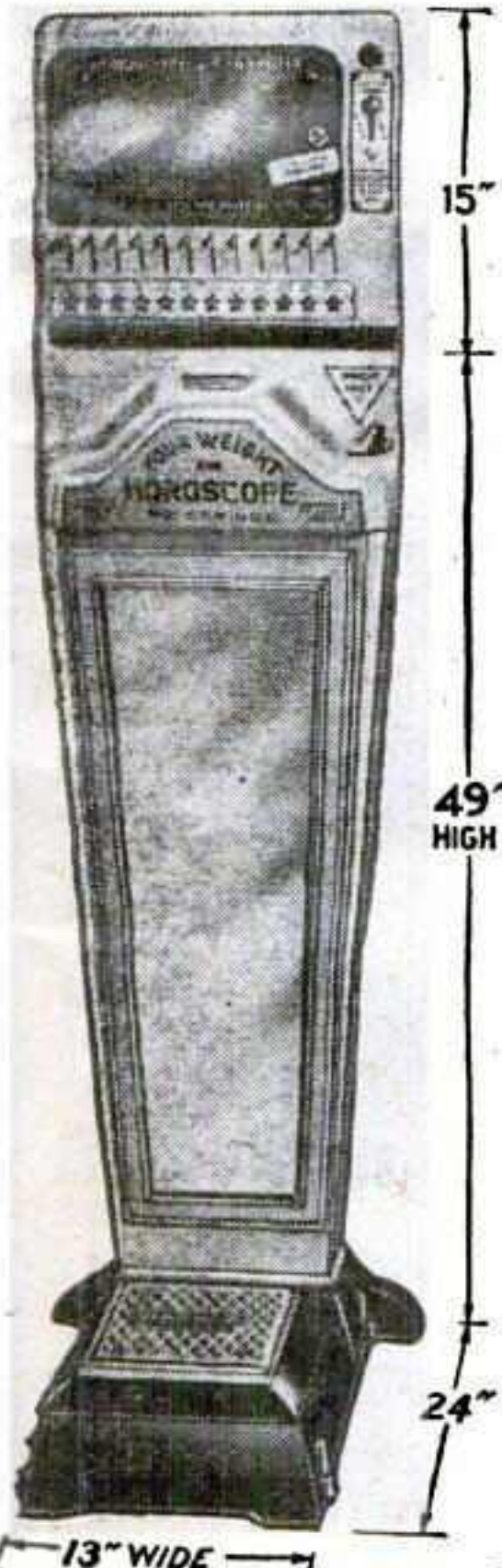
Just try a Model 49 all-product vander on your route and see for yourself how you can make more money.

It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**  
216 Armstrong Street, Morris, Ill.

**Cleveland Coin Machine Exchange, Inc.**

Northwestern Corporation Distributors  
2029 Prospect Ave. Cleveland, Ohio  
Tel. 1-6715  
Write for prices.



**5c HOROSCOPE SCALE**  
TOP OF SCALE PAYS BIG DIVIDENDS ... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00 DOWN**  
BALANCE \$10.00 PER MONTH  
**WATLING MFG. CO.**  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889  
Telephone: COLUMBUS 1-2772  
Cable Address: WATLINGITE, Chicago

**GIVE TO DAMON RUNYON CANCER FUND**

**PM Ad Cited As '55's Best**

NEW YORK, Feb. 18. — Tide magazine, advertising and marketing trade journal, has awarded Philip Morris, Inc., honors for the best advertisement of 1955 on the basis of PM's "Pardon Us While We Change Our Dress" series which appeared at the time of the PM package change.

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball of Fire" Bubble Gum!

**BERNARD K. BITTERMAN**  
4709 E. 27th St.  
Kansas City 27, Mo.

**WE SERVE THE SOUTH WITH ACORN MACHINES**  
TAB GUM—GUM AND CHARM CAPSULE—AND NUT MACHINES  
WE STOCK PARTS, GLOBES, WALL BRACKETS, FLOOR and CONSOLE STANDS  
Write for Descriptive Literature, Prices

**R. R. WHITEHEAD, DISTRIBUTOR**  
1075 Woodland Ave., S. E.  
Atlanta 16, Georgia

**MORE MONEY**

**WITH THE VICTOR 5-STAR BABY GRAND BALL GUM—CHARMS 1c**

CASE OF 4 \$53  
SPECIAL! 4 BABY GRANDS plus 25 lbs. of Gum plus 1,000 Charms \$64

140, 170 and 210 Size BALL GUM  
Packed 25 lb. or 40 lb. cartons 27c lb

Freight pre-paid on 200 lbs. or more! 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.  
Call PResident 4-5358

**COIN CALENDAR**

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- February 21—Chicago Independent Amusement Association, monthly meeting, Pine Room, Congress Hotel.
- February 25—Region IV National Automatic Merchandising Association, regional meeting, Biltmore Hotel, Atlanta.
- February 25—National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.
- February 25-26—Kansas Music Association, monthly meeting, site to be announced.
- February 27—Central States Phonograph Operators' Association, monthly meeting, office of Les Montooth, Peoria, Ill.
- February 28—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
- March 1—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
- March 3-4—Nebraska Music Guild, quarterly convention, Evans Hotel, Columbus.
- March 6—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- March 6—Washington Music Merchants' Association, monthly meeting, Seattle.
- March 6—West Virginia Music Operators' Association, monthly meeting, Richmond.
- March 6.—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- March 7—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.
- March 7—Summit County Music Operators' Association, monthly meeting, Akron.
- March 8—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- March 8—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield, Mass.
- March 9—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- March 10—National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.
- March 10—Regional VI National Automatic Merchandising Association, regional meeting, Congress Hotel, Chicago.
- March 12—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- March 12—National Association of Tobacco Distributors, annual convention, Conrad Hilton, Chicago.
- March 13—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
- March 14—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
- March 17—California Music Merchants' Association, annual banquet, Los Angeles. Site to be announced.
- March 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- March 24—National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.
- March 24—Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.
- April 1—West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston.
- April 7—Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit.
- April 15—Music Guild of New Jersey, 19th anniversary banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.
- April 21—Regions I, II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.
- May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.
- May 6-8—Music Operators of America, annual convention, Morrison Hotel, Chicago.
- May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.
- May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Columbus 5c Bulk. or Mds.	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
ABT Guns	34.00
Acorn 1c or 5c	8.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Vendor's Mix	.74
Pistachio Nuts, Sheik	.59
Cashew Whole	.63
Cashew Butts	.57
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.37
Jelly Beans	.38
Licorice Gums	.38
Leaflets (similar to M & M), 530 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Blo Ball Gum, 40 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.30
Adam's Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.  
**STAMP FOLDERS, Lowest Prices ... Write**

THERE ARE BIG PROFITS IN **GUM**  
GET YOUR SHARE WITH **Northwestern**

**PACKAGE GUM VENDER**

This amazing vander is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**EMPTIES MACHINES FASTER!**

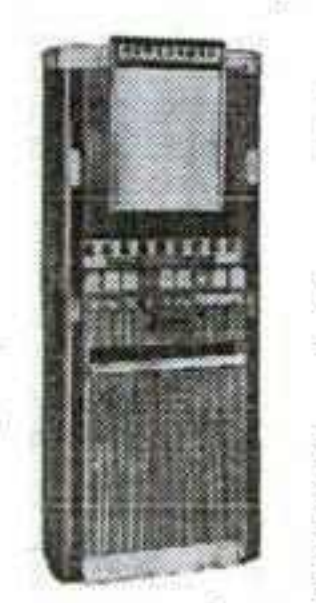
**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball of Fire" Bubble Gum!

**LEAF BRANDS, INC.**  
1155 N. Cicero  
Chicago, Ill.

**ATTENTION, VENDING OPERATORS!!!**

**DUGRENIER CHAMPION**  
11 Cols., 420 Cap.



**SPECIAL!!!!**  
**ONLY \$99.50**

We have a tremendous stock of "AS IS" equipment—all makes and models. In good condition but not rebuilt or refinished. Write or call for information.

**CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY**  
on 25c and 30c Coin Mechanism Conversions for:  
**ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, 750, 9A**

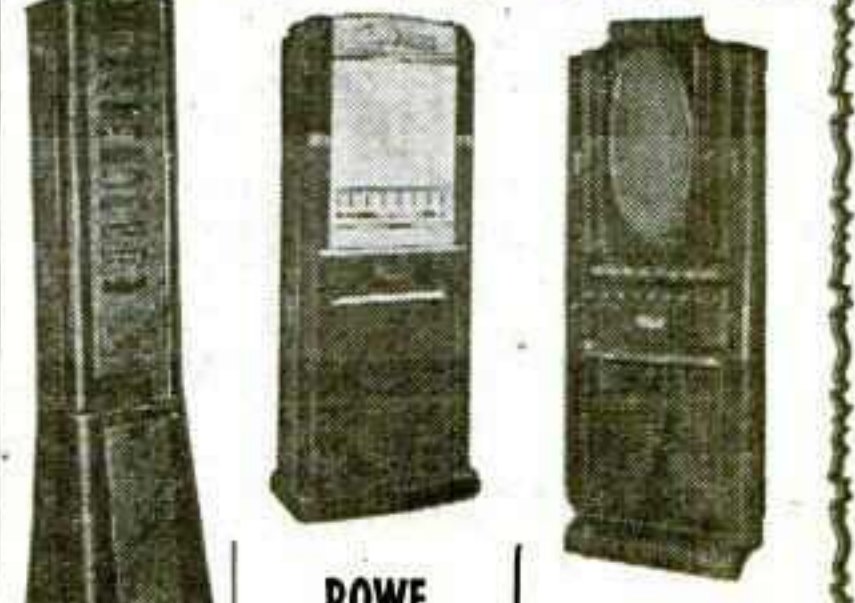
Also Available:  
• ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

**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
DuGrenier Champion, 9 Cols., 370 Cap.	100.00
Uneda Model E, 8 Cols., 240 Cap.	75.00
Uneda Model E, 6 Cols., 180 Cap.	75.00
Eastern Electric C-8, 8 Cols., 320 Cap.	100.00

**CANDY MACHINES**  
Stoner Candy Prewar, 160 Cap. .... \$135.00  
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap. .... 32.50  
Uneda Candy, 5 Cols., 102 Cap., Wall Model .... 60.00

**ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED**



**ROWE PRESIDENT**  
8 Cols., 340 Cap., 25c and 30c Vend. King or Reg. **\$130.00**

**DUGRENIER Model W**  
9 Cols., 270 Cap. **ONLY \$75.00**

Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

**Uneda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
250 Maserale Street • Brooklyn 6, N. Y. • HEgemon 3-6295

**Factory Type, Rebuilt Like New, Cigarette Machines**

GET THE BEST—all bases are lowered, cabinets completely refinished inside and out, mechanisms thoroughly reconditioned and columns repainted.

UNEEDA 500, 9 Column.....\$ 95.00	ROWE CRUSADER, 10 Column.\$125.00
UNEEDA 500, 15 Column... 115.00	ELECTRO 8, All Coin, Paint or Wood Grain..... 150.00
ROWE PRESIDENT, 8 Column.. 105.00	ELECTRO 10, All Coin, Paint or Wood Grain..... 190.00
ROWE CRUSADER, 8 Column.. 115.00	

Terms: 1/3 with order, balance C.O.D.

**WEYMOUTH DISTRIBUTING COMPANY**  
2525 West Pico Blvd. Los Angeles 6, Calif.

**Precision-Built for PROTECTION & PROFITS!**

**ACORN**  
The only completely die-cast aluminum, precision built  
**ALL-PURPOSE VENDOR**

1c & 5c mechanism slides into place—no screws!

- 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

Western Office OPERATORS VENDING MACHINE SUPPLY 1823 S. Grand Ave. Los Angeles 15, Calif.  
Eastern Sales Office M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa.

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

**5 SENSATIONAL SELLERS!**

Put some life in your machines! All 5 items are real eye catchers—they stimulate sales!!

<b>KEY TO THE CITY</b> \$7.50 per M	<b>KNUCKLE DUSTER RINGS</b> \$17.75 per M
<b>CLOTHES PIN</b> \$8.00 per M	<b>MARACAS</b> \$10.50 per M
<b>1 lb.-7 lb. FISH</b> \$8.00 per M	

BUY 'EM—TRY 'EM BE CONVINCED! IMMEDIATE DELIVERY  
Stickers available... contact your local distributor or:

**paul a. PRICE co. inc.**  
55 Leonard St., N.Y. 13, N.Y. Cortland 7-5147-8

**SKELETONS!!!**  
(Actual Size)  
Wrapped in Compact Ball for Penny Machines.  
Unwrapped for Capsules.

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.

**ORDER TODAY!**

World's Largest Selection of Miniature Charms

**PENNY KING COMPANY**  
2538 MISSION ST. PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER

**CHECK THESE PRICES!!**  
Completely & Thoroughly Overhauled Equipment

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 & Uneeda-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)

**NCA Cites Study Need To Make Better Candy**

CHICAGO, Feb. 18.—Development of new compositions from domestic fats and oils which promote long shelf life would solve the seasonal sales decline in the candy bar industry.

The answer to improving seasonal declines in sales are candy bars that can withstand high as well as sub-zero temperatures, the National Confectioners' Association Research and Development Committee on Confectionery Coatings agreed.

The committee, at a recent meeting in Chicago, agreed: The confectionery industry should assume the responsibilities of making available a greater variety of bars, but claimed the development of special types of fats are needed as a solution to the dilemma.

Basic research on the development of long-life compositions, the committee recommended, should be undertaken by the U. S. Agricultural Department.

It pointed out there is currently a surplus of domestic fats which could contain the properties needed to make commercially valuable summer confections.

The entire program, the committee reported, embraces the recognition of military requirements which demand foods that have long shelf life and are acceptable in all climates.

Comprising the NCA committee are representatives of chocolate refiners, fat refiners and candy

manufacturers, who met with Dr. A. A. Atchul and Dr. R. O. Feuge, of the U. S. Department of Agriculture, New Orleans.

Members of the NCA group include Harry Schuman, Curtiss Candy Company; Frank Lyons and William Bauman, Williamson Candy Company, of Chicago; Dr. A. Kentie, Nestle Company, White Plains, N. Y.; R. C. Welch, Wilbur-Suchard Chocolate Company, Inc., Leitz, Pa.; Justin Alikonis, Paul F. Beich Company, Bloomington, Ill., and Ernest Peakes, New England Confectionery Company, Cambridge, Mass.

Also attending the meeting were Philip P. Gott, NCA president, and C. B. Cosler, of the Quartermaster Food and Containers Institute for the Armed Forces.

**L. A. Ops Given Assessed Value Of Machines**

LOS ANGELES, Feb. 18.—Vending machine operators are being supplied with a schedule of assessed values by John R. Quinn, county assessor. The 1956 computation for machines on location specifically deals with candy, cigarette, peanut venders and scales.

The assessment schedule adds \$4 for cash and merchandise in the machine. Estimated value of machines is: Cigarette type—5-column (add for attachments), \$16; 6 or 7 columns (add for attachments), \$21; 8 or 9 columns (add for attachments), \$32; 5-cent gum-mint machine (add for attachments), \$5; double column or bowl machine (add for attachments), \$5, and single column or bowl machine (add for attachments), \$2.50.

Electric cigarette machines add \$15 for cash and inventory on location with these valuations: Eight-column, \$60; 9, 10, or 11 columns, \$70, and 12 to 20 columns, \$90. Manual machines also add \$15 for cash and inventory with 6 or 7 columns, \$24; 8, 9, 10, 11, 12 or 15 columns, \$35, and 17 to 20 columns, \$80.

For peanut and gum venders there are additions of 50 cents on double bowl and 25 cents on single bowl. Double column or bowl machine with additional for stands and attachment, \$5, and single column or bowl machine with additional for stands and attachments, \$2.50.

Scales add \$1 for cash in machines and assess the ticket type made in 1941 or prior at \$12 and non-ticket type at \$10. Later models are valued at cost less normal depreciation.

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**PENNY SELLING**

**Talk Sales, Not \$\$, Says L. A. Bulk Op**

By SAM ABBOTT

LOS ANGELES, Feb. 18.—Don't talk money. To obtain new or upgrade old spots point out to the location owner the bulk vending machine installation will increase his sales of regular merchandise and give customers added service.

This is the policy of Leo W. Weiner, general manager of West Coast Enterprises here. He used this approach when he started in the vending business four years ago and is using it even more today. Because of the long-time application, Weiner knows it will work for beginner and veteran alike.



LEO WEINER

Starting with 14 machines which he bought from his brother, Weiner expanded rapidly by buying a route of nearly 100 units. Since then he has bought routes and new equipment until he has over 1,000 machines working within a radius of 20 miles today.

Weiner's entrance into the field of bulk vending is unusual. He was operating a food market when he became interested. He sold it and bought his initial supply of bulk machines.

**Store Proprietor**

"My brother, Eugene, was going to pre-med school at the time and I was running the market," Weiner recalled. "I would see him on Saturday night after he had serviced his 14 machines. We got to talking and I learned that on the basis of what he had invested in the route, and the hours that he worked, his return was greater than mine. True, I had a big store, but percentage-wise Eugene was doing all right—and working only part-time.

"With a return like he was getting, I felt that here was the business for me."

Leo Weiner has, of course, greatly expanded his route and it is not a part-time operation. His machines sell pistachios, peanuts, cashews, M&M's tab gum, pan candies, bubble gum, ball gum and Hershey-ets. He also has scales. About half of his machines operate on pennies, and the others on nickels. Capsule units account for 10 per cent of the route.

The Weiner firm specializes in bulk vending, but it offers a rounded line of items. This is necessary, he stated, because of the variance in the types of locations. They include bars, grocery stores, supermarkets, recreational centers and industrial spots. He has more bars and markets for the simple reason there are more of these in Los Angeles than other types of locations.

**Wrong Approach**

"Some operators make the mistake, I think, of approaching a location owner and quoting him a commission percentage as the clinching factor of the pitch," Weiner explained. "They sound out on the figure and the larger it is the more emphasis they place upon it. If it is large—sometimes larger than they can profitably pay—they speak, perhaps, even louder. After this approach, they try to impress the prospect by telling him how much he will receive per machine per month."

As Weiner has machines in some of the supermarket chains and bowling alleys that originally were against vending machines of all kinds, his approach must be workable.

"In making a pitch at a new bowling alley recently, I found the manager did not want venders at all," Weiner declared. "When he wanted to know what they would earn, I told him honestly that what they would do as far as revenue was concerned was not the important factor. However, I assured him, they would definitely increase his bar business as the salted nut machines would be located near the alleys and readily accessible to the bowlers—and stimulate their thirst.

Special Story on Ex-Grocer's Success in 1c Vending Field

"Altho the bowling alley sells packaged nuts in the bar, my machines in the main portion of the building are not competitive.

"To show how thoroly the man was sold, he called me a few days ago to ask if I would put venders in a new bowling alley his company is opening in another city. I explained that as much as I would like to do it, that city was out of my territory, and I could not give the location the service it would require and I wanted to give."

**Need Strong Appeal**

Weiner emphasizes that what most bulk venders overlook is the fact that their vending machines pay locations such a small amount of money in comparison with the gross of their business that a more effective approach has to be presented. There are some locations, he said, that will battle an hour for a penny. Fortunately for the operator, these cases are not too numerous.

The approach to a location owner should be effective, Weiner found. When contacting the owner of a large grocery chain, his approach was to place a penny in front of him and ask, after proper salutation: "What can you buy with that except 12 minutes of parking?"

"Well, a postal card," the grocer answered.

"Have you tried? Postage is 2 cents," Weiner countered.

With this, the way was opened for Weiner to make his pitch and present the details of his proposition. He explained that mothers bringing their children to shop could keep them quiet with pennies. These pennies, of course, would likely come in their change from the market's cashier. The promise of the pennies for candy or peanuts would keep the children quiet and allow the mother to concentrate upon shopping. The approach worked.

**Expanding**

Weiner is expanding his business. In the front part of his warehouse he plans to open a retail nut store. Some of his four part-time employees will handle the counter when not filling service heads. Also in the expansion is the addition of a foreign-made panel truck. It will be complete with metal box-like containers 66/8 by 20 1/2 by 5 1/4 inches that are open at the top. Each will hold three service heads and slip into a stand installed in the truck. The truck sides will have openings to make the filled globes easily accessible to the routeman.

The rolling stock is necessary because Weiner's business has no over-all seasonal slumps. When business in bowling alleys slackens in the summer the markets pick up. His coverage with several types of locations and with a variety of products keeps things humming the year around.

Weiner likes the bulk vending machine business. He knew this when he sold his market. A native of Bookfield, O., where he graduated from high school, he took a year's study in business law and administration at the Los Angeles State College here. This was after his discharge from the 4th Marine Division with which he saw action in the Pacific, including Saipan, the Marshall Islands and Iwo Jima.

Despite his long hours on the job, Weiner finds time to serve as treasurer of the Western Vending Machine Operators' Association (this is his second term), and on its program committee. He is also active in the Masonic lodge.

Weiner is married, and his wife, Harriet, serves as the firm's secretary, working from the office in their home. Mrs. Weiner has a well-filled schedule, too, for her secretarial duties are wedged in-between her household duties, which include caring for their two-year-old daughter, and two sons, age four and two months.

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## COAST TAKES CUE

### Pool 'Hottest' Game In L. A. Coin Trade

#### What Ops Say

The coin-operated pool game is the hottest thing to hit the Los Angeles industry in recent years and is giving operators as much or more revenue than equipment that cost twice and three times as much.

The rapid rise in the game's popularity, which started in mid-November, caught some of the operators off guard. Since that time, however, a few operators have added the games in quantities to a point where they are as much as 60 per cent of the route. Meanwhile, the players have been so completely sold on pool games that other games placed near pool tables are suffering.

The game's popularity with operators is based upon earning power as against initial cost. Operators report, in most cases, a pool table costing \$225 will return as much or more revenue than some games costing \$600 or more.

#### No Slack Seen

While no operator will venture to say how long the games will continue to be popular, they see no immediate signs of it slackening. One operator argues that pool is a form of entertainment of long standing, and the added entertainment time of playing it in a tavern.

(Continued on page 95)

## Bally Equips Pool Line With New Stabilizer

CHICAGO, Feb. 18.—All Bally Manufacturing Company pool games will now be equipped with a new four-point stabilizer, Jack Nelson, general sales manager, said this week.

The stabilizer, built into all the Pin-Pool models, is designed to insure a more level playing surface.

Rigidly mounted on steel-reinforced crossbars and factory adjusted, the stabilizers act to flatten out any wood-wave that may develop in the table panel during construction.

It controls warpage caused by atmospheric conditions on location, such as damp weather and steaming radiators. Not to be confused with an ordinary jack that applies pressure to only one spot, according to Nelson, the stabilizer acts at four separate points, exerting flattening force on all four quarters of the table.

Adjustments with the stabilizer are simple, according to the firm, a screw driver the only tool needed. With the hinged table top raised, the playfield can be either pushed up or pulled down to remove distortions.

## NCMDA SKEDS CHI DINNER MEET MAY 6

CHICAGO, Feb. 18.—The National Coin Machine Distributors' Association has scheduled a dinner meeting for May 6 at the Morrison Hotel here.

Main business will be the election of a new slate of officers and board members. Committees will also be appointed.

The newly elected officers and board of directors will meet the following day, May 7, at the Morrison. All members will again be invited to attend this session.

#### What Distributors Say

The vast and unprecedented popularity of pool tables in Los Angeles has increased jobber and distributor sales to a point where they refer to the game as "fabulous." Little heed is being taken of the increasing number of manufacturers entering the field or of the downward trend of values of machines the game is replacing.

Charles A. Robinson, of C. A. Robinson, United distributors, said the pool table is "the business" in answering a question regarding how it is marketing. Robinson added that at the present time

(Continued on page 99)



MR. AND MRS. JULES OLSHEIN, Albany, N. Y., relax at the Concord in the Catskills, where they celebrated their 18th wedding anniversary February 20. Olshain is president of Odco, Inc., game, music and cigarette machine distributor.

## Pool Brightens Ops Distrib Credit View—Price Steadies

CHICAGO, Feb. 18.—High earning power and the low prices of pool games have brought about the healthiest credit conditions coin-operated amusement operators and distributors have seen for some time.

Distributors surveyed this week said the pool units have brought them more cash customers and made operator route expansions in a majority of cases both possible and profitable.

Practically all of the distributors surveyed agreed that the quick earning power of the games has been the top factor in encouraging operators to buy and pay for new games at a faster clip.

Another happy turn of events for distributors is the fact that prices of the various models of new

pool games are becoming more and more stabilized—an improvement over earlier conditions when prices shifted constantly due to sharp sales competition.

#### More Operators

Complicating the credit picture to some degree, however, is the large number of new game operators now in the field. Many have never before handled a game route. Some have only a handful of pool games on location. Distributors admit they are generally wary of extending long term credit to such operators, due to the small margin of profit on the individual pool unit, they must be sure to get their money on every game sold.

Distributors said generally that down payments and sales terms depend mainly on the individual they

## Coin Pool in South: Bitter & the Sweet

MIAMI, Feb. 18.—Coin pool games currently represent more than 50 per cent of the games on South Florida operators' routes—and this total is growing daily.

With the coming of the pool games, grosses have jumped up to between 40 and 60 per cent ahead of the pre-pool period.

Of the many operators surveyed by The Billboard, only service calls on the pool games reported concerned broken cue sticks, and these were few and far between.

About 90 per cent of the pool game locations here are taverns.

It would seem that better than 75 per cent of the potential locations now have coin pool tables, but many locations that claimed they

(Continued on page 100)

of game operators and distributors by The Billboard on the pool game market and its future brought the response from one operator that "those questions are not meant for Memphis."

He was right. What Drew Canale, owner of Canale Distributing Company and spokesman in the trade, referred to was that pool games are banned here.

Memphis is believed to be the only large city in the nation where they are banned. Police Chief James C. Macdonald issued the edict a month ago in ruling that the games are pool tables. As such they can be placed only in pool rooms or billiard halls, and cannot be put in any public place.

However, distributors here sell to game operators in the Mid-South also, which covers West Tennessee, North Mississippi and East Arkansas and part of West Kentucky.

#### Private Clubs

However, there are some games in private clubs here. So, on that basis, survey questions were asked distributors and operators.

The two largest distributors here, Southern Amusement Company and Williams Distributing Company, both said there is more profit now with the pool game than in the pre-pool era.

"It is a good earner," said Clarence A. Camp, partner of Southern. "It caught on with the public well. It is non-mechanical and maintenance cost is low."

As to the future of pool, Camp and Edward H. Newell, general manager of Williams, think it is good. Newell couldn't say for how long, but remarked: "Anybody that smart could be a millionaire." Camp said: "Enthusiasm is as great or greater now as when we intro-

(Continued on page 95)

## Plead Guilty To Illegal Pin Play in Minn.

MINNEAPOLIS, Feb. 18.—Practically all of the 40 defendants—individuals and firms—indicted by a federal grand jury in St. Paul in connection with the pinball investigation are pleading guilty to the charge. The list of defendants did not include a single operator.

The grand jury on February 10 returned the indictments citing the defendants with failing to pay the federal gambling tax on pinball games.

Thru Wednesday (15) no arrests were made, but defendants came into court after their attorneys made arrangements with George MacKinnon, United States District Attorney for Minnesota.

The first four to appear came into Minneapolis federal court and pleaded guilty before Federal Judge Gunnar H. Nordbye. Each was released on \$1,000 bond. Judge Nordbye said he will defer sentencing until all pleas are entered for the 18 Minneapolis individuals and firms indicted. The first four were ordered to report back Tuesday (21).

#### \$1,000 Bond

In St. Paul, the United States Marshal said 17 defendants in St. Paul and South St. Paul, a suburb, reported to the court and each was released on \$1,000 bond. The same procedure is expected to be followed in Minneapolis.

MacKinnon said each defendant is charged with a misdemeanor, rather than a felony, with the result that guilty pleas are expected from all indicted. Maximum penalty for a misdemeanor is one year imprisonment or \$10,000 fine, or both.

The indictments came after witnesses testified the location owners made cash payoffs for winning games on pinball machines without having the \$250 federal gambling stamp on the devices.

Asked why he concentrated his drive in the Minneapolis-St. Paul area, without extending it to the rest of Minnesota, MacKinnon said that for the present, at least, State-wide investigation is hampered because the Internal Revenue office is short-staffed on agents.

## Chi Game Ops Set Five-Point Program

To Meet Feb. 21, Vote on Route Policy, Licensing Plan, Group Insurance, P-R

CHICAGO, Feb. 18.—The Chicago Independent Amusement Association will meet Tuesday (21), at the Pine Room of the Congress Hotel to vote on a program which could eventually solve many of the amusement game operators' problems here.

Heading the list for discussion will be proposed action to change the present city amusement game licensing system, and creation of an arbitration committee to clear up route difficulties.

The five-point program of top interest to local game operators was outlined at a meeting of CIAA officers and board of directors February 14.

The program indicates the newly formed association has accepted the challenge confronting the operating trade and will act to solve the many problems as best it can.

Subjects of principal importance to be discussed include:

1. Creation of an arbitration committee to handle location disputes among local operators.
2. City machine licensing situation.
3. Proposed group insurance for the members of the association.
4. Development of association membership drive.
5. A public relations program.

The association also plans to print a list of the names and addresses of the members, and distribute it to the membership.

Discussion at the informal board meeting centered on action which is under way for a change in the city licensing system. Milton T.

Raynor, counsel for the group, outlined the progress made in this respect which will be aired at the coming meeting.

Of equal importance is the proposal for an arbitration committee.

(Continued on page 101)

## Exhibit Pool In 8 Models, 32 Variations

CHICAGO, Feb. 18.—To meet demand for variations in play desired by operators and players in different localities, Exhibit Supply is now producing eight models of their Skill Pool game.

According to Sam Lewis, president, the eight models give operators a choice of 32 variations in play, and many variations in play on any one model.

These variations are made possible by including optional two or three-hole play with every table, and lined playfields which make the tables adaptable to three-sided or four-sided play.

Two sizes of tables are available—52 by 36 inch, and 70 by 36 inch. In each size, end holes are available against the rails, or set in three inches from the rails.

Lewis stated that changing play in locations where pool games have been in use spurs new interest in the game, attracting regular players to try their skill under varying rules, and building interest among new players.

## Genco Ships New Deluxe Model Pool

CHICAGO, Feb. 18.—For the second time in two weeks Genco Manufacturing & Sales Company introduced a new pool game model to the trade.

Supreme Deluxe, the newest addition, is a three-hole model, convertible to two-hole play with a center hole plug.

The principal change introduces a new bumper and ball hole arrangement. Three bumpers surround each of the outside holes, and the holes are moved in four inches from the ends of table.

One of the bumpers is directly behind the ball hole, between the hole and the cushion. The bumpers make a bank shot into this hole more difficult.

Players also score by dropping balls into the center hole, if the game is set for three-hole play. This hole is surrounded by eight bumpers.

According to Avron Gensburg, vice-president, the new bumper arrangement speeds up play of the game about 20 per cent, without sacrificing skill.

The Supreme Deluxe models have light-up bumpers as standard equipment.

The new Supreme style play is also available in the lower-priced standard game, regular-size deluxe and king-size games.

The game is marked for three or four-side play and has all the other features standard on the previous Genco pool units.

Other Genco de luxe and king-size games currently in shipment are available with or without center hole and plug, and with or without light-up bumpers.



"YOU LIKE IT ... IT LIKES YOU!"

CHICAGO, Feb. 18.—Seven-Up's well-known slogan, "You like it ... it likes you," hits the nail on the head as far as Rock-Ola officials are concerned.

Gotham Arcademen Fear New Tax Bite

Plan Meeting Tues. (21) to Forestall Rise In License From \$50 a Stop to \$50 a Unit

NEW YORK, Feb. 18.—About 40 local arcade owners are expected to gather in the Gothic Room of the Hotel Park Sheraton Tuesday (21) in an attempt to forestall pending legislation which they feel would drive them out of business.

Currently, the City of New York requires that each arcade have a common show license—which costs \$50—for each location. The \$50 fee applies whether the arcade has two pieces or 200 pieces.

It also applies to amusement game operators with tavern and restaurant locations, altho these operators usually have only one or two games on a stop.

However, reliable sources report that on March 15, when the current licenses expire, a new fee schedule will go into effect—\$50 per machine for each unit on location.

Some of the larger locations in the city have as many as 300

machines, which would be a \$15,000 annual fee instead of a \$50 fee. While game operators wouldn't be affected to the same extent as arcade owners, enough coinmen have several pieces on the same stop to make it hurt.

The meeting was called by three of the largest arcade owners in the city—Max Shaffer, Charlie Rubenstein and Nat Chodaker.

Attendant Fee

Another sore spot with the arcademen is the license fees for attendants. Originally, the fee was \$1 each for every employee on the floor. Later the fee was upped to \$2, and currently it is \$10.

Arcade owners feel this would be bad enough if an emporium, for example, had 10 employees; and the annual fees totaled \$100. But, it often comes to much more than that. Many arcade attendants are only temporary workers, and their tenure is often unpredictable. So every time a worker leaves the job and a replacement must be hired, the city gets another \$10.

Censorship is another matter which will probably come up at the meeting. Coin-operated movies must now be licensed, with unlicensed machines ordered out. Many arcademen feel that this amounts to censorship.

Al Blendow, Capitol Projectors, is in charge of attendance. The meeting room and refreshments are being donated by Charlie Rubenstein.

Record Crowd at Cruze Unveiling in Wheeling

WHEELING, W. Va., Feb. 18.—A record crowd of operators and servicemen attended Cruze Distributing Company's unveiling of the new Wurlitzer Phonograph, Model 1900, here recently.

Hosts for the event included W. T. Cruze, president; Phil Sweeney, also of Cruze, and Hank Peteet, Wurlitzer service engineer. Bob Kloss, WKWK, local radio station, assisted Cruze staffers in greeting guests.

Out-of-State operators attending included Joseph Conot, Bill Thomas and Charles A. Maroon, all of Bridgeport, O.

West Virginia operators included Sam George, Viola Riggi, Anthony Brassachio, Bob Coverly, Nora Burchill, Joe Dobkin, Jean Castallas, Bud DeCarlo, Bernie Koontze, Eugene Curry, Herman DeCarlo, Leo Brubb, Dana Hicks, Butch Brubb and Jesse Adams.

Leo McDonald, Dale Kortpeter, Lee Glessner Jr., Ed Humway, Al Zambito, David Rotaiga, William Swanson, Velma Weide, Edward Cockran, Louis Porter, Ruth Reid, Henry Orum and Joe Spina.

trouble with the ball drop mechanisms, necessitating extra service calls.

The pool table did not become a part of the Trico route until late in December. Cohn explains he did not get in on the ground floor for he had no confidence in their earning capacity. He believes that in beer taverns and cocktail lounges the shuffle bowlers will still consistently out-gross the tables. He is amazed at the manner in which the original pool tables are holding their own in the face of more intricate models.

Memphis

Continued from page 94

duced the game in this territory four months ago."

Expect Variation

When all locations, or as many as can be covered, have pool, Camp believes the manufacturers will make a variation of the game—basketball or hockey.

Most operators have only two or three each of the games out in private clubs. There are perhaps 50 such potentials here. The ban has practically cut out operation of any size in the pool game locally.

One operator, J. Bodenheimer, owner of Shelby Amusement Company, has one in a restaurant in the county, where the games are allowed, but there are very few such suitable locations.

He said the game "is doing extremely well." On the other hand, one he put in a pool hall gets only limited play. It will be removed, he said.

Canale has two of the games in private clubs. They have proved popular there, he said, and if given a chance in public places he believes they would do very well.

But there's a rub. They're banned in public places.

What Ops Say

Continued from page 94

Arcade, cocktail lounge or restaurant accounts for its above average revenue. Operators believe that the game will be improved from time to time with new features.

The original games, however, are holding up well, and in some spots have pulled more than the newer and larger models. Recently inaugurated tournaments are proving an added incentive to play and increasing the grosses.

Tom Wall, of California Games, a veteran of 25 years in the amusement business, declared his route now consists of 60 per cent pool tables. He went to this extent in buying for the reason he believes it will continue to be popular and requires little or no servicing. The potential, he continued, is just about reached for regular spots, but the game is so much in demand some locations are removing booths to accommodate them.

Wall, who is one of the most progressive operators in the area, added that pool games have just about "killed" shuffle bowlers and that jobbers and distributors are refusing them in trade.

Larry Collins, Whittier operator, told The Billboard that pool tables account for 50 per cent of his route. And they are not only hurting the shuffle games but are cutting into his music machine revenue.

Collins emphasized the extra playing time for pool over other games is helping tavern business in his area. While the gross take of his route is up, Collins is unable to estimate the increase per machine at this time. In the meantime, he is handling more money than in the pre-pool era.

Al Cohn, Trico Novelty, estimated pool tables account for only 10 per cent of his route. His gross, taking into account the increased inventory, is off from the time before the pool tables appeared. The bowling games fell off considerably in revenue, with the pool tables evidently failing to make up the difference.

Cohn disagrees with both Collins and Wall that pool tables do not require as much service as a bowler. He reported he is having

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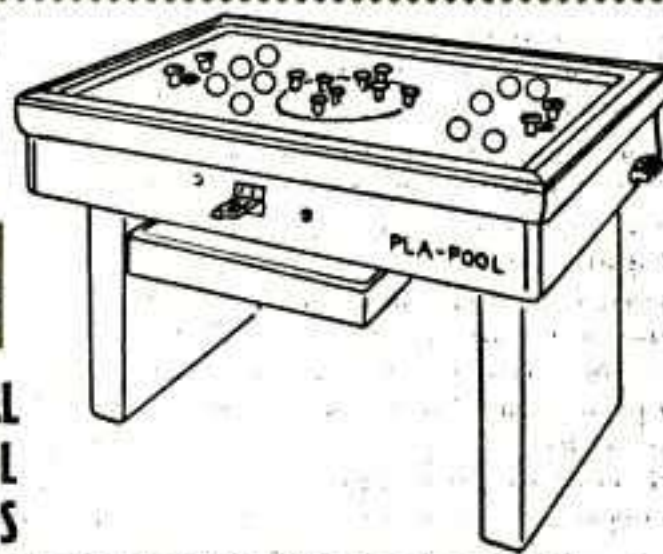
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Coin Machine Exports November, 1956

Table with columns: Country, Phonographs No., Phonographs Value, Amusement Games No., Amusement Games Value, Venders No., Venders Value, Totals No., Totals Value. Includes rows for Venezuela, Belgium, Canada, Netherlands, West Germany, Switzerland, Italy, Mexico, Colombia, Peru, Austria, France, Cuba, Nicaragua, Guatemala, Other Countries, and a TOTALS row.

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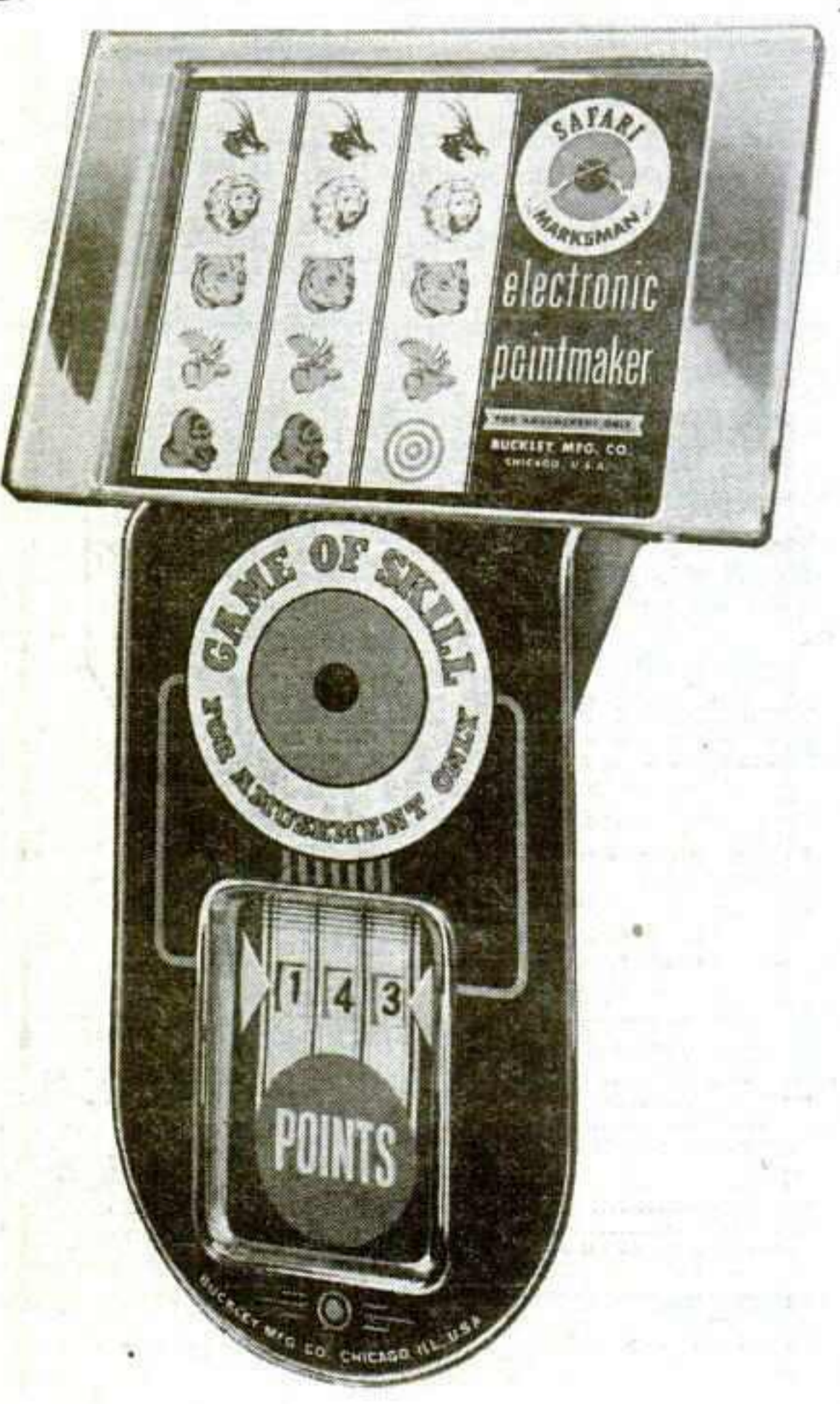
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1100, 45 RPM ..... 150.00	8 Gayety. Ea. .... 275.00
<b>SEEBURG</b>	4 Hi-Fi. Ea. .... 165.00
M100A ..... \$235.00	4 Ice Frolics. Ea. 165.00
M100C ..... 550.00	6 Palm Springs. Ea. 160.00
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**COINMEN YOU KNOW**

*Continued from page 86*

Centennial. Says acceptance is so good that operators are coming in without salesmen having to use any sales talk. . . Si Redd notes a big jump in sales of pool tables and says they are going greater than ever.

Ed Ravreby, of Associated Amusements, Inc. (Rock-Ola), excited about his daughter's wedding February 19. Ruth Mae is to be married to Richard Mandell, Associated's general manager, in a Sunday ceremony. Many local coinmen will be among the guests. . . Steve Pielock, of Worcester, came into town this week with an eye open for some new music machines. . . Anthony Joseph and John Clemons journeyed up from Providence to see the new Wurlitzer and look over the pool table situation. . . Don Reid in town from Plymouth to buy music.

**Jacksonville, Fla.**  
 By ANDY ANDERSON

**ERNIE DISK JUMPS AHEAD.** Bud Bright, of Gator Coin Machine Company, says Tennessee Ernie's "That's All" jumped way up there this week. O. C. Ponce took a little time off the other day, went to Mayport, a few miles away on the Atlantic Ocean, and pulled out a 60-pound red bass. He reports phonos are going better than other machines because tavern girls aren't permitted to play coin machines anymore.

Billy Valentine, of Hi-Tone Music & Amusement Company, says business is bad for some reason right now. Ernest Ortagus, of Monroe Amusement Company, says jukes are going best of all his machines at present. Carl O. Hutchinson finds that Count Basie's "April in Paris" took a big jump this week. He reports marked requests also for Capitol's "Poor People of Paris"; Webb Pierce's "Why, Baby, Why"; Presley's "Heartbreak Hotel" and Porter Wagoner's "Satisfied Mind."

**Syracuse**

**SHAPIRO ON SALES JAUNT.** Bernie Shapiro, sales manager for Sheldon Sales Syracuse Corporation, has left on an extended trip thru the State, contacting operators. As usual, Bernie will bring with him what is new and doing in the business.

Paul Calamari and Bob Breither, Bally Manufacturing Company field representatives who recently conducted a school at Sheldon Sales Syracuse Company, left town with the best wishes of all the operators who attended. . . Delores Roberts has re-signed her position as secretary at Sheldon in favor of a life-long contract—marriage.

**Twin Cities**  
 By JACK WEINBERG

**DIME PLAY CONTINUES GROWING.** The switch to 10-cent phonograph play continues to grow in Minneapolis and St. Paul and is branching out generally into other parts of Minnesota. A group of Western Minnesota operators, who met a week ago with Harold Lieberman, of Lieberman Music Company, were highly impressed with his account of how the changeover from nickel to dime play had taken hold in the Twin Cities. The out-staters made plans to follow suit in their own territories. Some dime play conversions are for 10 cents, three for a quarter, and some 10 cents, five for a quarter.

Irving Sandler, head of Sandler Distributing Company here, Wurlitzer jobbers, was a frantic kinsman Monday (13) when he became an uncle and a great-uncle the same day. A son, Neal Sol, was born to Irv's sister-in-law, Mrs. Hy Sandler (Hy is head of wholesale records at Lieberman Music Company). Then Irv's niece, Mrs. Paul Thomas, also of Minneapolis, presented her husband with a son, Ralph Neal. The Neal in each instance is in memory of the Sandlers' father, Nathan S. At last reports Uncle Irving was holding up well under the rash of births. The son is Hy Sandler's second child. Neal Sol has an older sister.

Mr. and Mrs. Dominic Pirillo, of Oelwein, Ia., are the parents of a new daughter born last week. Pappa Pirillo, a coinman, sent cigars to his coin machine friends in this area. . . Mike Young, of Mike's Musical Service, Soldiers Grove, Wis., came to the Twin Cities market and ordered heavily on both music and pool tables to take care of the expansion program he has under way for his business. He reported business was good, thereby necessitating the increase in equipment.

Visitors from Minot, N. D., this week, who bought music were Mr. and Mrs. Jim Stearn, Mr. and Mrs. Lloyd Schimke and Neal Van Berkom. All reported their business going along good, with the spring season ahead opening-up brightly. Ozzie Truppman, of Bush Distributing Company, Miami, Fla., formerly of Minneapolis, visited friends and relatives here when he stopped over for several days this week on personal business.

Bert Davidson, of Chicago, Wurlitzer regional sales manager, conferred with Irving Sandler and Solly Rose, of Sandler Distributing Company here, Wurlitzer jobbers. Davidson expressed satisfaction with the job Sandler is doing on the new 1900 Centennial model juke box. Sandler and Rose said they still haven't caught up with orders, with backlog being jammed tight as they try to pry loose more machines from the factory to meet the growing demand.

Cecil Terveer, of Winona, Minn., was in town buying parts. Jim Stansfield, also of Winona, bought music and pool tables on his tour of the jobbers here. So did Jack Lowrie, of Lake City, Minn. Al Eggermont, of Marshall, Minn., ordered pool tables on his trip in this week. Len Worsech, of Montevideo, Minn., was shopping. . . Russ Cherty, of Baldwin, Wis., came in for pool tables and parts. Ernie Whitoseck, of Hankinson, N. D., ordered bowlers on his trip. Harry Nold, Billy Liebo and Joe Perkins, Minneapolis operators, added pool tables to their equipment holdings this week. So did Forest Dahl, of Fergus Falls, Minn., who visited here.

**Los Angeles**  
 By SAM ABBOTT

**OPERATOR UNDERGOES SURGERY.** The many friends of Ben Korte, of Glendale, will be glad to hear he is recuperating following surgery at the Presbyterian Hospital in Hollywood. Korte said he will have to remain in the hospital for a week or two more. . . Ben Chemers, local business representative for the California Music Merchants' Association, and Jack Dolan, of Sierra Distributors, made a visit to the blood bank to give blood for Korte. . . Jack Neel, of Riverside, in the city on one of his semi-monthly buying visits. . . Irving Gayer, of San Bernardino, is again starting to make buying trips to coin row.

Altho the recent earthquakes hit his bailiwick, T. H. Loo, of El Centro, suffered no damage to his equipment. . . Ralph Batchelor, of Lancaster, in town. . . S. L. Griffin, of Pomona, has curtailed his trips into the city because of added activity created by his recent purchase of the route of Jack Mallet's Mission Novelty Company there.

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... Al Thoeke, factory engineer for United Manufacturing Company, is in Arizona with Dave Wallachs, C. A. Robinson Company salesman. They are conducting a series of service schools there.

Hymie Zorinsky, of Omaha, here on a combination pleasure and business trip. He stopped by at Badger Sales Company to visit with Al Silberman. ... Harvey Moulam, of S. & M. Music in Visalia, a visitor to Badger Sales. ... Mrs. Faith Guthrie is doing double duty on the routes of Guthrie & Guthrie during the illness of her son, John. He recently underwent three operations.

Bob Hathway, of Dobbs Music in Ventura, stopped off at the Minthron Music Company during one of his recent visits here. ... Lawrence Barnes in the city from Long Beach. ... Bill Gordon reports things are moving along in the Imperial Valley. He was in the city from Brawley. ... Joe Tamulonis, of Desert Music in Banning, also a visitor. ... Manuel Trevino Jr. a buyer from Oxnard.

### Milwaukee

By BENN OLLMAN

**POOL TAKES UP SLACK IN GROSSES.** Pool games appear to be taking up a good deal of the slack currently being noticed in cash box receipts. Game operators report local location owners are beginning to look more favorably on pool games, and patrons are starting to find them exciting pastimes.

Chris Le May, of Southern Novelty, reports that his route receipts have been considerably sweetened by the pool games. Partner Harold Sommerfield has just returned from two weeks spent down Mexico way. Fishing was excellent, he says. ... Sal John has taken over the disk buying chores at the P. & P. Distributing Company, according to Joe Pelligrino. "I keep a close eye on him, however, to see that he doesn't go overboard," adds Pelligrino, who did the record buying himself for a number of years. P. & P. says Pelligrino is slowly adding dime music spots to their roster of locations. "Results are good wherever we've been able to get started with dime play," he notes.

Sam Hastings is spending these next few weeks down in Florida. ... Barney Kuehn, of Music Mart, says that the diskery's coin machine customers are still buying a heavy number of rhythm and blues numbers. A big seller this week has been the new Red Prysock's "Zip." ... Mrs. Ray Lax, of the West Allis Ray's Amusement Company, says the big juke box item this week is "Poor People of Paris." ... Filling in for Sam Cooper, away on his winter vacation, is Herman Paster. Traffic at the new Paster Distributing Company headquarters, says Herman, continues to come up to all their expectations. "We need more space already," he says.

Phyllis Kappenman, office manager of the Major Distributing Company, informs that coinmen are buying the firm's Mercury Records at the fastest pace in many months. A long list of hits has made the label a big favorite and a "must" stopping place for out-of-towners here on shopping trips. Stopping in this week were Elmer Schmitz, Hiltort; Emil Pfister, Sheboygan; Hi Turmeyer, Soldiers Grove; Laddie Steinhof, of Kenosha; Joe Hallada, Green Bay, and Wallie Bliz, Sturgeon Bay.

Another operator waxing optimistically about the boost that pool tables have given his routes is George Schroeder, of the George Schroeder Company. His main reason: No mechanical troubles. ... Ken Kulow writes he is spending many enjoyable hours fishing in Mexico with his former Milwaukee coin machine pals, Mike Rischmann and Mike Chesnick. He joined up with the two ex-Ber City coinmen in Tucson, Ariz., where both of them now reside. ... Doug Opitz reports when his partner, Ken Kulow, gets back from his vacation he plans to head down to Arizona for several weeks of sunshine. Dime music play, adds Doug, continues to gain impetus. Hilltop Coin last week placed their 21st dime music machine.

Putting the trade paper news items to good use is a habit at the United, Inc. Vliet Street headquarters, according to Harry Jacobs Jr. Each week he culls thru The Billboard and clips pertinent items for placement on the office bulletin board. Coinmen stopping in to the Wurlitzer shop, invariably amble up to the board to see the latest trade news. Many of them have taken to putting their own news clippings and cartoons up there for visitors to see.

### Miami

By RAOUL SHAPIRO

**OPERATOR TAKES HIMSELF A BRIDE.** Marty Olsen, of Mars Amusement Company, was married to Patricia Cox here recently. The ceremony was held at the Central Baptist Church, and Ozzie Truppman, of Bush Distributing Company, was the best man. Vinnie Amato, of VA Music Company, became the father of a girl, Marie Jean. Mother and daughter doing fine. Also grandpa Augie Amato, of Cigarette Service, who has been strutting around like a peacock since. Congrats.

Congratulations also due to Mr. and Mrs. Dave Friedman and son, Larry, who graduated from the University of Miami. Dave heads American Operating Company and a prouder father would be hard to find these days. Seems like only yesterday when Larry was helping his dad make switches on his game route.

Vacationing in the land of sunshine this past week were Mr. and Mrs. Al (Senator) Bodkin. The "Senator" operates a route in Westchester, N. Y. Another vacationer is Barney Sugarman, of Runyon Sales Company, Newark, N. J. In Miami, but not vacationing, is Ivin Ballen, of Gotham Record Corporation. He says he hasn't had time to enjoy the sunshine, he's been so busy hustling his records.

Lucky Skolnick, of Music Makers, is wondering whether the city of Miami Beach is going to demand an occupational license on his home, considering the many people visiting him at one time. Besides his own family, Lucky has a flock of relatives staying with him. Eddie Weber, routeman for Music Maker, Inc., out for a couple of days with a swollen jaw, is back on the job. No, nobody hit him. Just an infection.

### New York

By AARON STERNFIELD

**UJA MEET SET.** Coin machine executives in the New York area will gather at the office of the Music Operators of America Friday (24) to map initial plans for the Coin Machine Division United Jewish Appeal dinner. The meeting was called by Barney Sugerman, Runyon Sales.

Ruth Michaelson, who has been operating music machines longer than any female in the area, just celebrated her 15th anniversary in the business. ... Ben Meltzer, Ace Music, is recuperating from his recent illness.

Irving Fenishel, Janel Music, will soon be a father-in-law. His daughter, Janet, is engaged to Sheldon Lazarus. ... Sid Levine, attorney for the Music Operators of New York, is in Washington on business.

Phil Schwartz, executive member of Local 1690 and Melody Music

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Grade IMPERIAL.....\$7.75  
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2 1/2" x 36" .....40¢ Ea. Doz. Rolls.....\$2.50

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**RUBBER CUSHIONS**  
Per Set .....\$8.75

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Fibre Points, Tips and Bumpers Attached.  
Grade #1 .....\$2.75 \$30.00 Doz.  
Solid Walnut Butts  
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**BILLIARD CHALK**  
Per Half Gross .....\$1.95  
Per Gross ..... 3.75  
Lots of 5 Gross. Ea. .... 3.25

**BILLIARD BRUSHES**  
DeLuxe, pure bristle .....\$2.75  
Pocket, fibre bristle ..... 2.50  
Have flared ends to clean beneath rails.

Cue Tip Clamps, 20¢ Ea. Per Doz. \$2.00.  
Metal Chalk Grips, 10¢ Ea. \$1.10 Doz.  
Chalk Grip Cord, 2¢ Ft.  
Billiard Talc, 1-Lb. Shaker Cans, 25¢ Ea. \$2.75 Doz.  
10-Minute Tip Cement, 2-Oz. Tube, Ea. 35¢. 3 for \$1.00. \$2.75 Doz.

**CUE TIP REPAIR KITS**  
STANDARD KITS—Consist of 1 pkg. 25 Rocket Tips, 1 tube Tip Cement, 2 Cue Clamps, Tip Trimmer and Sandpaper .....\$2.35  
DELUXE KITS—Consist of same and in addition 1 Cue Top Sanding Machine and 1 doz. extra Sanding Discs ..... 4.50  
Extra Sanding Discs, Per Doz. Package ..... .45  
Cue Top Sanders, Only ..... 1.95

All kits have tipping instructions so that any novice can tip cues like an expert. Be smart—leave a kit at your locations and save costly service calls and labor.

State substitutions permissible where shortage exists.

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Per 10-Ball Set .....\$20.00  
Lots of 10 Sets ..... 18.50  
Ball sets consist of 4 White, 4 Red, 1 each Red and White Cue Ball.

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Per Box 50 .....\$1.95  
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10-Box Lots ..... 1.50

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Per Box of 50 ..... 85¢  
10-Box Lots, Ea. .... 75¢

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Complete With Bolts & Nuts, Per Set \$8.50

**RUBBER MUSHROOM BUMPERS**  
Red or White, 50¢ Ea. Per Set of 12. \$5.75  
PLASTIC HOLE RING INSERTS, 50¢ EA.  
PLASTIC PLUGS FOR CENTER HOLES, 60¢ EA.

**ABT DOUBLE DIME COIN CHUTES**  
\$8.75 Ea. Per Doz. \$8.00 Ea.

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**ALL TYPE MUSIC**

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BINGOS	COUNTER GAMES	CARNIVAL GAMES
ABC Variety \$ 65.00 Beauty 165.00 Cabana 165.00 Frolics 165.00 Gayety 165.00 Hi-Fi 150.00 Havana 145.00 Ice Frolics 175.00 Long Beach 50.00 Mexico 150.00 Picnic 475.00 Manhattan 345.00 Palm Beach 75.00 Palm Springs 165.00 Rio 85.00 Singapore 165.00 Spot Lite 45.00 Stars 60.00 Triple Play 395.00 Tropicana 195.00 Tropics 125.00 Yacht Club 75.00 Circus 85.00	Champ Basketballs \$ 15.00 Lehi, 12 col., new 225.00 Super Six, new 115.00 Super Nine, new 155.00 National 930, used 95.00 National 950, used 110.00 Electro, 8 col., used 125.00 PX, 10 col., used 115.00 PX, electric 85.00 Keeney Elec., 9 col. 135.00 All new equipment 25c or 30c. All used equipment shopped and refinished with 25c and King Size.	Carnival Gun 250.00 Bally Defender 150.00 C.C. Pistol 50.00 Ex. Sportland 175.00 Ex. Gun Patrol 95.00 Ex. Six Shooter 95.00 Ex. Dale Gun 50.00 Sky Gunner 145.00 Silver Bullet 95.00 Ex. Jet Gun 125.00 Champion Hockey 85.00 C.C. Hockey 75.00 C.C. Basket Ball 195.00 Goalie 95.00 Harvard Metal Type 135.00 K.O. Filter, F.S. 395.00 Periscope 95.00 Midwest Movies Latest 125.00 Quizzer 95.00 Telex 100.00 Shoe Brush Up, New 95.00 Auto Photo 185.00 Deluxe Photo 265.00 Mut. Recorder 250.00 Balloon-o-Mat, New 295.00 Drivemobile 150.00 Mills Violino Virtuoso, as is 250.00 Genco Basketball, New 295.00

PIN GAMES	CIGARETTE MACHINES	UNITED DERBY ROLLS
Cyclone \$ 64.50 Guys & Dolls 79.50 Grand Slam 84.50 Hong Kong 54.50 Niagara 64.50 Stage Coach 195.00 Jockey Club 145.00 Hot Rods, Hay Burners, Jalopy, Futurities, Steeple Chase, Spark Plug—\$50.00 each.	Mercury, 9 col., new \$210.00 Lehi, 12 col., new 225.00 Super Six, new 115.00 Super Nine, new 155.00 National 930, used 95.00 National 950, used 110.00 Electro, 8 col., used 125.00 PX, 10 col., used 115.00 PX, electric 85.00 Keeney Elec., 9 col. 135.00 All new equipment 25c or 30c. All used equipment shopped and refinished with 25c and King Size.	<b>\$150.00</b> like new, closing out

UPRITE GAMES	VENDORS, Used	SHUFFLE BOWLERS
Genco 400 \$ 35.00 Golden Nugget 45.00 Silver Chest 75.00 Saddle & Turf, club model 275.00	50 5c Sanitary Napkins \$15.00 30 5c Victor Rockets 10.00 60 5c M.W. Jefs, Caps. 10.00 Adv. 10c Comb 24.50 5 Masters 6.50 Shipman Stamp, 3 col. 23.50 Andico Coffee, new 475.00 Andico Coffee, used 225.00 Mills Single Drink, cup 150.00	United 5 Player \$ 40.00 United Deluxe 50.00 United Cascade 45.00 United Clipper 225.00 United Comet 295.00 United Clover 75.00 United Chief 125.00 United Lightning 250.00 United Leader 150.00 United Leap Bowl 140.00 United Mars 225.00 United 11th Frame 195.00 United Original 50.00 United Rainbow 185.00 United Royal 110.00 United Venus 325.00 United Speedy 210.00 Team Bowler 150.00 Olympics 75.00 Classics 100.00 10th Frame 50.00 C.C. 10th Fr. Double 75.00 C.C. Hi-Speed Tpl. 100.00 C.C. 10th Fr. Triple 95.00 C.C. Match Bowlers 45.00 C.C. Super Frame 195.00 C.C. Life 125.00 Holiday 225.00 Cris Cross Target 225.00 Bally Rockets 275.00 Bally Mystics 355.00 Genco 8 Player 50.00 Keeney Carnival 125.00 Keeney Leap Bowl 40.00 Keeney Team Bowl 50.00 Keeney Bottle Pins 40.00

HUNTERS & BUGABOOS	RIDES	FOOT VIBRATORS
Immediate delivery. 10c or 25c play. Write for prices.	Miss America Boat \$295.00 Bally Space Ship 325.00 Atomic Jet Ship 150.00 Decco Merry-Go-Rd. 395.00 Decco Air Ship 295.00 Bally Moonride 350.00	New, \$195.00 Profitable locations available everywhere.

CANDY VENDORS, Used	ARCADE
4 Col. Mills \$55.00 4 Col. Uneda 45.00 9 Col. National 95.00 1 Col. Nat'l King 25.00	Bally Big Inning \$ 99.50 C.C. 6-Pl. Home Run 200.00 C.C. 6-Pl. Super Home Run 225.00 Bat-Score Sr. 45.00 Sci. Pitch'm & B'f'm 150.00 Wms. DeL. Baseball 145.00 Wms. World Series 85.00 Lite a League 75.00 Evans Bat a Score 150.00 Heavy Hitter 35.00 Bear Gun 125.00 Coon Hunt 175.00 Bonus Gun 275.00



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**'Pretender' MOA Choice On ABC Show**

NEW YORK, Feb. 18. — "The Great Pretender," with the Platters on Mercury, again was named as the nation's top juke box disk on "National Juke Box," the ABC network radio show prepared by the Music Operators of America.

Regional favorites were "See You Later, Alligator," with Bill Haley and His Comets, Decca; "The Poor People of Paris," with Les Baxter, Capitol, and "No, Not Much," with the Four Lads on Columbia.

Played as promising tunes were "To Make a Mistake," with Dick Duane on ABC-Paramount, and "The Stars and Stripes Merengue," with Gloria Parker on Gloro.

Appearing on the program tonight (18) were George A. Miller, Oakland, Calif.; Dick Steinberg, Newark, N. J., MOA director, and David Baker, Arlington, Mass., MOA director.

**Rowe Announces**  
Continued from page 90

ters at 2024 South Wabash Avenue, Chicago, will be Midwestern Division manager. Silas May will cover North Dakota, South Dakota, Minnesota, Wisconsin and part of Illinois. Dick Scherbaum will handle Indiana and part of Illinois. A third man will be hired for Missouri, Nebraska, Kansas and Iowa.

Jack Dunwoody is Southern Division manager. Divisional office is at 310 Whitehall Street, S.W., Atlanta. Frank Haws is salesman for Arkansas, Tennessee, Mississippi and Louisiana. Delaware, Maryland, Virginia, West Virginia and North Carolina will be covered by Richard Colt.

Jack Pollard will sell in Texas and Oklahoma, while Jim Daley's territory is Alabama, South Carolina, all of Georgia except Atlanta, and Northeast Florida. Dunwoody will sell the rest of Florida.

Alaska to Arizona  
Joseph Mendel, Western Division manager, will have the biggest territory to cover—from the burning deserts of Arizona to the frozen wastes of Alaska. The Western Division, with headquarters at 1675 Pacific Avenue, San Francisco, embraces California, Wyoming, Colorado, Arizona, New Mexico, Utah, Washington, Oregon, Idaho, Montana and Alaska.

Other Rowe sales representatives will cover territories not currently assigned to divisions. Andy Chaplin will cover New York State—except for the New York City area—Pennsylvania and the District of Columbia. He will be assisted by a junior salesman.

Ohio, Kentucky and Michigan will be handled by Dick Hoose, assisted by Norman Eldridge.

**Full Capacity**  
Production wise, Rowe plans to run its Whippany, N. J., and Stamford, Conn., plants at full capacity, with the addition for considerable new equipment at Whippany.

A 48-State field engineering service is part of the new plan, and immediate off-the-floor local deliveries of machines and parts will be made from divisional offices.


The newly formed Export Division will headquarter in New York to make Rowe equipment available in Central America, South America, Canada, Hawaii, Guam and Okinawa.

**Field Engineers**  
To supplement Rowe's headquarters and field staffs, factory sales offices have been established in Whippany and Stamford. In addition, 12 field engineers, two from each division office and four roving engineers, will provide mechanical service and advice to customers throughout the nation.

In addition to the divisional offices, steps are being taken to have machines available for immediate delivery at Dallas, Detroit, Denver, Providence and other metropolitan centers.

**Joe Ash says...**

When you compare quality with price. Active is never undersold!



**Joe Ash says...**  
Los compradores en el extranjero encontrarán estos aparatos libres de contratiempos a los más bajos precios de aquí.  
Exportamos juegos de bolos (pir games) y velioneras (music machines) nuevas o reconstruidas listas para operación.

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AMUSEMENT MACHINES CO.  
"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

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ARCADE EQUIPMENT  
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C. C. BASEBALL

WILLIAMS BASEBALL  
GOTTLIEB 5 BALL  
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READY FOR IMMEDIATE DELIVERY

<b>POOL GAME SUPPLIES</b> Complete Set of 10 Balls, 2 1/2", 5 oz.—2 Large Dots on each Cue-Ball. Finest Quality—Immediate Delivery.	<b>ALL FOR \$17.95</b>	Cue Sticks, Ea. \$3.00 Chalk, Gr. 3.50 Cue Tips, Per 100 1.75 10-Minute Cement, Tube 20 Write for Complete List.
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<b>SPECIAL POOL GAMES \$150</b> Reconditioned—Renovated.	Un. Team \$185 Un. Leader 175 Un. Imperial 145 Un. Chief 170 Un. Royal 140 Un. Olympic 80 Un. Cascade 75 Genco Match Pool 85 C. C. Advance 115 C. C. Gold Cup 100 C. C. Triple Score 75 C. C. Double Score 70	<b>BINGOS</b> Write for complete list at lowest prices.
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<b>SHUFFLE GAMES</b> Keeney Speedlane \$325 Keeney American 200 Keeney Century 250 Keeney Diamond 175 Keeney Carnival 75 Keeney 10 Player 75 Un. Targette 225 Un. Comet 250 Un. Mars 295	<b>MISCELLANEOUS</b> 9-ft. American Bank Shot \$150 18-ft. Rock-Ola Shuffleboard 125 Genco Rifle Gallery 195	<b>MISCELLANEOUS</b> Ex. Gun Patrol \$ 95 Genco "400" 45 Genco Silver Chest 110 Genco Quarterback Write
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PINBALL GAMES	ARCADE EQUIPMENT
Genco Invader \$119.50 United Singapore 40.00	Champion Baseball \$350.00 Coon Hunt 150.00 Dale Gun 49.50 King of Swat 345.00 Photomatic Deluxe 44.50 Quizzer 50.00 Rifle Gallery 199.50 Safari 250.00 Shoot the Bear 125.00 Super Jet 345.00 Waiting Scales 75.00 Zoo Ride 345.00

BALLY	GOTTLIEB	WILLIAMS
Atlantic City \$ 50.00 Beach Club 110.00 Bright Lights 45.00 Bright Spot 40.00 Coney Island 40.00 Surf Club 125.00 Variety 250.00 Yacht Club 50.00 Spot Lite 40.00	Four Stars \$ 69.50 Guys & Dolls 90.00 Jockey Club 149.50 Lovely Lucy 135.00 Marble Queen 95.00 Niagara 64.50 Pin Wheel 119.50 Quintet 110.00 Skill Pool 87.50 Sluggin' Champ 195.00 Wishing Well 225.00	Colors \$169.50 Dealer "21" 79.50 Disk Jockey 79.50 Four Corners 84.50 Gun Club 79.50 Lazy Q 99.50 Lu Lu 215.00 Nine Sisters 55.00 Peter Pan 194.50 Struggle Buggy 119.50 Thunderbird 149.50 Times Square 74.50 Twenty Grand 74.50

MUSIC MACHINES	VENDING MACHINES
AMI Model A \$ 95.00 AMI Model B 150.00 AMI Model D-40 250.00 AMI Model D-80 325.00 AMI Model E-80 450.00 AMI Model E-120 450.00 AMI Model F-80 695.00 Rock-Ola Model 1432 150.00 Rock-Ola Model 1434 225.00 Seeburg Model 46 40.00 Seeburg Model 148 ML 74.50 Seeburg Model M100A 200.00 Seeburg Model M100B 425.00 Wurlitzer Model 1100 79.50 Wurlitzer Model 1250 150.00 Wurlitzer Model 1400 195.00 Wurlitzer Model 1650 375.00 Wurlitzer Model 1700 395.00	National 930 \$110.00 National 950 120.00 Rowe Crusader (10 Col.) 85.00 MC-12 Cig. Mach. 225.00 Eastern Electric (10 Col.) 267.30

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### BINGOS

Bally Broadway	Write
Bally Beach Club	\$110.00
Bally Palm Beach	49.50
Bally Variety	199.50

### BOWLERS AND GUNS

ChiCoin Scoreline, extra special	Write
Genco Skyrocket, floor sample	\$395.50
ChiCoin Double Score Bowler	99.50
United Super Shuffle Alley	89.50
Exhibit Shooting Gallery	129.50
Seeburg Bear Gun	79.50
Williams Smoke Signal, 5-ball	229.50
Williams Three Deuces	209.50

### MUSIC

Wurlitzer 1015	\$ 59.50
Wurlitzer 1100	89.50
Wurlitzer 1400	229.50
Wurlitzer 1250	129.50
Wurlitzer 1436-A, 45 RPM	279.50
Rock-Ola 120 Phonograph, special	WRITE OR CALL

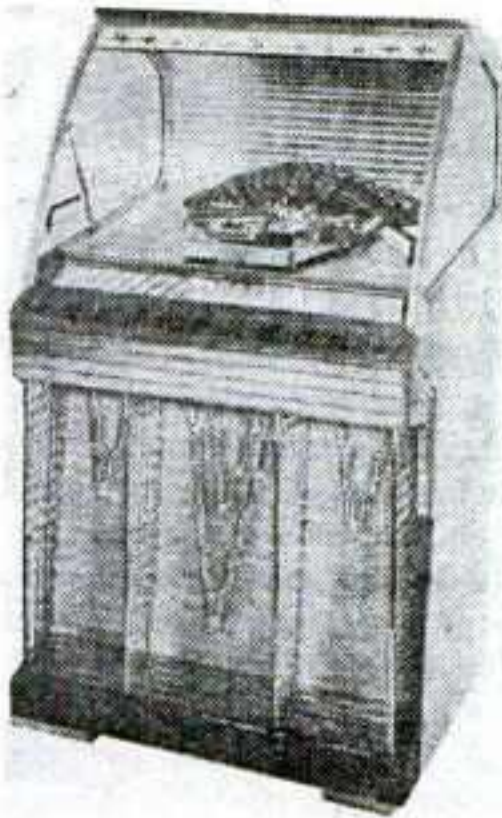
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WORTH MORE WHEN YOU BUY  
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DELUXE  
120 SELECTIONS

HI-FIDELITY MUSIC  
AND MODEL 1452 STANDARD  
50 SELECTIONS HI-FIDELITY MUSIC

Rock-Ola distributor in Alabama and Northwest Florida  
**Frances Distributing Company**  
24 N. Perry St., Montgomery, Alabama Phone: 3-6463-64

## Al Simon Buys Coin Games at Amusement Pk.

NEW YORK, Feb. 18.—Albert Simon, prominent 10th Avenue coin machine distributor, has purchased all the Arcade equipment at Rockaways' Playland, Queens amusement spot. He and his nephew, Stanley Nankof, will operate the Arcade on a lease basis. The operating firm is S. & N. Amusements (see separate story, Park section).

The Queens Arcade is familiar territory to Simon and Nankof, as they have been operating coin machines there on a commission basis. The recent purchase includes all the operating pieces, other pieces in storage, fixtures, changers, counters and everything else not nailed down. The building, however, remains the property of Playland.

### Rent and Commission

The operation will be on a flat rental, plus commission. Joe Goldsmith continues as mechanical superintendent.

According to Simon, the Arcade will house from 200 to 250 pieces of equipment. A general realignment of coin machines is planned and new games will be brought in from the outside.

### What Distribs Say

• Continued from page 94

there is no trading on shuffle bowlers, which seem to be the hardest hit of the older games.

Edward S. Wilkes, general manager, Paul A. Laymon, Inc., Bally distributors, told The Billboard the field is highly competitive "due to the number of people in it." He admitted, however, the pool table had "revived" the game business.

### Local Tables Made

Wayne Copeland, Sierra Distributors, has had so many requests for pool tables that he is having a few made locally.

At Minthorne Music, which handles Williams, Exhibit, and Chicago Coin tables, Hank Tronick, manager, emphasized the volume sales had increased to a point beyond comparison.

Jobbers and distributors are still having difficulty in obtaining merchandise. All have sizable orders on back orders.

Altho highly competitive, the pool table field is a volume one. While a number of new models may be introduced, the jobbers and distributors feel resale is important. Operators are looking for more quality in the tables now that the market is fairly well covered.

## KIDDIE RIDES SALE

Floor Sample	
Decco Horse	\$400.00
Floor Sample Alan Hawes	
Davy Crockett SeeSaw	225.00
Lee Carousel	375.00
Bally Moon Ride	225.00
Bally Space Ship	185.00
Chicago Coin Super Jet	185.00
Royal Rocket	185.00
Bert Lane Carousel	350.00
Bert Lane Boat	225.00
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All Machines  
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## HERE'S QUALITY . . . AT A PRICE!

WURLITZER 1015	..... \$40
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WURLITZER 1450	..... \$250
BALLY JET BOWLER	..... \$225

Write for Complete Price List

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## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky.  
735 S. Brook St., Louisville 3, Ky.

400 Broadway Cincinnati, Ohio  
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## Bally Kiddie Rides EARN BIGGEST PROFITS

Bally Kiddie-Fun Equipment earns biggest profits in kiddie-ride class. Flashy eye-appeal . . . thrilling action . . . simple, safe mechanism . . . sturdy construction insure years of top-earning operation.

## MODEL T COIN-OPERATED AUTO-RIDE



## BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



## THE CHAMPION COIN-OPERATED HORSE-RIDE



## OFFICIAL BOWLING earns top money

For biggest group-play . . . and continuous repeat-play . . . resulting in bigger bowler profits . . . get Bally ABC-BOWLER . . . scoring by Official Bowling Rules . . . or CONGRESS-BOWLER for added attraction of match-score features



CONGRESS BOWLER and ABC-BOWLER play 10 frames . . . are available in time play or one play for a dime, 2 plays for a quarter . . . require only 3 1/2 ft. by 25 in. floor space.

## ABC bowler

## WITH MATCH-SCORE FEATURES Congress bowler

BALLY MANUFACTURING COMPANY, Chicago  
GIVE TO DAMON RUNYON CANCER FUND

## THE HUNTER



### LOCATION TESTED—NOW IN PRODUCTION

Fascinating Fast Play      Tops in Player Appeal  
Coin or Non-Coin Operation  
Trouble-Free Mechanism  
Electrical Replay Counter  
Imitated But NOT Duplicated

Fits Any Location

• Height: 62"    • Width: 22"    • Depth: 14"

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 Tel. 1-6715  
 Write for prices.

**COBRA CARTRIDGES**  
 Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days.  
**ELECTRONIC INDUSTRIES**  
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**SALES EXECUTIVE SEEMS POSITION WITH MANUFACTURER**  
 25 years' experience. Wholesale, Retail Sales, Sales Promotion, Advertising, Mfg. Representative, Natl. Sales Agent, Field Organization, Personnel Mgmt., Sales Planning available. Write BOX 42, Billboard, 1564 Broadway, New York City.

**TOUGH COOKIE**

**Milton Green Tries to Beat Yegg to Draw**

BROOKLYN, Feb. 18.—Milton Green, head of American Vending, is normally a mild-mannered man, but when he gets mad, watch out. Green got mad last week. Three rough looking customers tried the door at his Coney Island Avenue headquarters Friday afternoon (10), and when it stuck, they gained entrance by smashing the glass with pistol butts. That irritated Green.

When one of the gunmen tapped Green on the skull with a pistol butt, Green came close to losing his temper. Another gunman herded two customers in the back and a third began looking around for portable loot.

**Movie Style**

The final straw was when one of the hoodlums cracked Green on the noggin a second time and forced him to lay down on the floor. As soon as he hit the deck, Green noticed that one of the bandits left his rod on the counter while he was shopping. He made a lunge for the sidarm.

Fortunately for the gunmen, one of the trio intercepted Green and rapped him on the conk for the third time. By that time, the other two decided that they had enough of Mr. Green and made off with the haul—300 pounds of coins worth \$1,200 and \$800 in bills.

Green refused medical aid and was reported more angry than injured. On leaving, one of the gunmen remarked, "let's get out of here quick, I've had enough of this guy."

**Miami**

*Continued from page 94*

Had no room for a table are finding their customers are demanding this new type game. As the result many are removing booths, tables, and even remodeling their establishments to make room for the games.

**Opinions Differ**

Operators surveyed varied greatly in their response as to what effect pool tables have had on their games. Some report the pool tables have supplemented their other equipment, whereas others report pool has taken away almost all play from their other games. A great many are worried about what to do with their old games that have been replaced by pool.

Operators still have the original type tables on locations, but as they buy more games they naturally buy those with the newer features. Locations are satisfied with whatever game they have, with or without special features.

Two distributors questioned claimed that profits are up about 25 per cent, tho both admit sales on other types of games have dropped considerably. Both feel the pool demand will last at least another six months.

**No Worries**

Operators feel that interest will last for about a year, and are not inclined to worry about what will happen after that. They feel sure the manufacturers will come up with something different, as they always have.

They also have hopes that after they have placed pool in all potential locations, there will be no need to change equipment, unless, of course, a new feature is introduced that the public will demand.

In any event, most operators feel this is the first time in a long time they have not had to worry that their equipment will depreciate faster than the income of the game, which is something that has happened often in the past several years. At the present cost, they feel they can simply junk the games after they have outlived their usefulness.

**JUKE EXPORTS TOP MILLION \$ MARK IN NOV.**

CHICAGO, Feb. 18.—Juke box exports sailed past the million-dollar mark in November, hitting \$1,186,459, according to the latest figures released by the U. S. Department of Commerce.

Two countries broke into the six-figure bracket. Venezuela imported 290 machines valued at \$213,198 and Belgium purchased 427 machines valued at \$176,851. Canada, third highest importer, purchased 199 machines for \$96,615.

Total coin machine exports, including music machines, amusement games and vending machines, hit \$1,554,221 (see chart and story in amusement machines section).

NEW YORK, Feb. 18.—Appointment of Raymond S. Greinke as manager of the entire Pepsi-Cola operation in the Philadelphia area was announced by Emmett R. O'Connell, president of the Metropolitan Bottling Company. Succeeding Greinke as assistant manager of the Philadelphia operation will be James H. Bolye, sales manager of the Teterboro, N. J., plant.

**GOOD USED MILLS Panorams**  
 Also New Parts for Same  
**CAPITOL PROJECTOR CORPORATION**  
 556 West 52 St., N. Y. 19, N. Y.

**WANTED**

Mechanic on late Bingos and Phonographs. Must be experienced. Excellent opportunity and good starting salary for dependable, sober, experienced, honest man. Give references and experience.

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**J. G. Smith**      **Marvin Malhiser**  
**OWENSBORO AMUSEMENT COMPANY**  
 601 Center St.      Owensboro, Ky.  
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**SPECIAL FOR POOL TABLES PORTABLE VACUUM CLEANER**

**\$27.95 and \$39.95**  
 (with extra attachments)  
**IMMEDIATE SHIPMENT!**  
 1/3 Deposit, Balance C.O.D.  
**LEHIGH SPECIALTY CO.**  
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**BINGO MECHANIC WANTED**

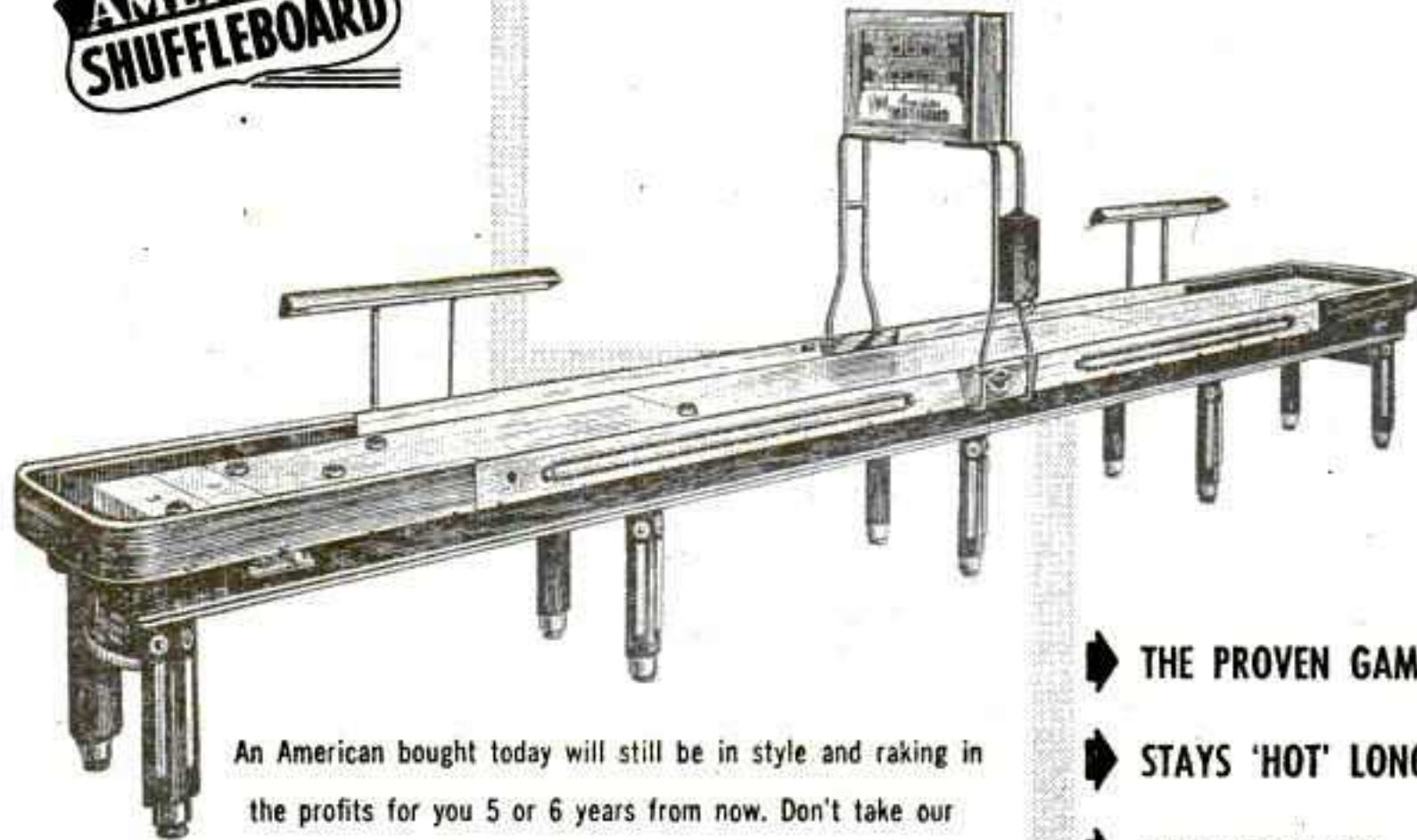
For route work. Regular hours —good pay and vacation. No drifters. Write to  
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**GOOD BUYS**

**MIAMI BEACH** ..... \$299.50  
**GAY TIME** ..... 275.00  
**VARIETY** ..... 205.00  
**GAYTY** ..... 199.50  
**PALM SPRINGS** ..... 89.50  
**CHI COIN HOME RUN BASEBALL** 100.00  
**WILLIAMS BIG LEAGUE**  
**BASEBALL** ..... 110.00  
**QUEEN OF HEARTS** ..... 65.00  
**GUYS & DOLLS** ..... 55.00  
 1/2 deposit, balance sight draft.

**GENERAL DISTRIBUTING CO.**  
 1609 Orleans Ave.      New Orleans, La.  
 TULane 6729

**never out of style**



An American bought today will still be in style and raking in the profits for you 5 or 6 years from now. Don't take our word for it . . . ask the hundreds of ops who, even today, are netting a handsome return on a 1948-49 investment! Get the facts now.

- ▶ THE PROVEN GAME
- ▶ STAYS 'HOT' LONGER
- ▶ BUILT TO LAST
- ▶ EASY TO INSTALL
- ▶ A CINCH TO SERVICE

**American SHUFFLEBOARD COMPANY**  
 210 PATERSON PLANK ROAD, UNION CITY, NEW JERSEY

UNION 5-6633

**A COMPLETE POOL GAME LINEUP**

**United • Williams • Genco**  
**TWO WAY MODELS (Optional Center Hole)**  
**REGULAR SIZE • KING SIZE**  
**ELECTRIC SCORING MODELS**  
 (United Hi-Score Pool and Williams Diamond Score Pool)

**GUNS**

SUPER BIG TOP . . . . . NEW	Skyrocket . . . . . \$375.00
Jet Fighter . . . . . \$225.00	Mauser Pistol . . . . . 89.50
Shoot the Bear . . . . . 145.00	Shooting Gallery . . . . . 150.00
Coon Hunt . . . . . 175.00	Rifle Gallery . . . . . 225.00
Dale Gun . . . . . 89.50	Del. Sportsman . . . . . 285.00
	Del. Carnival . . . . . 275.00

**5 BALLS**

**GOTTILIES**

Royal Crown . . . . . Write	Queen of Hearts . . . \$100.00
Flying High . . . . . \$ 95.00	Dragonette . . . . . 175.00
Grand Slam . . . . . 110.00	Hit 'n' Run . . . . . 75.00
Quartet . . . . . 110.00	Hawaiian Beauty . . . 175.00
4 Corners . . . . . 90.00	Jockey Club . . . . . 160.00
Chinatown . . . . . 85.00	Poker Face . . . . . 125.00
Guys-Dolls . . . . . 110.00	Pin Wheel . . . . . 125.00
Skill Pool . . . . . 110.00	Four Belts . . . . . 195.00
Gold Star . . . . . 185.00	Twin Bill . . . . . 195.00

**WILLIAMS**

Big Ben . . . . . \$165.00	Fairway . . . . . \$ 90.00
Hayburners . . . . . 85.00	Struggle Buggies . . . 125.00
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Grand Champion . . . 125.00	Disc Jockey . . . . . 85.00
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20 Grand . . . . . 85.00	Thunderbird . . . . . 135.00
Times Square . . . . . 89.50	Cue Tee . . . . . 125.00

**SHUFFLE GAMES**

**UNITED**

SPECIAL TOP NOTCH . . . . . WRITE
Super Bonus, High Score . . . \$345.00
Capitol, Match Score . . . . . 345.00
Venus, High Score . . . . . 325.00
Lightning, High Score . . . . . 295.00
Comet, Match Score . . . . . 275.00
Comet, High Score . . . . . 245.00
Banner, Match Score . . . . . 265.00
11th Frame, Match Score . . . 245.00
Ace, Match Score . . . . . 235.00
Mars, High Score . . . . . 245.00
Speedy, High Score . . . . . 235.00
Leader, Match Score . . . . . 175.00
Team, Match Score . . . . . 165.00
League, Match Score . . . . . 165.00
Imperial, Match Score . . . . . 145.00
Royal, High Score . . . . . 125.00
Olympic, High Score . . . . . 95.00
Cascade, High Score . . . . . 85.00

**CHICAGO COIN**

<b>BOWLING TEAM . . . . . WRITE</b>
Hollywood . . . . . \$365.00
Arrow . . . . . 335.00
Holiday . . . . . 325.00
Bonus Score . . . . . 345.00
Cross Cross . . . . . 225.00
Starlite . . . . . 195.00

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Magic . . . . . \$325.00
Mystic . . . . . 295.00
Victory . . . . . 225.00

**PHONOGRAPHS**

EXPERTLY RECONDITIONED . . . . . GUARANTEED	
<b>SEEBURG</b>	<b>AMI</b>
HF 100R . . . . . \$845	HF 100G . . . . . 735
M100W . . . . . 735	M100C . . . . . 610
M100B . . . . . 495	M100A . . . . . 295
	E120 . . . . . \$525
	D80 . . . . . 375
	D40 . . . . . 265

**ARCADE**

Drive-Ur-Self . . . . . \$395.00	Write
Sidewalk Engineer . . . . . 785.00	Mighty Mike, Sparring Partner, New . . . 695.00
Grandma Horoscope, New . . . . . 275.00	Std. Metal Typo . . . . . 149.50
Hydro Duck . . . . . 195.00	2-Player Basketball . . . . . 165.00
Drivemobile . . . . . 99.50	Telequiz . . . . . 145.00
AA Gun . . . . . 295.00	Space Ranger . . . . . 375.00
Trigger Horse . . . . . 375.00	Bronco Horse . . . . . 350.00
Mustang Horse . . . . . 275.00	Mute Football . . . . . 125.00
4-Player Derby . . . . . 99.50	Flash Hockey . . . . . 275.00
Undersea Raider . . . . . 99.50	Flying Saucer . . . . . 49.50
Set Shot Basketball . . . . . 79.50	Heavy Hitter . . . . . 179.50
Quarterback . . . . . 150.00	Bat-A-Score . . . . . 150.00
DeLuxe Baseball . . . . . 99.50	Super World Series . . . . . 225.00
Super Home Run . . . . . 89.50	Star Series . . . . . 89.50

**BINGOS**

**UNITED**

Pixies . . . . . \$445.00
Triple Play . . . . . 395.00
Nevada . . . . . 175.00
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**BALLY**

Big Time . . . . . \$345.00
Gayety . . . . . 275.00
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Hi-Fi . . . . . 165.00
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Ice Frolics . . . . . 165.00

**BALLY**

Palm Springs . . . . . \$165.00
Dude Ranch . . . . . 145.00
Beach Club . . . . . 135.00
Yacht Club . . . . . 95.00
Palm Beach . . . . . 95.00
Bright Lights . . . . . 95.00
Bright Spot . . . . . 95.00

**POOL GAME SUPPLIES**

Cues, Balls, Tips, Glue, Chalk, etc. **LOWEST PRICES!**



1/2 deposit, balance Sight Draft or C.O.D.  
**Empire COIN MACHINE EXCHANGE**

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**Chi Game Ops**

*Continued from page 94*

tee. It is to be decided which members will act on the committee and their terms of committee membership tenure. It will be decided what procedures will be undertaken to ease operator route problems. Members will act on what form proposed public relations program will take. As discussed at preliminary meeting, this program may concentrate on community good-will, or extend to press releases and other forms of publicity for the amusement game industry. Members are also expected to vote on the proposed idea of group insurance, and this program is to be explained to operators at the coming meet.

**36 LATEST POOL BUMPER TABLES**

Used only 3 weeks. \$149.00 each. WIRE 1/2 Deposit.

**D. M. JORDAN**  
SNYDER, TEXAS

**DRAFTSMEN LAYOUT**

A leading manufacturer of high fidelity phonographs and related products, who through engineering has enjoyed 28 years of outstanding success and progress, offers this opportunity to a man whose experience included the detailing and layout of:

- Small mechanical and electrical components
  - Metal stampings
- Salary consistent with ability and experience.

**ROCK-OLA Manufacturing Corp.**

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**CLEANED, CHECKED, READY TO OPERATE**

Gottlieb DUETTE, deluxe	\$235.00
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Williams MAJORETTES	30.00
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Williams BOSTON	20.00
Williams SHOOT THE MOON	20.00
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Exhibit TUMBLEWEED	20.00
Exhibit SIX SHOOTER	75.00
Bally FROLICS	60.00
Bally ATLANTIC CITY	45.00
Bally BRIGHT SPOT	45.00
Bally SPOT LITE	35.00
Bally CONEY ISLAND	35.00
United CABANA	45.00
United STARS	40.00

**MORRIS NOVELTY CO.**

3007 Olive St., St. Louis 3, Mo.  
Phone: FRanklin 1-0757

**Nov. Coin Exports Hit \$1 1/2 Mil; See Record Year**

CHICAGO, Feb. 18.—U. S. coin machine exports for November, 1955, hit \$1,554,221—a slight increase over November, 1954—and a step nearer a new record high volume for the year.

If the month of December is at least on a par with December of 1954 in export volume, 1955 will go down as the greatest year for coin machine world trade. Volume is headed for a new \$15,000,000 all-time high. Total thru November stands at \$13,867,259. The record 1954 total was \$14,941,649.

U. S. Department of Commerce figures are not yet available for more recent months.

Both phonograph and vending machine shipments increased in dollar volume over November, 1954. Jukes jumped from slightly over \$1,000,000 to \$1,186,459; venders from \$89,000 to over \$130,000. (See accompanying chart.)

Amusement game shipments held steady with dollar volume dropping slightly, to a \$237,450 mark. Game volume hit \$274,000 in November, 1954.

Average price value of games and jukes shipped in November rose above the same month in 1954. Games increased in average value from \$128 to \$154. Jukes rose from \$447 to \$512. Average price of venders fell from \$198 to \$74.

Venezuela led all other world

markets for U. S. coin machines in November, posting a \$239,208 mark. Belgium, Canada, the Netherlands and West Germany, followed, in that order, each hitting over \$100,000.

Most of the Venezuelan total was realized on a \$213,198 trade in juke boxes, leading all the juke box markets. Canada led the markets for games, importing a \$40,247 quantity, and also paced the vending machine markets with a \$60,000 tab.

One of the newcomers to the top 10 bracket in the coin machine world trade market in November was Italy. No coin machine imports were made by the country in November, 1954, but in November, 1955, Italy imported \$62,895 worth of jukes, \$22,729 worth of games, to rank 7th in total volume during the month.

**Jack Frain Heads Hollywood Sales**

CENTRALIA, Ill., Feb. 18. — Appointment of Jack Frain as sales director of Hollywood Brands, Inc., was announced by F. A. Martocchio, president.

Frain, who succeeds E. L. Marshall, joined the firm in 1940 and for the past 10 years has been in the Carolinas as territory salesman and division sales manager.

**Cleveland Coin Machine Exchange, Inc.**

Valley Manufacturing Distributors  
2029 Prospect Ave. Cleveland, Ohio  
To: 1-6715  
Write for prices.

**COIN MACHINE SERVICE, INC.**

VALLEY MFG. CO. DISTRIBUTORS  
422 Wilson St., Santa Rosa  
CALIFORNIA  
Phone: Paul Speer  
Santa Rosa 1498  
or write for prices

**BINGO SPECIALS!**

MIAMI BEACH	\$425.00	DUDE RANCH	\$115.00
BIG TIME	325.00	PALM SPRINGS	110.00
GAY TIME	325.00	BEACH CLUB	110.00
VARIETY	210.00	FROLICS	90.00
GAYETY	215.00	YACHT CLUB	75.00
ICE FROLICS	125.00	PALM BEACH	60.00
SURF CLUB	125.00	ATLANTIC CITY	60.00
HI-FI	145.00	CONEY ISLAND	45.00
NEW POOL TABLES WITH LIGHTS	\$250.00		
NEW POOL TABLES WITHOUT LIGHTS	200.00		

1/2 DEPOSIT  
FRANK MILLS, Mgr., Dept. R-6

**SUPERIOR SALES CO.**

7855 Stony Island Ave. Chicago Bayport 1-1616

**220 LBS.**

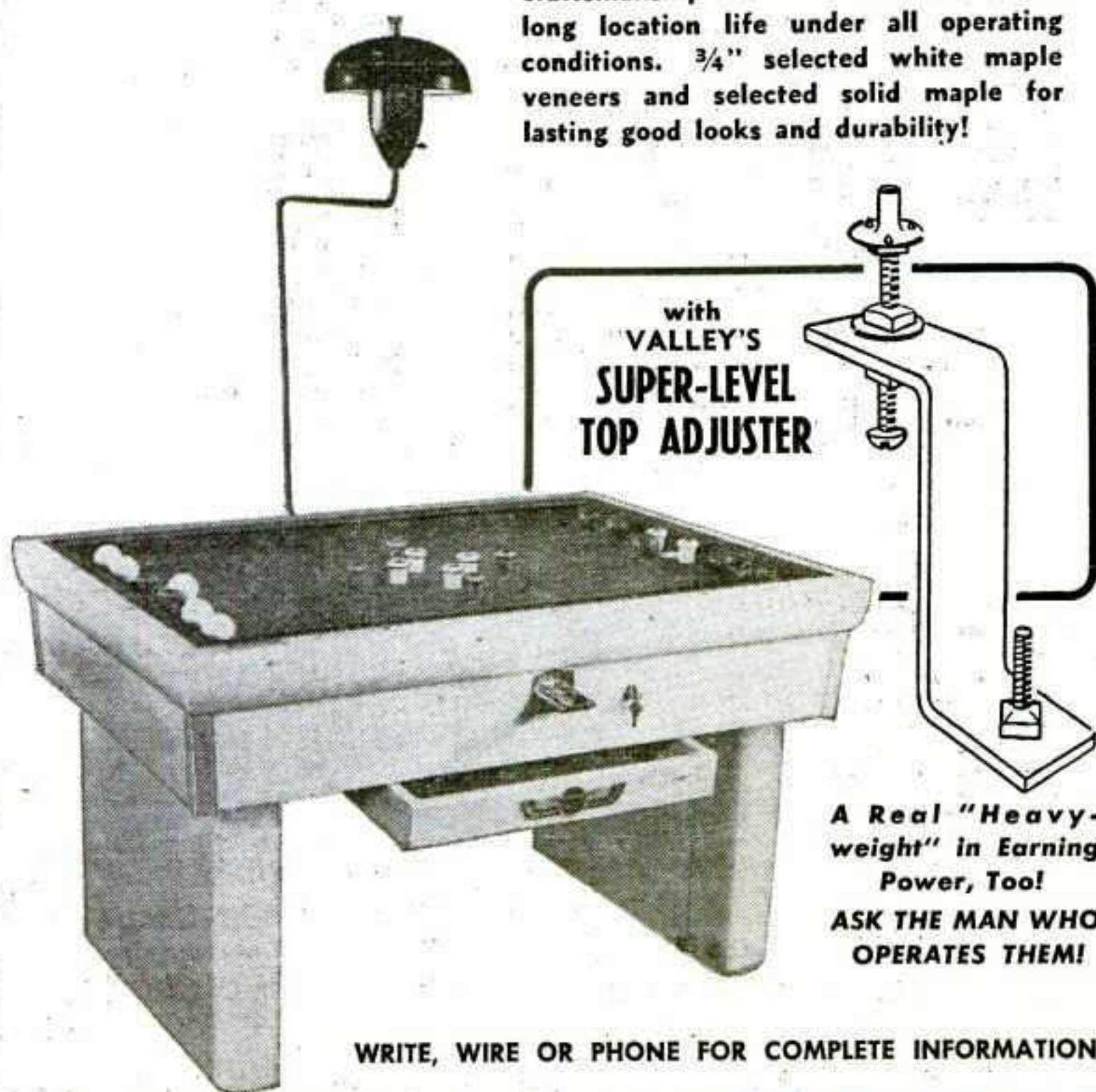
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... solid custom quality!

**VALLEY'S BUMPER POOL**

The "Heavyweight" that won't be shoved around!

No Slide — No Glide — No Wobble!  
Valley's Bumper Pool remains rock-steady where you put it on location! Precision craftsmanship and finest materials insure long location life under all operating conditions. 3/4" selected white maple veneers and selected solid maple for lasting good looks and durability!



with VALLEY'S SUPER-LEVEL TOP ADJUSTER

A Real "Heavyweight" in Earning Power, Too!  
ASK THE MAN WHO OPERATES THEM!

WRITE, WIRE OR PHONE FOR COMPLETE INFORMATION

**SAVE ON SHAFFER'S BETTER PHONOGRAPH SPECIALS**

**SEEBURG**

M100-C	\$595.00
M100-B	475.00
M100-A	250.00
3W1 (100) WOM	59.50

**AMI**

MODEL "A" .....\$79.50

**WURLITZER**

1800	WRITE
1600	\$395.00
1450	175.00
1250 (45 rpm)	149.50

**SEEBURG**

COON HUNT.....\$139.50

Write Today for Illustrated Catalog Showing Our Complete List

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In the Coin Machine Business Over 25 Years

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**VALLEY MANUFACTURING CO.**

333 MORTON ST. BAY CITY, MICH.  
PHONES 8587 or 8588

**BALLY** Exclusive Distributor For **ROCK-OLA**

<p><b>SHUFFLE ALLEYS</b></p> <p>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</p> <p><b>WHILE THEY LAST—LIKE NEW</b>              Chi Coin Criss Cross Target ..... \$175.00</p> <p><b>MUSIC</b></p> <p>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              Seeburg M100B ..... 425.00</p> <p><b>WALL BOXES</b></p> <p>Seeburg 3W1 Hammerloid ..... \$ 55.00              Seeburg 3W1 Chrome ..... 65.00</p>	<p><b>ARCADE</b></p> <p>Bally Bull's-Eye Kiddy Gun ..... Write              Bally Hot Rod ..... Write              Chi Coin Super Home 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</p> <p><b>PINBALLS</b></p> <p>Bally Broadway ..... Write              Miami Beach ..... \$445.00              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</p> <p><b>POOL TABLES</b></p> <p>Now Delivering Bally Pin Pool. Write              Genco Tournament Pool ..... Write              Chi Coin Champion ..... Write              Chi Coin Automatic ..... Write              Genco King Size ..... Write</p>
---	---

**Calderon** Distributing, Inc.  
 450 Massachusetts Ave.  
 Indianapolis, Indiana  
 MEIrose 4-8468

### Pepsi Names

• Continued from page 90

vender, formerly made by the John E. Mitchell Company, Dallas, for Dr. Pepper.

Apco, Inc., is also a participant in the Pepsi-Cola program. Prior to its merger with the Rowe Manufacturing Company, Spacarb machines were financed by Pepsi. Since the merger, financing has been done by Rowe's bank, but under the same terms as the Pepsi program.

Pepsi financing calls for a 15 per cent down payment, with up to 24 months to pay at 5 per cent simple interest. It is estimated that between \$4,000,000 and \$5,000,000 worth of equipment has been financed under the plan since early 1953.

### New Process

• Continued from page 90

knowledge, will not stand up more than a week before the paper begins to get soggy. So it's up to the manufacturers to come up with a better paper or a more water-proof type than is used today."

As to the Roswell application in ice cream, he said it improves the flavor, the keeping quality, the texture and permits a great saving thru elimination of the stabilizer.

By being able to destroy the bacteria to a great extent, Mistarz stated, there is a very good possibility of being able to deliver milk without refrigerated trucks. Ordinarily insulated bodies could be used, thus saving thousands of dollars a year spent for icing.

### Northern Ops

• Continued from page 85

for EP's here, when, and if, the dime play situation changes.

Lesnick said disk inventories were in direct proportion to operator buying; with more old favorites on singles in stock today than a year ago.

One record distributor said the current EP demand was made up of older, proven popular numbers and Western ballads.

None of the one-stops or dime distributors are anticipating big EP promotions to operators in the near future, tho all agreed the business is sure to increase as more dime conversions were made.

## EP's to Ops Up In Chi, Peoria

CHICAGO, Feb. 18.—Music operators here and in Central Illinois are still using EP's in limited quantities, but they're buying more than a year ago.

In Chicago, Fred Sipiora, partner of Singer One-Stop, said operators were buying more EP's than a year ago primarily because of Seeburg's 200-selection phonograph. Sipiora explained EP use as a wedge to dime play was unheard of in Chicago as operators had converted before EP were introduced.

While Singer One-Stop does not promote EP's to operators, it has worked out special EP programming guides.

Peoria operators, according to Chuck Sisney, head of Hi-Fi One-Stop, are using some EP's in locations which have been converted to dime play. Sisney explained dime locations in Peoria were for the most part restricted to downtown class "A" locations. Neighborhood spots are still operated on nickel play.

In both Peoria and Chicago, one-stops agree that operator purchases of EP's will continue to climb slowly, picking up speed only as new dime conversions are made and more new multi-selection machines are brought out on the market.

However, operators in both cities regard EP's as step backwards as far as the juke box business concerned. They argue operators who are currently operating on 10-cent play go back to nickel play when using EP's, and that operators who are on nickel play can't possibly support two tunes for a nickel.

## EP's in Detroit At Steady Level

DETROIT, Feb. 18.—Extended play record sales to music operators here are about the same as last year. That's what record distributors and one-stops surveyed by The Billboard reported this week.

Phil Hones, Angott Music, said operator purchases of EP's has varied little during the past 12 months. Ray Taylor, head of Brilliant Music's one-stop department, while admitting there was no big change in the EP picture, reported a 10 per cent increase.

All distributors and one-stops agreed, however, that operators were currently using as few EP's as possible.

Little is being done in the way of EP promotion. The Cosnat Distributing Company does include extend play records with its single listings in ads. Charles Gray, of Cosnat, said a special price on EP's was tried last year but failed to stimulate business. "Operators just weren't ready for EP's," he said.

## 300 Vendo Soup Units on Location

CAMDEN, N. J., Feb. 18.—More than 300 Vendo soup units dispensing Campbell canned soups have been placed on location since January 26, according to Gay Lamond, Campbell's institutional sales manager.

Lamond said that the great bulk of these locations are industrial and institutional. He added that installation of bulk venders dispensing Campbell soups is coming along at a satisfactory rate.

### POOL GAME PARTS and ACCESSORIES

**NEW TOPS!** Regulation size Novo-Ply Panels complete with New LITE-UP Bumpers. New Cloth. New Anodized Red or White Aluminum Cups and Transformer. **\$50**

Cue Sticks, Ea. \$2.50 | Phenolic Resin Balls, Ea. \$1.95  
 Cue Tips, Elk Leather | Package of 25 .75  
 Tip Clamps, Ea. 25¢ | Chalk, Per Gross, 3.00  
 Ku-Bumpers, Ea. .25

**SPECIALS!**  
 Anodized Aluminum HOLE CUPS—Unbreakable! Red or White, Ea. **90c**  
 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!  
 Available With 3 HOLES Also in JUMBO SIZES—18" Longer

**IMMEDIATE DELIVERY ON POOL GAMES AND PARTS!**  
 CHARLEY PIERI Get Our List, New-Used Games, All Types  
 Lincoln 9-3996-7  
**Monarch Coin Machine, Inc.** 2257 N. Lincoln, Chicago 14, Ill.

When answering ads... SAY YOU SAW IT IN THE BILLBOARD!

# 5 MONEY-MAKING MODELS

# Bally Pin-Pool



STANDARD

STANDARD model without lights, priced to permit blanket coverage of all types of locations. 52 in. by 36 in.

LIGHT-UP BUMPERS

LIGHT-UP BUMPERS models for spots that demand extra flash. 52 in. by 36 in.

NEON-LIGHT

NEON-LIGHT model with neon-lights under side-rails, flooding table with no-glare illumination. 52 in. by 36 in.

FREE-POCKET

3-POCKETS model with center Free Pocket—easily convertible to 2-pockets play with plug. Choice of plain or light-up bumpers. 52 in. by 36 in.

SENIOR

SENIOR model is 16 in. longer than standard models with pockets 7 in. from end-rails, permitting wide variety of shots and speeding up play. Light-up bumpers. 68 in. by 36 in.

Famous Bally-quality construction insures the smooth performance that results in maximum play-appeal... maximum earning-power. All models of Bally PIN-POOL are guide-marked for convenience in 3-side play. Attractive Ballylamp easily attached to all models. Get Bally PIN-POOL busy for you now.

SEE YOUR **Bally** DISTRIBUTOR BALLY MANUFACTURING COMPANY, CHICAGO 18, ILLINOIS



**Boston Considers**

*Continued from page 90*

ned on the issue said that no bill the sort had yet been advanced, ho it is not unlikely that such move is very possible. He said, wever, that the Committee would ve a hearing to the position of e food vending operators in such case and that he, for one, would pose anything that smacked of ublic taxation.

**To Hold Banquet**

NEWARK, N. J., Feb. 18. — Members of the New Jersey Automatic Merchandising Association will hold their first annual banquet March 24 at the Terrace Room of the Mosque Theater here, Ed Murrach, executive director, announced. The group was organized initially to combat restrictive legislation regarding outdoor milk vendors, but it now includes representatives from all phases of the industry and is active with cigarette, candy and in-plant feeding problems.

**Cig Venders Stolen From 3 W. Va. Outlets**

CHARLESTON, W. Va., Feb. 18.—Theft of three cigarette vending machines taken from gasoline service stations was reported by Guy Moss of the Champion Cigarette Company. The machines were valued at \$150 each, and each contained about \$45 worth of cigarettes. Moss reported the vendors were not covered by insurance, inasmuch as risk firms will not issue coverage on equipment placed in another's place of business.

**DISTRIBUTORS—ROCK-OLA, BALLY, GENCO**

Bally Space Ship	\$350.00
Bert Lane Merry-Go-Round	350.00
Bally Jet Bowler	255.00
United Shuffle Targette	195.00
United Comet Targette	225.00
Chicago Coin Big League Baseball	375.00
Williams Super Star Baseball	175.00
Midget Movies	89.50

—WRITE FOR LIST OF ARCADE MACHINES—

**WALBOX DISTRIBUTING CO.**

3909 MAIN STREET DALLAS 26 TEXAS Victor 1671

**SALE!**

Here's your chance to buy top quality used machines at tremendous savings. Guaranteed or your money back!

**PHONOGRAPHS**

**WURLITZERS**

1250 (78)	\$95	(45)	\$115
1100 (78)	85	(45)	100
1015 (78)	65	(45)	85
1017 (Hideaway)		(45)	85
1700, LIKE NEW			675

**ROCKOLAS**

1446 Hi-Fi, 120 Sel.	\$595
1442 Hi-Fi, 50 Sel.	495
1436A (45), 120 Sel.	295
1434 (45) \$245; 1438	325
1428 (78) 75; (45)	95

**AMI**

A (78)	\$ 95	(45)	\$125
B (78)	145	(45)	175
C (78)	145	(45)	175
D-40 (78)	215	(45)	245

**SEEBURGS**

M100A	\$245	M100B	\$445
-------	-------	-------	-------

45 rpm Conversion Kits  
For Rock-Ola 1422, 1424, 1428.  
Complete, easy to install.

**\$15.95**

Specify Model on Order.

**J. ROSENFELD CO.**

4701 Washington, St. Louis 8, Mo.  
Phone: FOrrest 7-6730

**TOP VALUE BUYS  
READY TO OPERATE**

**POOL GAMES**

The most complete stock in the country. WE WILL NOT BE UNDERSOLD! Immediate delivery. Call, write or wire today.

**BINGOS**

**BALLY**

Atlantic City	\$ 45
Coney Island	48
Beach Club	95
Frolics	75
Gayety	225
Gaytime	345
Spot Lite	35
Variety	225

**UNITED**

Hawaii	\$ 90
Manhattan	295
Mexico	100
Nevada	120
Tropicana	175

**SHUFFLE ALLEYS**

**CHI COIN**

Blinker	Write
Cross Cross Target	\$175
Crown	85
Feature	175
Hi-Speed Crown	95
Starlite	145
10th Frame Dbl. Score	60

**AUTHORIZED DISTRIBUTORS  
ROCK-OLA • CHICAGO COIN  
• IN OUR 25TH YEAR •**

**SMART OPERATORS INSURE THE SUCCESS OF THEIR 10c PLAY CONVERSIONS WITH DAVIS 6-POINT GUARANTEED EQUIPMENT**

Properly converted routes require modern 45 R.P.M. phonographs. Write, wire or phone us regarding these location ready money makers available pre-set for 10c play:

<b>SEEBURG</b>		<b>WURLITZER</b>	
M100B	\$465	1500-1550	\$295.00
M100BL	489	1600-1650	375.00
M100C	589	3020	9.95
HM100A, HIDEAWAY	189	4820	15.95
3W1 HAMMERLOID	55		
3W1 CHROME	75		
		<b>ROCK-OLA</b>	
		1434	\$225
<b>AMI</b>		1436 FIREBALL 120	259
D-80	\$319	1438	439
E-120	439		

**ALSO many other late model phonographs**

Private Western Union Wire 1/2 Dep. Required  
Cable Address: "DAVDIS"

Write for "10c Play Fact Sheet"

**WORLD EXPORT Corp.**  
WESTERN EXPORT DISTRIBUTING  
Exclusive Seeburg Factory Distributors  
728 Erie Boulevard East  
Syracuse 3, N. Y., U.S.A., Ph. 75-1681

**Davis Guarantee**

- Mechanisms Steam Cleaned
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

*Gottlieb Proudly Presents ...* **SPOT POOL**

THE ARISTOCRAT OF POOL TABLES

**BUY THE BEST...**

**WE DO...**

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!**

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



*"There is no substitute for quality"*

1927-1956  
29 Years of Leadership!

# New England Operators:

## Your Most Complete Assortment of POOL TABLES

is at TRIMOUNT

All the Leading Names —

- ★ GENCO
- ★ GOTTLIEB
- ★ WILLIAMS

A Complete Selection of SIZES—MODELS—TYPES



We will accept trades against Pool Tables. We are looking for any quantity of Gottlieb and Williams 5 Balls

CHECK TRIMOUNT'S PRICES...

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

### Illinois Counties

Continued from page 85

around Joseph P. (Joey) Glimco, head of Local 777, Chicago Taxicab Drivers' union, and Joseph Amato, president of the McHenry County Tobacco and Candy Company, and head of the Easy Music Company. Glimco is currently under federal indictment charged by the government "with conspiracy to extort money under threat of labor disturbances" in a case involving nine poultry merchants. The Chicago Daily News has reported.

Quan confirmed this week that juke boxes sold to Amato's firm replaced machines in McHenry County locations owned by other operators. The machines were sold by the Automatic Phonograph Distributing Company, in which Glimco reportedly is a principal.

#### Counties Act

Sheriff Harry Herrendeen, of McHenry County, told The Billboard that as of Friday (17) night, juke boxes operated by Amato in the county had been disconnected.

In DuPage County, State's Attorney William Guild reported that machines placed by Amato's firm in three locations had been disconnected. Sheriff Stanley Lynch is conducting an investigation.

Robert C. Nelson, State's Attorney in Lake County, could not be reached Friday for comment. However, reliable sources reported that special grand juries have been called for in both Lake and McHenry Counties to investigate tactics used by Amato in moving juke boxes into locations.

Quan said those who have appeared before the federal grand jury include: Mike Spagnola, John Havrilla and Ray Grier, all of Automatic Phonograph Distributing; W. F. Markowitz, owner of Riverview Tavern, Algonquin, Ill.; Charles Rossmiller, Fontana, Wis.; operator; Amato and his son, Don; Edward "Turk" Garrett, of Easy Music, and four tavern owners.

### POOL GAMES

EXHIBIT GENCO CHICAGO COIN

IMMEDIATE DELIVERY ON ALL GAMES  
WRITE—WIRE—CALL FOR LOWEST PRICES IN INDUSTRY  
WILL ACCEPT LATE MUSIC AND FIVE BALLS ON TRADE

#### ARCADES

Genco Super Big Top (New)	Write
Genco Quarterback (New)	Write
Exhibit Treasure Cove Gun	\$495.00
Genco Sky Rocket	425.00
Genco Wild West	395.00
Bally Big Inning	85.00
Chi Coin Six-Player Home Run	200.00
Chi Coin Six-Player Super Home Run	225.00
Kiddie Whip (New)	325.00
Sidewalk Engineer (Like New)	Write
Mute, Voice-Graph	395.00
Chi Coin 4-Player Derby	175.00
Genco Sky Gunner	125.00
Bear Gun	125.00
Coon Hunt	195.00
Chi Coin Basketball Champ	195.00
Set Shot Basketball (Used)	295.00
Chi Coin Goals	90.00
Standard Metal Typer (Used)	395.00
Standard Metal Typer (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	375.00
Exhibit Big Bronze	350.00
United Carnival Gun	225.00
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
Bally Moon Ride	250.00
Mute, Drive Your Self	Write
Kirk Astrology Scale	74.50

#### CHICAGO COIN BOWLERS

Score-A-Line	Write
Hollywood	\$375.00
Bonus Score	345.00
Triple Strike	295.00
Fire Ball	260.00
Flash	195.00
Feature Frame	160.00
Super Frame	145.00
Cris Cross Bowler	150.00
Advance	115.00
Super Match	50.00
Name Bowler	50.00
Cris Cross Target (Like New)	175.00
Bowl-A-Ball	95.00

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

#### UNITED BOWLERS

Clipper	\$295.00
Lightning	260.00
Speedy	195.00
Ace	175.00
Rainbow	150.00
League	135.00
Chief	135.00
Royals	115.00
Olympic	75.00
Cascade	60.00

#### BINGOS

Gaytime	\$375.00
Gayety	275.00
Variety	275.00
Yacht Club	85.00
Surf Club	150.00
Beach Club	110.00
Beauty	105.00
Bright Spot	85.00
Palm Beach	85.00
Genco Jumping Jack	75.00
Genco Golden Nugget	85.00

#### VENDORS

Shipman 3-Column Stamp	\$ 19.95
Shipman 2-Column Stamp	18.95
PX 12-Column Cigarette (New)	225.00
Silver King Hot Nut	9.00
Nat'l 918 Candy Vendor	95.00
Mercury 9-Column (Like New)	150.00
Keeney Coffee Vendor (New)	425.00
Acorn Capsule Vendor (New)	15.00
Atlas Capsule Vendor (New)	12.50
Alkuno Cracker Vendor	27.50
Acorn Charm Vendor	12.50
PX Cookie Vendor	27.50
Continental Coin Changer	85.00
Rowe Penny Inserter Elec. (New)	Write
Silver King Ball Gum	7.50
Acorn 1¢ (New)	14.95
Victory Stamp	7.50
Stoner 9-Column Cigarette (New)	Write
Keeney Electric Vendor (Cigarette)	85.00
Eastern Electric Cigarette Vendor, Blonde	125.00
Shinmaster	4100.00
Pop Set Popcorn	49.50
Rock-Ola Lo Boy Scale	49.50

#### MUSIC

AMI F-120	\$495.00
AT100, Seeburg	245.00
Wurlitzer 1015	45.00

"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

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

GIVE TO DAMON RUNYON CANCER FUND



Net Profits BIGGER THAN EVER . . .

# Gottlieb's Gladiator

with 2-Player

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!

# COINMEN YOU KNOW

Continued from page 97

employee, recently became father of a son, William. . . Max Schwartz, burban Music, is in the hospital.

The Associated Amusement Machine Operators of New York meet Tuesday (1) to elect a slate of officers. Lou Rosenberg, AAMONY president, says pool games are slowly gaining a foothold in the city.

The New York License Department began accepting common law licenses Wednesday (15). Deadline is March 15, and operators are advised to make their applications to void the long lines at the last minute. Licenses for about 4,500 game locations are expected to be issued.

Jack Tashman, local game operator, is still recovering from a recent illness. . . Ted Blatt, AAMONY attorney, and Milty Greene, American ending, are back from their Florida vacation. . . Lou Boorstein, Leslie Distributors, is back from a 17-day Caribbean cruise on the S. Homeric.

Visitors on 10th Avenue this week were Sam Lewis, Exhibit Supply, Chicago, and Jules Oldsheim, Odco, Albany, N. Y. . . Abe Lipsky, Young Distributing, said that new Wurlitzer sales are running 25 per cent ahead of last year.

Bill and Murray Wiener, Wiener Sales, report that 125 operators viewed the new Eastern cigarette machine over the weekend. A showing was held in the Essex Hotel, Philadelphia, Friday and today (17 and 18).

Carol Jean Pollak, daughter of Mr. and Mrs. Seymour Pollak, secretary of the Westchester Operators' Guild, was married recently to Lee Steven Memlich, son of Mr. and Mrs. Bernard H. Nemlich, Elmsford, N. Y. Rabbi Lawrence Schwartz officiated in ceremonies at the White Plains Jewish Community Center. A reception followed at the Tappan Hill Restaurant, Tarrytown, N. Y.

Al Wertheimer and Bob Romig, Davis Distributing, Syracuse Seeburg outlet, arrived at Idlewild Airport Sunday (19) from a European sales trip. Davis is a major exporter of juke boxes to Europe.

Bill Furst and Bill Schwartz, local Stoner distributors, will hold a showing of the new Stoner soup machine at the Bellevue-Stratford Hotel, Philadelphia, February 24-26.

Dave Stern, Seacoast Distributors, is trying to keep up with the demand for pool tables. He has just promised shipment dates to New Jersey operators.

## WANTED FOR EXPORT:

BALLY BRIGHT SPOTS  
BALLY BRIGHT LIGHTS  
SEEBURG 100A-B-C-G-R  
WURLITZER 1100-1250-1400

FROLICS  
MIDGET MOVIES  
GOTTLIEB 5-BALL  
WILLIAMS KING OF SWAT

**New! EXHIBIT POOL TABLE that is NOT a Coin Machine!**

- Special meter—NO coin mechanism
- Should open any closed territory

Complete Stock of All

### BALLY POOL TABLES

CHICAGO COIN "HOOLIGAN" POOL

**EXHIBIT 3-HOLE SKILL POOL**

- Regular and King Size
- Convertible in seconds to 2-hole play
- 50% faster. Earns 50% more

BALLY PIN POOL  
BALLY LIGHT-UP BUMPER  
NEON LIGHT RAIL  
BALLY HAZARD

- LOWEST PRICES
- TRADES ACCEPTED
- FULLY GUARANTEED
- LIBERAL CREDIT TERMS

Combines top features of Automatic Pool plus playing features of regular four-sided pool games. A money-maker from the word go. Cash in on "HOOLIGAN'S" high profits now!



WRITE—WIRE—CALL!

# Redd

DISTRIBUTING CO., 298 LINCOLN ST.  
ALLSTON 34, MASS.—AL 4-4040

Exclusive distributor for

WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

Your American Red Cross Is Always There After Disaster Strikes

always on the level for STRAIGHT SHOOTING—  
built for **SOLID DEPENDABILITY!**



Celeste Ravel  
MISS ILLINOIS 1954-55  
likes to play Keeney's FASCINATION

Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

REGULAR SIZE 52" L x 36" W. x 32" H.



**FEATURES**  
3 or 4 sided play  
• Available with Center Hole (Removable Plug)  
• Available with Lited Bumpers in both Regular and Jumbo models



OPERATE Keeney's **6-PLAYER DELUXE CHALLENGE BOWLER**

3 WAY SKILL TEST  
• SPEED  
• TIMING  
• ACCURACY

Order Yours Today!

J. H. *Keeney* & CO., INC.  
2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

**CALL BILOTTA FOR THE LATEST IN POOL TABLES**  
 IMMEDIATE DELIVERY ON ALL MAKES!  
**WILLIAMS DIAMOND SCORE-POOL**  
 DOUBLES AND TRIPLES—DOING TERRIFICALLY!

GOTTIEB UNITED BALLY  
 GLADIATOR CARAVAN BROADWAY  
 KEENEY ELECTRIC CIGARETTE MACHINES  
 MUSIC FOR MILLIONS—BUY WURLITZER

*Bilotta Distributing Company*  
 224 N. MAIN STREET, NEWARK, NEW YORK • PHONE #598  
 1226, BROADWAY, ALBANY, NEW YORK • PHONE 625041

**TIPS TO OPS**

**Planning Is \$  
 On Scattered  
 Juke Routes**

AMMEEK, Mich., Feb. 18.—Operating a music machine route in a sparsely populated area has its problems, according to operator Frank Sager. However, they can be solved if the operator plans his work day and makes use of all record and juke box industry information available.

All problems fall into one of three categories, says Sager. First, there's the location contact problem, which includes service; second, keeping up-to-date on records, and last, the job of keeping abreast with the latest industry developments.

Sager's route is located in the Upper Peninsula of Michigan with stops spread widely apart. To combat service calls, he plans his work day so that he will have enough time to thoroughly look over his machines on location to prevent future service calls.

**Record Data**

To keep abreast with record news, Sager and his wife, Mary, who handles the record purchasing almost exclusively, rely on trade

paper charts and one-stop information. They take pains to fathom the musical tastes of customers in the different towns covered on the route.

According to Mrs. Sager, "Rock and roll, rhythm and blues, and even many of the pop hits don't mean too much up here. Prime favorites are western and polka numbers."

Dime play, like many of the pop records, has made no headway in Upper Michigan, reports Sager.

With regard to industry developments, Sager believes that operators should check trade papers every week and attend new model showings and meetings as often as possible. He and his wife make at least one trip a year to Milwaukee, which is 450 miles away, to attend new model showings.

**BEST IN THE MIDDLE WEST**

Genco WILD WEST	.....\$350.00
Genco RIFLE GALLERY	... 225.00
Genco SKY GUNNER	.... 150.00
United BONUS	..... 285.00
United CARNIVAL	..... 260.00
Exhibit SPORTLAND GALLERY	..... 225.00
Exhibit STAR SHOOTING GALLERY	..... 150.00
Exhibit DALE GUN	..... 45.00

**POOL TABLES**

**BOWLERS**

**ARCADE EQUIPMENT**

Coin Machine Exchange  
 UNIVERSITY  
 858 No. High St. Columbus 8, OHIO  
 Tel. AXminster 4-3529

**Your Dollar Buys More at NATIONAL**  
 . . . The House That Serves You Better!

**Reconditioned SHUFFLE GAMES**  
**MATCH PLAY**  
 UNITED DLX. CAPITOL \$365  
 UNITED DLX. CLIPPER 335  
 UNITED DLX. MARS... 295  
 UNITED DLX.  
 MERCURY ..... 245  
 UNITED BANNER ..... 240  
 UNITED ACE ..... 235  
 UNITED LEADER ..... 175  
 UNITED TEAM ..... 165  
 UNITED IMPERIAL ..... 135  
 CHICAGO COIN  
 HOLLYWOOD ..... 225

**REGULAR PLAY**  
 UNITED CAPITOL ..... \$350  
 UNITED CLIPPER ..... 325  
 UNITED LIGHTNING .. 295  
 UNITED MARS ..... 275  
 UNITED MERCURY ..... 235  
 UNITED SPEEDIE ..... 225  
 UNITED CHIEF ..... 165  
 UNITED LEAGUE ..... 155  
 UNITED ROYAL ..... 125

**WE'RE DELIVERING!**



**GOTTIEB'S SPOT POOL—A NEW SERIES!**  
 3 and 4 Side Play—Fast Play in Advance  
 Hole Model—Optional 3-Hole Play.  
**ORDER NOW!** Immediate Delivery!

**ADMEN** of every kind **ENDORSE**  
**THE BILLBOARD**  
 as a top selling force

**AT SACRIFICE PRICES!!!**  
 Lowest in the Country

**UNITED ALLEYS** Factory Reconditioned

Yankee	.....\$139.00	Clipper	.....\$249.00
11th Frame	..... 199.00	Eldorado	..... 249.00
Mercury	..... 219.00	Comet	..... 249.00
Lightning	..... 229.00	Venus	..... 299.00

WRITE FOR SPECIAL PRICES ON UNITED'S CLUB POOL AND HIGH SCORE POOL GAMES  
 1/2 Deposit, Balance C.O.D.

**WEST SIDE Distributing Corp.**  
 612 Tenth Ave., New York, N. Y. Circle 6-8464

**NOW... ANOTHER FIRST**

**ONLY GENCO HAS IT..**  
*the New*  
**SUPREME DELUXE**  
**TOURNAMENT POOL GAME**  
 LINED PLAYFIELD FOR 3 OR 4 SIDED PLAY




**NEW SUPREME FEATURES**

- ADDITIONAL BUMPER POSTS
- OUTSIDE HOLES MOVED IN...
- NEW CENTER HOLE with plug for 2-hole conversion

**LIGHT-UP PLASTIC BUMPER POSTS**

EVERYBODY LIKES the new CENTER-HOLE play ... and the new playing room BEHIND THE END BUMPER!

**GENCO FIRST IN THE FIELD**  
 with ALL These Features!

Optional Playfield Light	Steel Sheathed Cash Box
Built-In Adjustable Levels	Hinged Cash Box Door
Mother-of-Pearl Rail Markers	Hinged Playing Field
Clog-Proof Ball Troughs	Finest Quality Billiard Table Materials

This is the fastest playing 3 or 4 sided pool game on the market today — without sacrificing any of the thrills and skill of the popular 2-hole and other 3-hole games.

**NEW!** Each Table Equipped with **FREE** Cue Repair Kit and Brush

**NEW!** With each Table Colorful Back-Bar and Window **BANNERS** to Bring in customers!

**CALL YOUR GENCO DISTRIBUTOR TODAY!**

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue Chicago 14, Illinois

# Candy Makers' '56 Ad Drive

Continued from page 90

The candy vending operators' problems with the off-hand remark: "They serve a captive mar-

consumer advertising-wise, little planned for operators, the check The Billboard of leading con-

majority of those contacted mentioned that mentioning of one set would have all the others standing equal treatment, and would be utterly impossible considering the thousands of food, and cigar stores, chain and supermarkets, theater and amuse-

One of the 11 biggest confection advertisers in the nation, Sweets Company of America, Hoboken, N. J., includes in its consumer advertising that Tootsie Roll is available in venders.

Mention of its availability in venders is made on the "Paul Mitchell" and "Pinky Lee" television shows.

### Candy Counter

Several stated their consumer advertising copy did carry the message candy bars were available at our favorite candy counter. However, they were quick to point out, this phrase was meant to include venders.

Others quite frankly admitted they had never mentioned vending

All the news of your industry every week in The Billboard...

machines in consumer advertising, but asserted such action is under consideration currently, and that the idea had been discussed several times in the past few years.

Advertising officials in the main argued that vending machine sales will follow in direct proportion to regular retail sales, and that general brand promotion in a large measure determines retail sales.

One company whose product is among the leading confections sold in vending machines claimed that only a small fraction of its total sales are thru machines, and if it could ascertain that 20 per cent of sales were made thru vending machines, the firm would probably give venders special mention.

### Product Only

In regard to radio and television advertising, the firms assert it is doubly hard to get a vending plug worked into the commercials. The advertiser has only 20 or 30 seconds in which to tell his story. Thus he must concentrate on the product and allow no time to secondary sales outlets.

The general consensus, however, made it plain that virtually no consumer publication advertising includes the fact that candy bars are available thru vending machines.

Nine of the leading confection manufacturers have planned advertising budgets of \$1 million or more for 1956. The combined total of the 11 biggest is upward of \$18.7 million, with 13 others having budgets of \$500,000 or more (The Billboard, February 18).

YOUR LEADING DISTRIBUTOR FOR

# POOL GAMES!



Always **FIRST** with the latest!  
Always **FIRST** with the best!

NOW DELIVERING THE FOLLOWING NEW

GAMES IN 24 DIFFERENT MODELS...

EXHIBIT 3-HOLE SKILL POOL-REGULAR

EXHIBIT 3-HOLE SKILL POOL-KING SIZE

CHICAGO COIN HOOLIGAN POOL

CHICAGO COIN CHAMPION POOL

CHICAGO COIN JUMBO POOL

CHICAGO COIN CHAMPION POOL NO. 35

**Immediate Delivery!**

WE CARRY ALL GAMES IN STOCK AND SHIP SAME DAY!

**Priced Right!**

BE  
**FIRST**  
with  
**FIRST!**

# FIRST

COIN MACHINE  
EXCHANGE, INC.

Joe Kline & Wally Fink

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**YOU NAME IT!  
WE HAVE IT!**

- CENTER HOLE PLUGS USE AS 2-HOLE OR 3-HOLE GAME
- LIGHT-UP BUMPERS or REGULAR BUMPERS
- KING SIZE or REGULAR SIZE
- END HOLES IN OR END HOLES OUT
- 3 SIDED PLAY OR 4-SIDED
- ELECTRIC SCORING AND FRONT PLAY ONLY (CHICAGO COIN HOOLIGAN)



## TOPS IN EARNING POWER!



*Tops* in Quality...  
Pool Tables by *Williams*

TABLE LITE AT SLIGHT EXTRA COST ON ALL MODELS

**Williams**  
**2-WAY**  
**Special DE LUXE**  
**BANK POOL**

**Williams**  
**2-WAY**  
**SENIOR DELUXE**  
**BANK POOL**  
Same Principle as "SPECIAL" - 18" Longer



CREATORS OF DEPENDABLE PLAY APPEAL  
242 W. FILLMORE ST. CHICAGO 24, ILL.



**Special**  
3 or 4 sided play!  
END POCKETS AND BUMPERS MOVED IN FROM RAILS TO LET PLAYERS BANK FROM BEHIND!

**Williams**  
**2-WAY DE LUXE**  
**BANK POOL**  
SIZE: 52" L. x 36" W. x 32" H.

**ALL MODELS**  
*Convertible*  
to 2 Hole or 3 Hole Play  
with  
**CENTER HOLE PLUG!**

**2**  
DIMES  
PER  
GAME!

**Extra!** ALL  
WILLIAMS POOL TABLES  
AVAILABLE  
WITH OR WITHOUT  
**LITE-UP BUMPERS**



**3 or 4**  
sided  
play!

**Williams** **DIAMOND SCORE-POOL**  
also **SENIOR DIAMOND SCORE-POOL** 18" longer

**Deluxe!**  
END POCKETS AND BUMPERS ARE CLOSE TO END RAILS!

# NOW! Only EXHIBIT Offers You

THE STYLE AND PLAY BEST SUITED TO YOUR NEEDS

# Choose from 8 Great SKILL POOL

## Games

NAME OF GAME	MODEL NO.	SIZE	SPECIAL FEATURES
<b>SKILL POOL</b> <small>All Models Convertible to 2-hole or 3-hole play!</small>	800	52"x36"	
	800L	52"x36"	Lights in Bumpers.
	800 Spec.	52"x36"	End Holes Set in 3" From Rails.
	800L Spec.	52"x36"	Lights in Bumpers. End Holes. Set in 3" From Rails.
<b>KING SIZE SKILL POOL</b> <small>All Models Convertible to 2-hole or 3-hole play!</small>	750	70"x36"	End Holes Set in 3" From Rails.
	750L	70"x36"	End Holes Set in 3" From Rails. Lights in Bumpers.
	750 Spec.	70"x36"	End Holes Moved Back to Rails.
	750L Spec.	70"x36"	End Holes Moved Back to Rails. Lights in Bumpers.



**8 PROVEN-ON-LOCATION TOP MONEY-MAKING EXHIBIT SKILL POOL MODELS**

With 32 Possible Variations in Play. All with Lined Convertible 2-hole or 3-hole Playfields for 4-sided play or space-saving 3-sided play.

**ORDER THE SKILL-POOL GAME THAT'S PRACTICALLY "CUSTOM-CRAFTED" FOR YOUR PARTICULAR PATRONS!**

### EXCLUSIVE EXHIBIT FEATURES

#### FOUND ON ALL MODELS

1. Two Gold Color Cigarette Holders.
2. Frame to Hold Operator Service Card.
3. Three Built-Into-the-Playfield Levels.
4. Precision Machined Center Hole Plug for 2-Hole or 3-Hole Play.

#### "FIRSTS" by EXHIBIT

1. Skill Pool Games.
2. Lined Playfield.
3. Plastic Bumpers.
4. Playfield Levels.
5. Anti-Warp Bracket.
6. Decorated Cabinet.
7. Center Hole Plug.

#### EXHIBIT PLUS FEATURES

1. Highest Grade—Heavy Weight Balls.
2. Seasoned Wood Cue Sticks.
3. Top Quality Rubber-Backed Felt.
4. Lined Playfield for 3 or 4-Sided Play.
5. NEW—Plastic Bumpers.
6. Sto-Kleen Ball Runs.
7. Live Rubber Rails.
8. Anti-Cheat Ball Release.
9. Hinged Top.
10. Lite Fixture for Every Model (optional, extra)
11. Anti-Warp Bracket.

**AVAILABLE FOR IMMEDIATE DELIVERY—CALL YOUR DISTRIBUTOR TODAY!**

## THE EXHIBIT SUPPLY COMPANY

ESTABLISHED 1901

4218 WEST LAKE ST. • CHICAGO 24, ILLINOIS • PHONE: VA 6-3100

### Pool Brightens

Continued from page 94

have given the operator the opportunity to expand and prosper normally, because of the long investment involved, the operator had to make a choice of expanding or prospering. Now they go hand-in-hand, a rarity in business."

Kitt said the credit picture vastly improved over the previous era, with operator payments bringing more money more quickly. He said the games are earning substantial revenue for operators, making payment easier and reducing credit problems. Depending on the individual operator and volume of the sale, down payments range from 20 to 33 1/2 per cent from 60 days to six months.

#### Limit Payments

"This policy hasn't changed much with us," said Kitt. "It is not a good thing to extend credit too far. It is to the operator's benefit to pay for the games in short a time as possible. It is better for him to pay out of peak earnings."

Don Moloney, Donan Distributing Company owner, said the firm has more cash customers on pool games than it ever had on shuffle bowlers. He said prices are not stable on the regular type pool games, the distributors having to price standardized and steady.

Moloney said many operators have money tied up in bowlers, having taken it on the nose when pool replaced bowlers at many locations and prices fell on the shuffle games. "We have to be choosy about taking in a bowler for trade on a pool unit, where previously we would take any type of good used bowler in trade, for the market was there for it," he said.

Donan's usual sales plan is a cash deal, with 15 days to pay on the average, although in some cases it extends to as much as 60 days, depending on the particular case. Usually 30 to 40 per cent down is suggested, according to Moloney.

Sales are financed when games are sold in larger quantities, such as 30 to 40 an order.

#### Profitable Game

Vince Shay, All State Coin Machine Exchange, said, "Pool is currently the only game on the market that enables the operator to thru earnings, to pay the price of the unit in a reasonable length of time." Even on a large volume sale, according to Shay, the operator can be straightened out within 20 weeks.

Shay believes the operator ought to make a down payment of at least 25 per cent, but agrees there is a difference in dealing with an established operator and a newcomer. "But as long as pool holds up in earnings, these earnings make it easy to give credit," said Shay.

The firm generally extends time payments over a two or three-month period. Small accounts are handled thru a finance company.

Monte West, Purveyor Distributing Company, estimated at least 100 new game operators joined the trade in Chicago since the pool trend took shape. "It is hard to carry new accounts that may be risks on such a small mark-up," said West.

#### Open Accounts

Most operators dealing with the firm go on open account, generally paying for the games in about 30 days. Some operators' accounts are handled by a finance company for the firm. Others are given games on a low down payment, here again emphasizing that in regard to credit terms, distributors consider the sale individually.

Joe Schwartz, National Coin Machine Exchange owner, said operators are well satisfied with the prices of new pool games in relation to their earning power. Schwartz said National generally puts sales on a cash or 30-day system.

"Operators usually prefer to pay cash—since prices on pool games are relatively low—than to pay on an extended credit basis, which costs them more in the long run."

chicago coin offers you  
 THE MOST COMPLETE LINE  
 OF QUALITY  
**POOL GAMES**  
 IN THE INDUSTRY!

**POOL GAMES FOR EVERY LOCATION!**

*\*All Models Furnished With Center Hole Plugs!*

**1 Hooligan Pool**

Combines The Top Features of Automatic Pool Plus The Scientific and Most Interesting Playing Features of 4-Sided Pool Games . . . Plus . . . Advance Scoring! Plus . . . The Fascinating Hooligan Hole! Plus . . . The Natural Cue Swing Afforded by the Elimination of the Foul Line!



**Champion Pool**

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!  
 New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof!  
 New Plastic Light-Up Bumper Posts!  
 New Super Sensitive Rebound Rails!  
 2 Color Grid Screened Playfield For 3 Sided Play!  
 2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

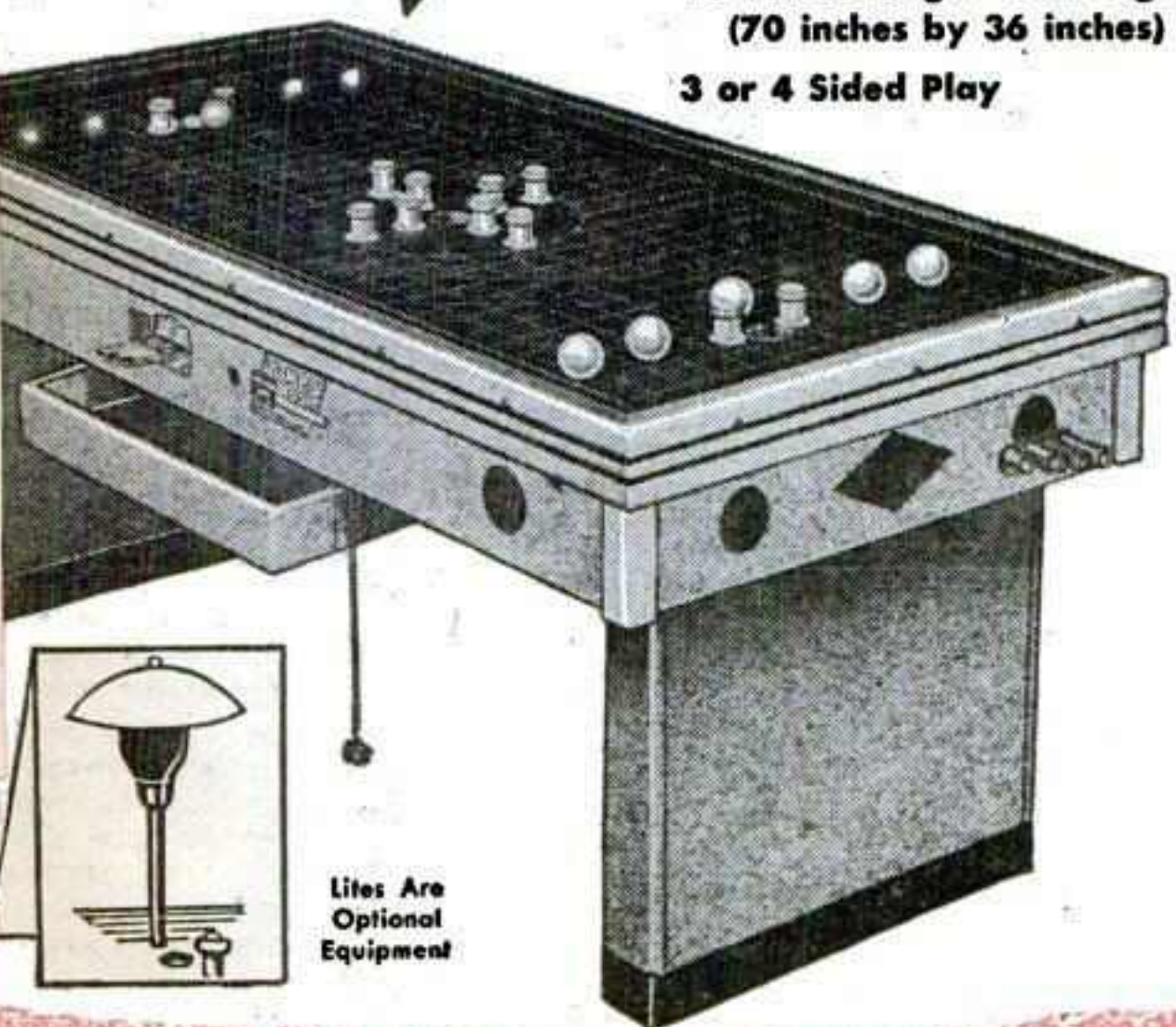
**3 Jumbo Pool**

2 or 3 Hole Models With or Without Lighted Bumpers!  
 18 inches longer than regular size (70 inches by 36 inches)  
 3 or 4 Sided Play



**4 Champion Pool Special No. 35**

End holes are located 4 inches closer to center!  
 Choice of 2 or 3 hole models!  
 3 or 4 Sided play!  
 Super sensitive rebound rails!



Lites Are Optional Equipment

**chicago coin**  
 MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

**CROSS** Word-Puzzle Skill-Game  
*Bally* **WORDS**

**New PUZZLE-SCORES**

Players light 3-letter words, 4-letter words

CROSSWORDS combines play-appeal of two great American pastimes—pinball and crossword-puzzles. Player shoots balls in holes marked with letters of alphabet to light 3-letter words and 4-letter words in puzzles on backglass. Location-tests prove that 2-in-1 play-appeal of CROSSWORDS doubles and triples earnings of average 5-ball spots.

**EARN UP TO 4 COINS PER GAME**

Each coin gives player additional puzzle

Because player may select up to 4 puzzles and score separately in each puzzle selected, CROSSWORDS averages 3 to 4 coins per game.

**New SKILL SCORE-BOOSTER**

Scores advanced by shooting balls in Star-holes

No mystery about CROSSWORDS advancing scores. A glance at score-card tells player how to boost scores by skill.

Get your 5-ball spots back on a money-making basis!  
 Get Bally CROSSWORDS today!



REQUIRES ONLY 27 in. by 41 in. space  
 Fast 5-ball play

More money-making play-appeal

*Bally* **BROADWAY**



**4 MAGIC SQUARES**

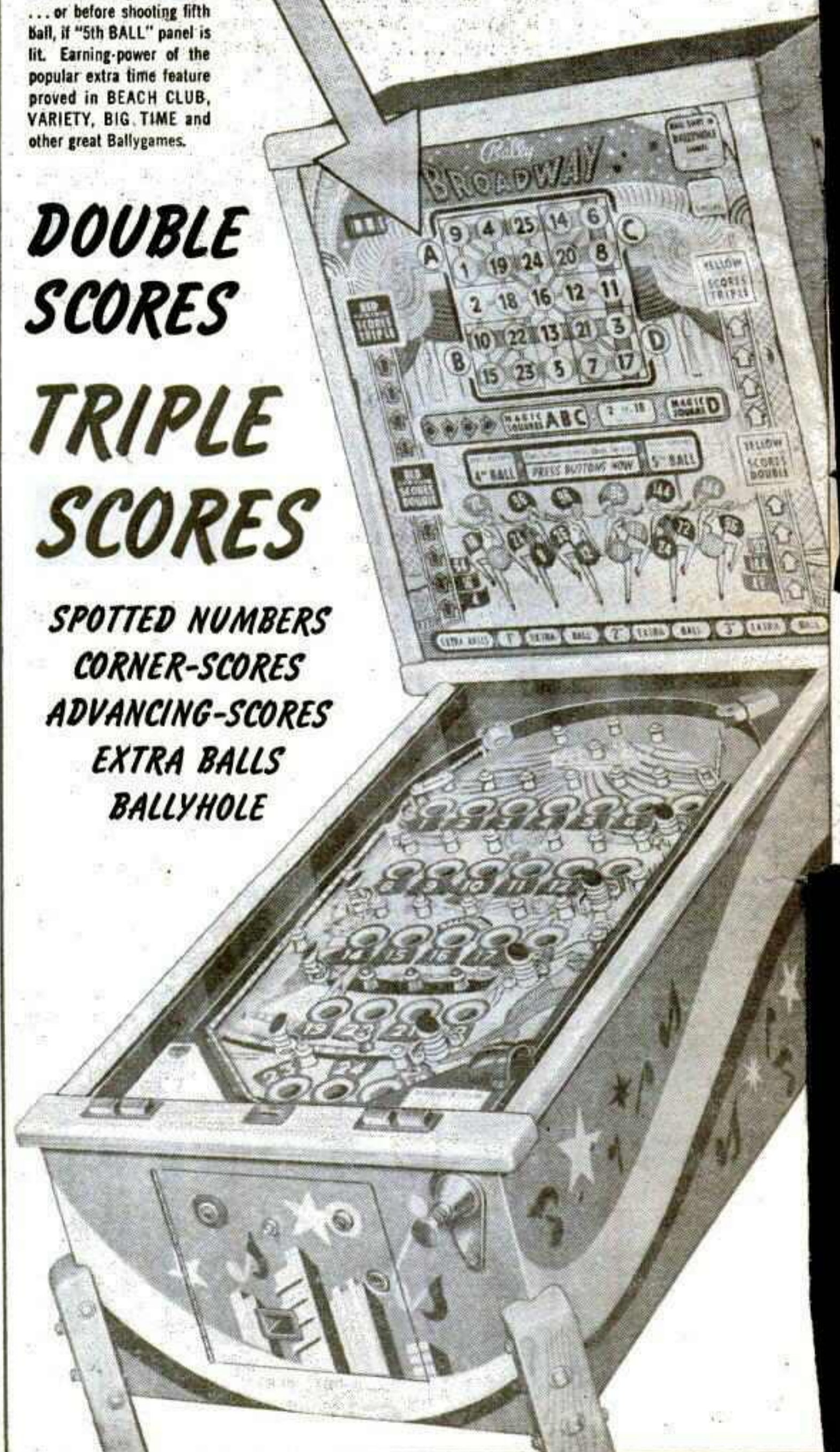
Arrow points to one of 4 Magic Squares—A—which may be shifted to player's choice of 4 different combinations illustrated above. Each Magic Square—A, B, C and D—may be shifted to choice of 4 different combinations. Separate button for each Magic Square permits player to shift only Square or Squares he desires to shift—without shifting other Squares. Maximum number-shift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning-power.

**EXTRA TIME**

Player shifts Magic Squares before shooting fourth ball... or before shooting fifth ball, if "5th BALL" panel is lit. Earning-power of the popular extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames.

**DOUBLE SCORES**  
**TRIPLE SCORES**

SPOTTED NUMBERS  
 CORNER-SCORES  
 ADVANCING-SCORES  
 EXTRA BALLS  
 BALLYHOLE





# UNITED'S HI-SCORE POOL

DURABLE PLEXIGLASS AVOIDS DAMAGE

## 7 Lite-Up Bumpers ONE OR TWO CAN PLAY

UNITED'S FAMOUS DROP CHUTE  
Delivers 5 Balls for 1 Coin... 10 Balls for 2 Coins

### DOUBLE AND TRIPLE SCORE POCKETS

**NEW  
FAST  
ACTION**



**Scores Totaled Automatically**  
**Transfer Scoring**  
**Side Door Cash Box**  
**Hinged Playfield**  
**Simple Mechanism**

**Location  
Favorite**

**SIZE  
3 FT. BY 5 FT.**

**SEE  
YOUR  
DISTRIBUTOR**

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**NOW AT YOUR  
DISTRIBUTOR**

**CLUB POOL**  
For 3 or 4 sided play  
Size: 52" by 36"

**JUMBO CLUB POOL**  
Size: 70" by 36"

**CARAVAN**  
New In-Line Hit  
with ROTO Feature

**TOP-NOTCH  
Shuffle-Alley**  
6-Player Bowler

**REGULATION  
Shuffle-Alley**  
6-Player Bowler

**UNITED OPERATORS  
ARE  
SUCCESSFUL OPERATORS**

Only ONE music system plays

45 RPM SINGLE RECORDS

AND 45 RPM E. P. RECORDS

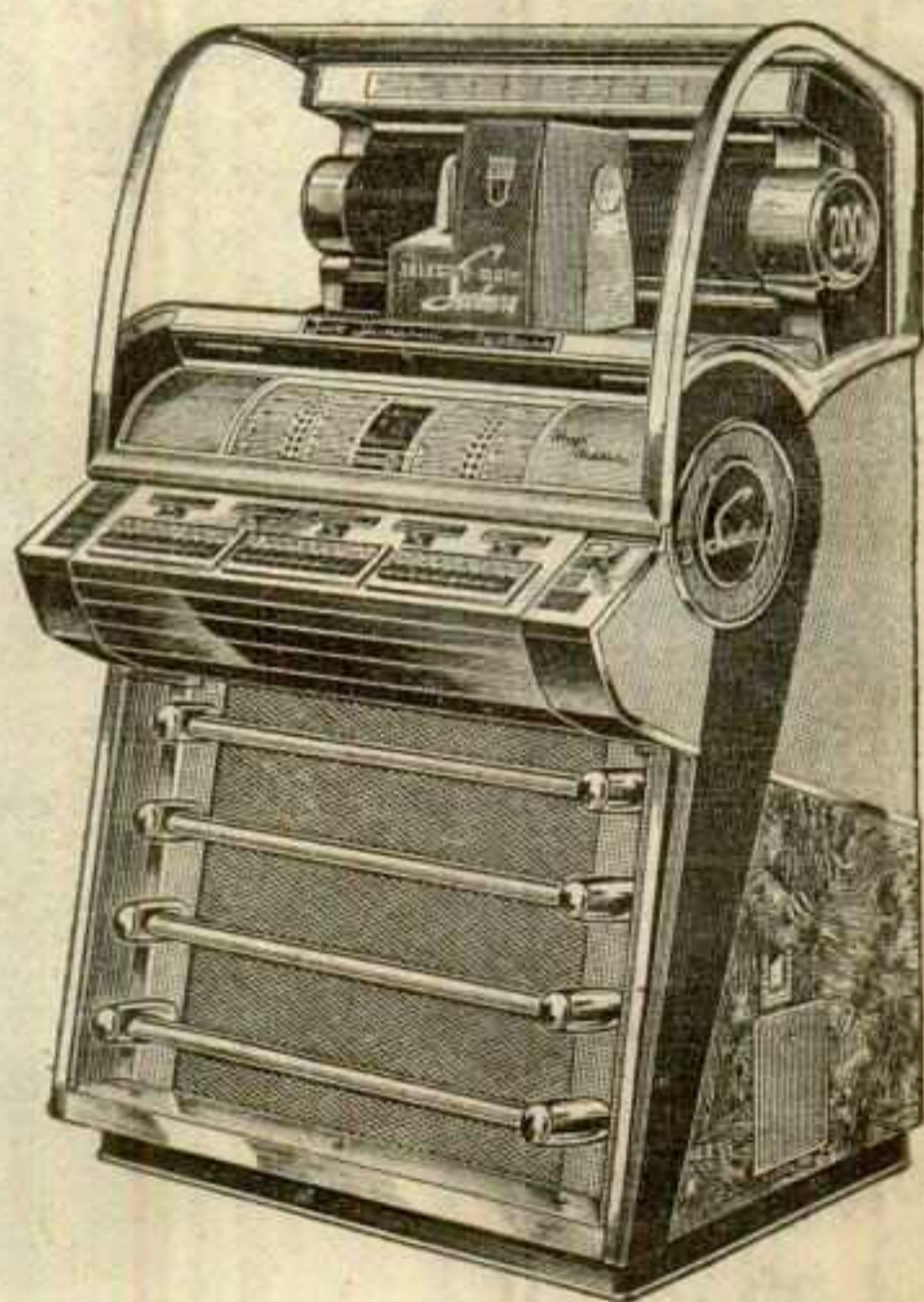
with a separate credit system for each!

It's the

**SEEBURG**

**V-200**

**WORLD'S FIRST  
DUAL MUSIC SYSTEM**



**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

*America's Finest and  
Most Complete Music Systems*