

The Billboard



MARCH 17, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Come, Come to the Fair—That's Twice

Oklahoma to Try Two: Spring Industrial Show, Fall Agricultural; May Cue Trend

By HERB DOTEN

CHICAGO, March 10.—Can a big spring and industrial exposition as well as the traditional fall agricultural fair succeed on a fair-ground?

The answer will be given this year when the two-year-old, multi-million-dollar Oklahoma State Fairgrounds in Oklahoma City is used both for the State Fair of Oklahoma and the Southwest American Exposition, a huge outdoor exposition designed to sell Oklahoma as the locale for new industries and investments.

If both shows click, fairs throughout the country may take the cue and stage both a spring and a fall event, one with an industrial slant, the other based on agriculture, and thus give greater use to their full plant, a use now generally confined to their annual fall agricultural fair.

Seek Much Usage

The conception for the multi-million-dollar Oklahoma fair plant was to provide an exhibit and show center for the State. In two years the plant has been put to much use. Increased usage is foreseen when additional facilities are made possible by the passage of more bond issues.

The Southwest American Exposition, to be held April 22-29, will hew close to a State Fair attraction pattern, tho it will skirt conflicts with major attractions booked each fall by the State Fair of Oklahoma.

To Have Midway

It will have a midway with some 36 rides and 12 shows but no games concessions. Several of the shows are being built especially for the expo and a few will be radical departures from the usual midway tented attractions. Its grandstand program will offer an ice show ("Holiday on Ice"), an Indian pageant with a cast of 400, a rodeo, and running-horse races. On the midway will be the na-

Manley Show Of Food Units

CHICAGO, March 10. — You can't demonstrate how effectively drive-in theater concession units function unless you have crowds.

The Southwest American Exposition, to be held April 22-29 in Oklahoma City, will have the crowds. At least Manley, Inc., manufacturer of popcorn equipment and concession equipment, think so.

Manley will operate five drive-in theater concession units, said to be engineered to handle 2,500 patrons in 15 minutes, and eight self-contained popcorn, hot dog, soft drink units at the expo. Manley will install drive-in theater ops from throughout the Southwest to attend the expo and to see how the units handle crowds.

ROCK AND ROLL GETS REFINED FOR THEATERS

NEW YORK, March 10.—

In a move to eliminate some of the rowdier audience elements of rock and roll stage shows, thereby making such packages more acceptable to movie theater houses, Associated Booking here is booking a "refined" rock and roll show (featuring specially screened lyrics and acts) on a three-month tour, starting April 2.

The show — tagged "Rock-A-Rama" and packaged by Joe Delaney and Buck Ram—has already been booked into theaters owned by the Stanley-Warner and Fabian chains, marking the first time that the former chain has presented rock and roll shows.

Alarmed by stories of destruction reportedly wrought upon some theaters by wild r.&b. fans in the past, the Stanley-Warner chain heretofore turned thumbs down on the venture. However, Associated convinced them that its new "sedate" version of r.&b. will enable them to keep audiences under control.

The show — Associated's first rock and roll package—is being booked into theaters on a guarantee and percentage (50-50) basis for four shows a day. The talent lineup includes the Chuckles, the Penguins, Eddie Fontaine, Shirley Gunter, Arnold Dover and the Blockbusters. All of the acts are managed by Ram and Delaney.

(Continued on page 18)

Libraries in U. S., Can. Offer \$10-Mil Disk Industry Mkt.

5 Million Records Now on Shelves, With Potential Still Increasing

By REN GREVATT

NEW YORK, March 10.—A potential record market worth as much as \$10,000,000 a year awaits record companies, distributors and dealers who actively cultivate the more than 13,000 libraries in this country and Canada, according to reliable trade estimates.

Sources indicate there are more than 5,000,000 disks now on the shelves for loan in more than 3,500 libraries, with the number increasing substantially each year.

Need Replacements

The potential library market breaks down in different ways. First, many now have a preponderance of old 78 r.p.m. records. These will be replaced with long-playing versions. Also, existing LP collections are being supplemented by new material coming on the market. Still another facet is the replacement market for worn records. Library records get as many as 100 plays per year, and frequently are damaged and ultimately destroyed by poor needles.

But aside from this, lies perhaps the most important consideration of all . . . the use of libraries as a new-styled "listening booth" to reach a mass market of record-

buyers who want to hear before they buy.

Richard A. Katz, manager of the record section of New York City's Donnell Library, said many of his patrons have indicated they are collectors and borrow only for audition purposes.

Commenting on his collection, Katz said the library had 4,000 LP's and that about 500 new disks were being added monthly. He said that 75 per cent of the records were out on loan at all times and that loans were restricted to two LP disks or one album per week with no renewal privilege.

Katz also said that altho consideration has been given to dealing with mail-order firms, Donnell is now being supplied by the Elaine Music Shop, a local dealer, which gives, he says, excellent service and 30 per cent off on all records.

Local Dealer Buying

Other suburban New York libraries tapped at random tend to bear out the pattern of local dealer buying and of a high rate of record borrowing. In Newark, N. J., the city library currently has 6,000 records in stock, which includes about 1,000 LP's. The 78's are being continually replaced via Encore Music, a local dealer, which allows a 25 per cent discount. Howard Vogt, staffer in charge, reported that his facilities included two listening booths. At least 50 per cent of records were reportedly out on loan at all times, with a one-week, no renewal loan period in effect.

In at least a half dozen other communities checked, libraries had records in substantial quantities

(Continued on page 18)

N. Y. Library Airs Concerts

NEW YORK, March 10.—New Yorkers have ample opportunity to satisfy their music appetites with free recorded music concerts conducted by the New York Public Library. Tho the venerable Fifth Avenue institution does not lend records, it does offer Monday thru Friday noontime concerts in adjoining Bryant Park in the summer months.

Thruout the year weekly Wednesday noon concerts and monthly Wednesday evening concerts are held within the library itself.

All records played from the Archive Collection of more than 30,000 disks are identified to listeners, which officials feel increases the public's record consciousness.

NEWS OF THE WEEK

There'll Be Summer Time Open, Despite 'No Hiatus' Policies . . .

Despite the no-hiatus policy of CBS-TV and NBC-TV, there will be many choice half-hour availabilities on the TV networks this summer. The reason is that several sponsors will beg out of hot weather sponsorship even tho it means losing some discounts. . . . Page 2

N. H. Station Files FCC Complaint vs. Rival's Excl. Film Contracts . . .

A ringing complaint has been lodged with the Federal Communications Commission about TV film deals with exclusivity clauses that bar purchases by stations in markets that overlap. The complaint was filed by the VHF station in Manchester, N. H., which said it was barred from buying a film package because it was already sold in Boston. Protection against sales in overlapping markets is common in TV film syndication. . . . Page 11

Upsurge in 12-Inch LP Sales Documented in Broad RIAA Report . . .

Confidential record industry report maps giant boom in 12-inch LP sales, switch in ratio of 45 r.p.m. versus 78 r.p.m. sales, and decline

of 10-inch LP. Twenty-one reporting manufacturers report \$199,000,000 volume in 1955. . . . Page 17

RCA Victor, British Decca, EMI in Global Reshuffle . . .

RCA and British Decca set reciprocal distribution deal as RCA's 55-year pact with Electric and Musical Industries of England draws closer to its April, 1957, termination date. British Decca's London disk operation here to continue as is, with "additional" material to be released thru RCA's Victor and other labels. Decca to issue new RCA monogram in England and elsewhere. Earlier termination of RCA-EMI pact considered likely. . . . Page 16

DEPARTMENTS AND FEATURES

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COMING **NEW** **Billboard** MARCH 24 ISSUE ORDER NOW!

EVEN AT CBS, NBC

Summer Slots Can Be Had, Despite 'No Hiatus' Policies

NEW YORK, March 10. —In spite of the decision of CBS-TV and NBC-TV not to allow its advertisers to take a summer hiatus, there will be many choice half hours of time available. Several sponsors who do not wish to use network video during the warm weather months will ask for relief even if they lose their network discounts as a result.

The greatest amount of prime time periods, of course, will be for sale at ABC-TV, which has not set a no-hiatus policy. NBC will have

a number of choice slots for sale, and CBS may have several.

At NBC sponsors may be able to purchase any one of the Tuesday to Friday quarter hours, 7:45 to 8 p.m., currently occupied by Eddie Fisher and Dinah Shore. Each does two shows weekly. Both Coca-Cola and Chevrolet will probably ask out, with the soft drink client a possibility to remain with another musical show. Tuesday evening 8-9 is almost certain to be vacated by General Foods, Chevrolet, RCA and Sunbeam. The hour most likely will be cut in half for two half-hour shows and clients.

Fight Curtailment

NBC will also have available Friday nights 10:30-11. This is the latter half of the Gillette Friday night boxing show. Gillette, in lieu of summer curtailment of the fights, will probably program sports film 10:10-10:30 p.m.

The leaner pickings on CBS will probably consist of Friday nights 10:30-11, where Elgin is currently sponsoring "Person to Person," and

possibly Whitehall Pharnacal dropping out of "Name That Tune," Tuesday 7:30-8. "Person to Person" will take a vacation as it did last season, and Elgin may want to reserve its budget for a fall push.

There will be no shortage of summer time periods at ABC. On Thursday between 8-9 and 9:30-10 p.m. there are three half-hour periods for sale. Bishop Sheen, "Stop the Music" and "Down You Go" will all exit during the warm weather. Half of "Wyatt Earp" can also be bought during the summer, because Parker Pen is asking for relief. Saturday night's "Ozark Jubilee" is also available, as is the 10-10:30 portion of "Famous Festival" on Sundays. The American Motors half-hour segment of "Disneyland" reportedly can also be bought for a summer run.

Undoubtedly as the summer nears more opportunities will offer themselves to clients who want to use that portion of the year to sell their goods.

HAUNTED AND ROBBED HOUSES

NEW YORK, March 10.—One of the most successful parties in the history of TV was staged this week, a shindig which garnered an impressive amount of publicity for Bristol-Myers, the sponsor of "Alfred Hitchcock Presents." Young & Rubicam staged a haunted house party for the client at Alfred Hitchcock's residence.

The result was front page pictures in several local dailies, a four-column United Press break, a five-column picture layout in the New York World-Telegram, a spread in the roto section of the New York Daily News, a layout in the Women's Home Companion and terrific coverage by several national columnists. Two NBC radio programs covered the event.

The twist, however, was that while Hitchcock was helping to haunt his house, here, his Hollywood residence was being robbed.

SHOW CHANGE

New Look For CBS' Sat. Night

NEW YORK, March 10.—Saturday night on CBS will have a brand-new look next season. The only show that will carry over from this season is the Jackie Gleason show, which reportedly will continue in its current 8-8:30 p.m. time slot.

The web, it's understood, has decided to put the new hour long "Perry Mason" adventure series, based on the Erle Stanley Gardner properties it recently bought, into the 10-11 p.m. time slot. The 9-10 p.m. period, according to reports, will be programmed with Herb Shriver's new hour long variety show, "Beat the Clock," currently in the 7:30-8 p.m. period, is slated to be replaced, the Sylvania probably will hold on to the time.

It's not known whether Procter & Gamble and Liggett & Myers, which currently sponsor the 9:30-10:30 p.m. programs, will pick up pieces of the new shows or will decide to shift their money elsewhere.

Old Gold to Cut Tab on 'Truth'

NEW YORK, March 10.—Old Gold is cutting back to alternate sponsorship of "Truth or Consequences," Fridays 8-8:30 p.m. on NBC-TV. Thirteen of 26 weeks in the next cycle are available to an interested client.

Budget considerations are the reason for the cutback. The property was brought into TV by Old Gold, which has been its sole sponsor. It is undecided whether the program will remain in its present time period next season. Lennen & Newell is the agency.

Toni Summer 'Party' at 10, CBS Thurs.

NEW YORK, March 10.—CBS' Thursday 10-10:30 p.m. time slot, the object of considerable juggling the past few weeks, has finally been firmly buttoned down by Toni for the spring and summer months. The bankroller will program the "Arthur Murray Party" in the period until the fall, when CBS' "Playhouse 90" takes over the time slot.

Toni and Hazel Bishop were reportedly vying for the period, but Toni apparently won out. Indications are that were it not that the two advertisers are competitive, they might have jointly occupied the time period. Toni sponsored the "Arthur Murray Party" on NBC-TV last summer.

Scott for New 'Father' Time

NEW YORK, March 10.—Scott Paper Company is seeking a new full time slot for its "Father Knows Best," which it currently airs on NBC 8:30-9 p.m.

The bankroller is reportedly unhappy with the fact that the current time slot pits it against ABC's "Disneyland" on the West Coast, where it suffers badly from the competition. The sponsor reportedly is satisfied with the audience the show is pulling thruout the rest of the country, but because of its "Disneyland" competition in the West, it's national rating drops sharply.

Broadening Scope For 'Wide World'

HOLLYWOOD, March 10.—"Wide, Wide World" will get wider in its reach for far away places, NBC President Robert Sarnoff told The Billboard. Within two years, Sarnoff visualized originations for "World" being beamed live from the old world. On-the-spot European originations will become part of the regular TV diet within five years, Sarnoff predicted.

DOUGH RISING

'Tonight' Heads for Solid '56 Success

NEW YORK, March 10.—"Tonight" seems to have broken thru the sponsorship barrier. The only show among NBC-TV's regularly programmed omnibus type of presentation which include "Today" and "Home," "Tonight" will probably be a solid financial success in 1956.

Its billings this year are already \$4,000,000, which is \$700,000 more than it grossed all during 1955. Its latest order, and the biggest in its history, was for about \$800,000 from the Miller Brewing Company. It consists of 120 participations over a yearly span.

Reports were that the network did not make any profit on the show last year. With its strong head start towards a projected billings mark of \$6,000,000, the show should be a money maker for the network this year.

The program seems to have repeated the history of "Today" and "Home," both having been tough to sell when they were first presented but later turning into solid NBC-TV financial achievements.

"Tonight" is especially impressive during the summer in terms of viewing. It reportedly increased the sales of Gemex watchbands

over 25 per cent. Emsce Steve Allen's personal prestige has also gone up tremendously as a result of his records, books and movie work. "Tonight" first went on TV in September, 1954.

CBS Maps Program Changes for Fall Days

NEW YORK, March 10.—A number of CBS daytime programming changes are on tap for next season as part of the web's plans to revamp and strengthen its entire roster.

Reportedly slated for axing is the Robert Q. Lewis 2-2:30 p.m. across-the-board show, which CBS has been having a lot of trouble selling. Also being eyed for a programming change is the 1-1:30 p.m. time slot, currently occupied by Jack Paar.

The early morning Will Rogers Jr. show, which just hit the air a few weeks ago, hasn't met with overwhelming acclaim, but feeling at the web is that it hasn't had time to prove itself one way or the

NBC Allows Bishop Drop From "Life"

NEW YORK, March 10.—NBC-TV has allowed Hazel Bishop to exit from alternate sponsorship of "This Is Your Life," first sponsored by this client Wednesday evenings 10-10:30 p.m. Procter & Gamble, now the alternate-week client on the show, will sponsor the package weekly thru September, 1957.

Bishop did not agree with NBC's policy of programming kines of the show during the summer months. The advertiser, who has had disagreements with the network, is reportedly conferring on some new shows for next fall.

other. The network apparently aims to concentrate initially on building up the time slots currently occupied by Lewis and Paar.

As reported previously (The Billboard, February 11), the web has hopes of building Johnny Carson into a strong daytime personality, and chances are he may wind up next season in one of these two time slots.

Carry Moore, one of the web's strongest daytime personalities, is reportedly planning to take a long vacation this summer. CBS may put another program into Moore's time slot for the summer and if it shows signs of strength give it a fall berth.

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see page 36

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Brief & Important

GE INTERESTED IN HALF OF 'EARP' FOR FALL . . .

General Electric has displayed interest in picking up half of "Wyatt Earp" on ABC-TV next fall. It is not known which of the current clients, General Foods or Parker Pen, would surrender its alternate-week sponsorship.

RED BUTTONS MAY SUB FOR 'HOWDY,' LEE . . .

Red Buttons is being considered as the summer replacement for "Howdy Doody" and Pinky Lee on NBC-TV. The package has been presented by Goodson and Todman.

WHITEHALL MAY HAVE TO STAY ON 'HAYRIDE' . . .

Whitehall Pharmacal wants to move out of its alternate-week sponsorship of "Midwestern Hayride," Wednesdays 10:30-11 p.m. on NBC-TV. Unless the network finds a client, however, the sponsor will have to stay with the show, because its contract runs to the summer.

REVLON MAY NEED HELP ON 'BEAUTIFUL GIRL' . . .

C. J. La Roche is said to be looking for a client to go alternate weeks on "The Most Beautiful Girl in the World," the agency-developed show which Revlon is said to be readying for next fall. Prime target is Warner Brothers, ladies' undergarments.

KENT, REVLON HUNT NEW '64G' CHALLENGE' MC . . .

Kent cigarettes and Revlon are looking for an emcee for "The \$64,000 Challenge," which goes into Sundays, 10-10:30, on CBS-TV in April. Mike Stokely and Tom Brown are said to be under consideration.

TOLUCA PRODUCTIONS GETS 'RED SPARROW'

TolUCA Productions, company owned by William Holden, last week acquired rights to a second property intended for a TV series. Title is "The Red Sparrow," an adventure yarn authored by Charles Ruffer. TolUCA recently purchased "English Coronets" for use as a TV series.

KTTV ACQUIRES SC FEATURES

Station KTTV, indie which has built ratings and reputation on TV film programming, Saturday (10) pulled a major switch by buying the complete Screen Gems block of 104 features. It's believed that the purchase marks the largest single feature transaction by any West Coast TV channel. Station execs said they were not yet certain as to how the pix would be programmed, and to what degree it would affect their TV film purchases. Altho no price was announced, it's believed to be in the neighborhood of \$750,000.

BY THE WEEK

CBS Puts TV Writers On Payroll

NEW YORK, March 10.—The weekly pay check has come to TV writers. CBS-TV is now offering a select number of video writers firm three-year pacts at \$12,500 each year.

They are to produce five scripts each year for the network, which means they will be paid \$2,500 per script. But they are paid on a weekly basis to make for a certain measure of security. Among the writers recently signed are Harry Junkin, Alvin Sapinsky and Loring Mandel.

'64G' Time Switch Poser

NEW YORK, March 10.—Revlon is said to be opposing the CBS-TV network's desire to shift "The \$64,000 Question" from 10-10:30 p.m. Tuesdays to 9. The move would be made to beef up the CBS Tuesday programming, so that the show's strength would be communicated to other show's earlier in the evening.

Such a switch, however, would have repercussions on other networks. It would make the alternate 9:30-10:30 hour on NBC-TV where Pontiac will cancel "Playwrights '56" very valuable for a client. And it might cool off General Electric's desire to purchase Tuesday at 9 p.m., on ABC-TV, a time-period it is reportedly interested in.

Ed Madden Joins Latex as Veepee

NEW YORK, March 10.—Ed Madden has joined International Latex as veepee and special consultant on TV advertising. The client is reportedly readying at

Film Programs Help ABC's Slow, Steady Station Clearance Progress

Outlets Needed for Top Stature; Series Line-ups Biggest; There's a M'kt Limit

NEW YORK, March 10.—Slow and steady progress is being made by ABC in the field of station clearance, which still remains a major stumbling block in the network's attempts to reach equal status with NBC and CBS.

There's no doubt that the web's billings and stature would skyrocket faster and farther than it has to date if the network could more easily deliver to advertisers all the markets they would like.

As it is, ABC's embracement of filmed programs has made it possible, because of the fact that film shows can be aired on a delayed basis more readily than live shows, for the web to obtain impressive station line-ups for many of its shows. Its ability to do this has brought many advertisers to the network who two years ago wouldn't have given ABC a second glance. The collapse of the Du Mont network, too, undoubtedly helped its clearance problem.

The process of clearing difficult markets, however, is still a slow and laborious process for the web. Its current impressive station line-ups on many of its shows have been built up only gradually. The gains it has made, however, over the past year have been impressive in many areas.

Film Line-ups

For instance, "TV Reader's Digest" jumped from a line-up of 52 stations in January, 1955, to 86 stations in January, 1956, to increase its Nielsen coverage factor from 73.8 to 83.7. "Rin-Tin-Tin's" line-up jumped from 61 stations last year to 93 stations this year, increasing its coverage factor from 76.3 to 84.2. "Du Pont Theater" last year had only 44 stations. This January, it was reaching 82 outlets, which brought its coverage factor up from 69.5 to 82.9.

Last January, only two ABC shows — both film — were able to

boast coverage factors of over 90. They were "Disneyland," with a coverage factor of 95.3, and "Ozzie and Harriet," with a coverage factor of 92.8. This year, the web has five shows—two of them live—with coverage factors of over 90. These are "Disneyland," whose coverage factor hit 96.7 in January; "Break the Bank," with a coverage factor of 91.5; "Masquerade Party," 91.1; "Mickey Mouse Club," 91.0, and "Make Room for Daddy," 90.1.

Station Limit

The gains that ABC has made this year will be the starting point for further progress the web will undoubtedly make next season. But there is a limit, imposed on it by the limited number of stations available in certain key markets, beyond which it cannot go. Its progress beyond this point will have to depend on moves by the Federal Communications Commission to open up more channels in these blocked markets. ABC, of course, is doing its best to point up its dilemma to the FCC and is applying heavy pressure for fast action to alleviate its problem.

Clients Eye NBC Grid, Altho Price Not Set

NEW YORK, March 10.—Even before setting a price on its college football package, the NBC-TV network has aroused considerable sponsorship interest in the property. Two of the interested advertisers are Gulf Oil and Sunbeam. Two clients who sponsored last season's football, White Owl cigars and Crosley-Avco, are also making bids. If Gulf buys the sport, it would be up to the Rocky Mountains, beyond which it has no distribution.

The network, however, is also trying to put together a sports package consisting of college football and college basketball which would run about 20 weeks and give sports-minded clients some continuity of advertising. It would obviously favor the sponsorship of such advertisers in its college football package.

The National Collegiate Athletic Association is receiving well over the \$1,250,000 price of 1955. The package includes eight nationally televised games and five

to be presented regionally. NBC should also have little trouble in disposing of pre and post-football programs. Its 1955 college football was very successful commercially, and a lush source of revenue even to the stations which used it for co-op sale.

Sponsors May Quit 'Mickey'

NEW YORK, March 10.—A considerable amount of unrest has been reported among advertisers sponsoring ABC's "Mickey Mouse Club," despite the phenomenal ratings being pulled in by the show.

The major reason for the sponsors' discontent, according to the reports, is that they feel there are too many commercials being aired on the show. Stations, they feel, are being given too many station breaks which give the show the appearance of being all but saturated with commercials. As a result of the number of commercials aired during the hour for different products, the network sponsors feel that their own commercials lose a great deal of their effectiveness.

ABC's president, Bob Kintner, reportedly is attempting to work out the problem with the stations and advertisers involved. Among the bankrollers rumored to be considering giving up the show are Mars, Coca-Cola and Welch's Grape Juice. A reported 30 per cent hike in the program cost of the show for next season may be another factor that is making the show's advertisers unhappy.

ABC May Expand Day Programming

NEW YORK, March 10.—ABC-TV's daytime programming line-up will be expanded next season if current negotiations with an undisclosed bankroller for sponsorship of two quarter-hour shows in the 2:30-3 p.m. time period are successfully concluded.

The web's only daytime programming this season has been between 3 and 6 p.m. ABC is also considering the possibility of programming the 10 a.m.-12 noon period with new fare next season.

RESTLESS PEOPLE

Alexander (Bink) Dannenbaum Jr., assistant manager of WRCV-AM-TV, Philadelphia, has been appointed national sales manager of Westinghouse Broadcasting Company. Dannenbaum succeeds Eldon Campbell, who resigned last week. Keith Kiggs, administrative assistant to George B. Storer, president of Stoner Broadcasting, and Ewald Kockritz, director of programming for over-all Stoner Company, were elected vice-presidents at a recent meeting held in Miami. John B. Soell, formerly H-R Television representative, has joined WISN-TV, Milwaukee, as director of television.

Mort Schwartz, TV talent agent with Henry C. Brown, Inc., is resigning from the agency March 16. He formerly had been with the William Schuller office. . . .

J. Mitchell (Mike) Jablons has joined the press department of Ted Bates & Company. He was formerly public relations counsel for the Blue Cross Commission of the American Hospital Association. . . .

Harvey Marlow, one-time executive producer of all ABC-TV shows, has been signed by producer Sid Luft as associate producer of the Judy Garland show, CBS-TV special event telecast, to air April 8. . . . Theodore Granik, radio-TV producer, has completed plans to produce a new TV series entitled "The Living Story," featuring Charles Francis (Socker) Coe, writer and raconteur.

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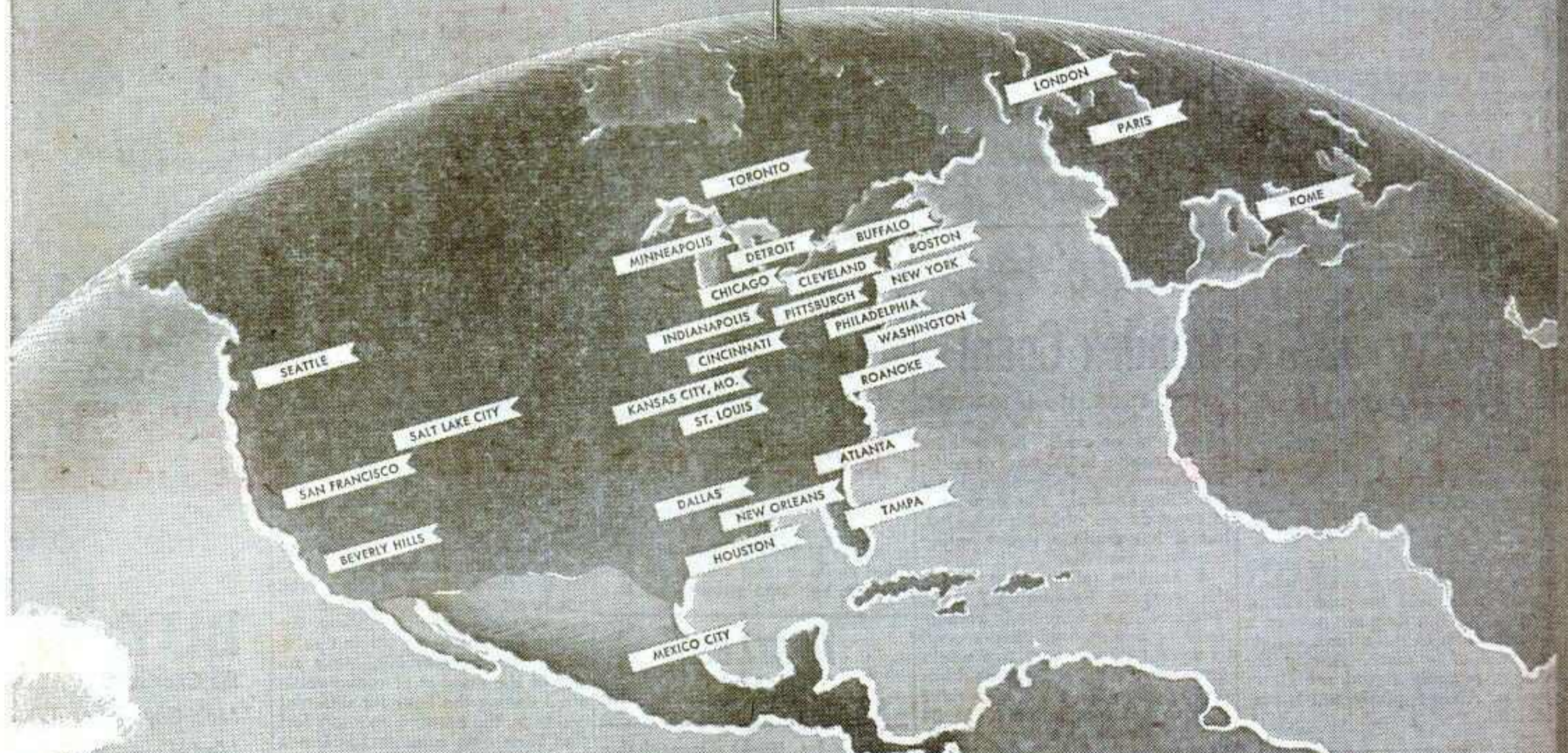
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Circulations.

now for 1956...



america's no. 1 distributor of television film programs



serving you with **30** offices . . .

TV's finest film series!

coming—3 great new series made expressly for syndication!

HERE'S THE FIRST!

it's going to be a great year for the local and regional buyer!



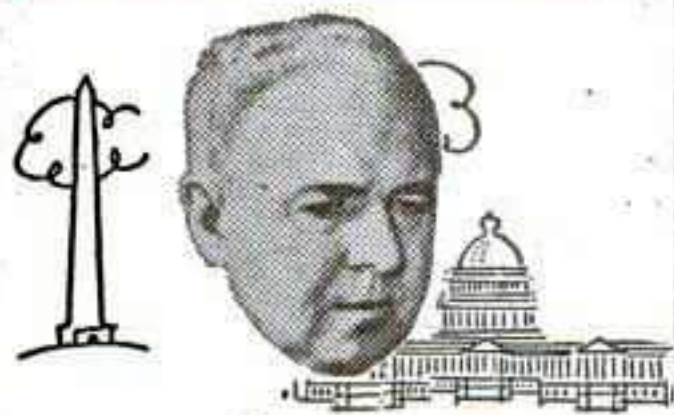
THE
Rosemary
Clooney
SHOW

Most expensive, most talented, most IMPORTANT new TV film series ever offered for syndication! 39 stunning half hours . . . immediately available . . . featuring current hit songs in every show!


ALREADY SOLD to FOREMOST DAIRIES, Inc. IN 57 CITIES

This series will not wait—call MCA today!


GET READY FOR A BOOST IN SALES!
 these **MCA TV** shows attract the biggest audiences . . .



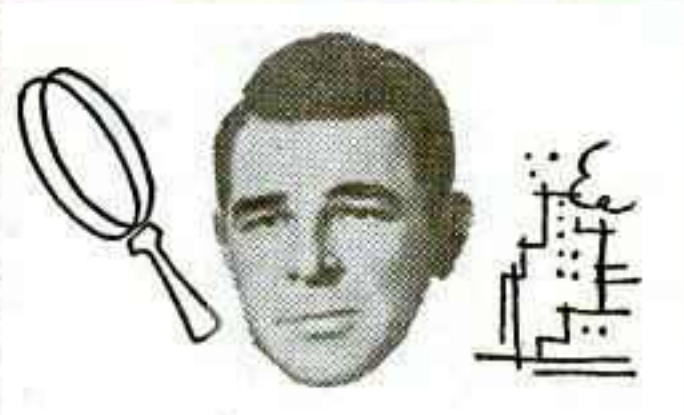
WALTER GREAZA
FEDERAL MEN
 39 half hours



Western Features Starring
GENE AUTRY
 56 hour-long features




PRESTON FOSTER
WATERFRONT
 78 half hours



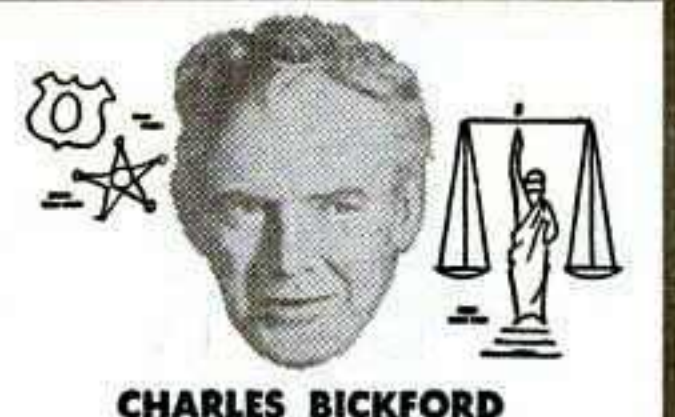
ROD CAMERON
CITY DETECTIVE
 65 half hours




GUY LOMBARDO
 and his **ROYAL CANADIANS**
 78 half hours




THE RAY MILLAND SHOW
 76 half hours




CHARLES BICKFORD
MAN BEHIND THE BADGE
 39 half hours




THOMAS MITCHELL
MAYOR OF THE TOWN
 39 half hours



JOHN HOWARD
DR. HUDSON'S SECRET JOURNAL
 39 half hours




LOUIS HAYWARD
THE LONE WOLF
 39 half hours




Western Features Starring
ROY ROGERS
 67 hour-long features



FAMOUS PLAYHOUSE
 Over 250 half hours



BILL WILLIAMS
ADVENTURES OF KIT CARSON
 104 half hours




HEART OF THE CITY
 91 half hours




PLAYBILL
CURTAIN CALL
 39 half hours



ALAN HALE, JR. RANDY STUART
BIFF BAKER, U.S.A.
 26 half hours




MARK STEVENS
HEADLINE
 39 half hours



PAUL HARTMAN
PRIDE OF THE FAMILY
 40 half hours



ROCKY JONES,
SPACE RANGER
 39 half hours



PLAYHOUSE "15"
 78 quarter hours

only **MCA TV** has a show for every product, every market, every budget!
 only **MCA TV** has award-winning merchandising, advertising and publicity!



THE BILLBOARD'S
**18th ANNUAL
 PROMOTION COMPETITION**

For the best audience promotion of programs
 by networks, stations and distributors

Bigger the Mart, Better the Job, Say Competition Judges

Quality, Quantity Correlative to FCC Breakdown on Size of Markets

The bigger the market the better the entries submitted in The Billboard's 18th Annual Promotion Competition. That was the opinion expressed by the judges at the reviewing and voting session held Monday, February 20 at the Advertising Club in New York.

The station entries were categorized according to the number of stations in the market as allocated by the Federal Communications Commission. This breakdown, of course, roughly parallels the population of the markets. Aside from quality considerations, the number of entries submitted from single-channel markets was proportionately behind the total number of such markets in the country.

Slightly over 100 TV stations submitted entries in this year's promotion competition. That is ap-

proximately 20 per cent of the stations in the U. S. It is twice as many stations as entered the last time the competition was run on a presentation basis, two years ago. (Last year promotion awards were given on the basis of an industry-wide vote.)

Triple Grouping

The stations submitted presentations of audience promotion campaigns they carried out in 1955 on individual programs. The presentations were grouped according to whether the programs covered were network, local or film.

For the first time in the history of the promotion competition, the TV film distributors this year were invited to participate, and their entries drew special praise from the judges. It was said that the over-all quality of their entries was outstanding, that they displayed leadership and originality in their promotion work and showed a keen sense of what sponsors want and need.

In a number of ways the results of the promotion competition reflect the current trends in programming. For example, it was expected that distributors' entries would concentrate on the promotion kits that are the staple of syndication. But this thought overlooked the current concentration on national sales in the TV film industry. As it turned out, two of the top five

entries concerned the distributors' efforts on behalf of network film programs.

Feature Films

Feature films got a good ride from the stations in this competition. About 20 per cent of the station entries on film programs concerned movies. And the "Million Dollar Movies" was one of the few recurring titles in the list of winners, as well as the list of total entries.

The spectaculars, oddly enough, were not the subject of many entries. One submission from a single-channel market concerned the "Ford Star Jubilee"; one from a two-channel market concerned "Producers' Showcase," and that was all.

Of the three networks, CBS seems to have made the best showing on the whole, tho by a fairly narrow margin. The networks themselves were not asked to submit presentations. But the judges, all TV and promotion executives of leading sponsors and ad agencies, were asked to vote for the top promotion network in 1955 on the basis of their own knowledge and experience.

In this vote CBS topped NBC by a scant few votes.

CBS also had a good showing in the station category. CBS programs were the subject of more of

(Continued on page 7)

THE WINNERS

18th Annual Promotion Competition

NETWORKS

- CBS-TV** PRES. J. L. VAN VOLKENBURG
PROM. DIR.: JOHN COWDEN
- NBC-TV** PRES.: ROBERT SARNOFF
PROM. MGR.: JOHN PORTER
- ABC-TV** PRES.: ROBERT KINTNER
PROM. DIR. GENE ACCAS

STATIONS

Promotion of Network Programs

• Markets of 4 or More Stations

- WCBS-TV, New York**
Gen. Mgr.: Sam Cook Digges
Prom. Mgr.: Robert G. Patt

• 3-Station Markets

- WCCO-TV, Minneapolis**
Gen. Mgr.: F. Van Konynenburg
Prom. Mgr.: Gene Godt
- KMBC-TV, Kansas City, Mo.**
Gen. Mgr.: John T. Schilling
Prom. Mgr.: Donald D. Davis (first vice-president)
- KCCC-TV, Sacramento**
Gen. Mgr.: Ashley Robison
Prom. Mgr.: Eleanor Fait

• 2-Station Markets

- WGBS-TV, Miami**
Gen. Mgr.: Walter Koessler
Prom. Mgr.: Bob Nashick
- WAFB-TV, Baton Rouge, La.**
Gen. Mgr.: Tom E. Gibbens
Prom. Mgr.: Grace McElveen
- KOMO-TV, Seattle**
Gen. Mgr.: W. W. Warren
Prom. Mgr.: Margaret Frey

• 1-Station Markets

- WTRF-TV, Wheeling, W. Va.**
Gen. Mgr.: Robert W. Ferguson
Prom. Mgr.: Greg Van Camp
- KELO-TV, Sioux Falls, S. D.**
Gen. Mgr.: Evans A. Nord
Prom. Mgr.: Marcia Daughtry
- WSTV, Steubenville, O.**
Gen. Mgr.: John J. Laux
Prom. Mgr.: Bill McClinton

Promotion of Local Live Programs

• Markets of 4 or More Stations

- (Tie) **WBKB, Chicago**
Gen. Mgr.: S. C. Quinlan
Prom. Mgr.: Ell Henry
- (Tie) **WCBS-TV, New York**
Gen. Mgr.: Sam Cook Digges
Prom. Mgr.: Robert G. Patt
- KTTV, Los Angeles**
Gen. Mgr.: R. A. Moore
Prom. Mgr.: Jack O'Mara

• 3-Station Markets

- WBNS-TV, Columbus, O.**
Gen. Mgr.: Richard A. Borel
Prom. Mgr.: Barbara Haddox
- WTVN, Columbus, O.**
Gen. Mgr.: J. W. McGough
Prom. Mgr.: Sue Sternberg
- (Tie) **WEWS, Cleveland**
Gen. Mgr.: James C. Hanrahan
Prom. Mgr.: Donald L. Perris
- (Tie) **KSI-TV, Salt Lake City**
Gen. Mgr.: D. Lennox Murdoch
Prom. Mgr.: A. Richard Robertson
- (Tie) **WISN, Milwaukee**
Gen. Mgr.: I. E. Showerman
Prom. Mgr.: C. J. Lanphier

WEB BESTS

Judges Prefer
**CBS; NBC,
 2d; ABC, 3d**

The CBS-TV network does the best job of promotion. This was the consensus of the judges in The Billboard's 18th Annual Promotion Competition. Second place winner was NBC-TV, which was not far behind, with ABC-TV ranking a distant third. The judges' decision was based on their observations of the promotion work of the networks thruout the year. The networks were not asked to submit presentations of their work.

There were many reasons given for the CBS preference. One of the execs at an agency stated that the web was "most co-operative with agency planning and most creative, with network audience building." Another gave the nod to CBS because of "constant promotion on the air thruout the day." He also maintained that its "special sock ads for special occasions have been most impressive." A third, the advertising manager for a top network sponsor, felt that the CBS promotion work was proved by the strong ratings of its shows.

There were fewer specific comments as to the promotion work done by NBC. One top promotion executive, a veteran in the field, however, pointed out that NBC's promotion was "consistently good" and that the web was "extremely co-operative." An interesting assessment of ABC's promotion activity was made by another of the judges who wrote that "ratings have been gained by publicizing shows via newspaper and on the air plugs to make some of their marginal time periods valuable."

WEB PROGRAMS

WCBS, WCCO and WGBS, WTRF Win

The network program category of The Billboard's 18th Annual Program Competition was noteworthy for the quality of the entries and the revelation of the promotion bid made by so many of the stations. First place winners for their promotion of network shows were WCBS-TV, New York, in the markets of four stations or more; WCCO-TV, Minneapolis, in three-station markets; WGBS-TV, Miami, in two-station markets, and WTRF-TV, Wheeling, W. Va., in the one-station markets.

KMBC-TV, Kansas City, Mo., and KCCC-TV, Sacramento, were second and third respectively in three-station markets. WAFB-TV, Baton Rouge, La., and KOMO-TV, Seattle, were the second and third place victors in the two-station markets. And in one-station markets, the runnerup was KELO-TV, Sioux Falls, S. D., with WSTV, Steubenville, O., right behind.

The WCBS-TV entry was outstanding for its promotion of "Miracle on 34th Street," presented over the "20th Century-Fox Hour" during the Christmas season. It

featured a tie-in with Gimbels and Macy's which rated plenty of newspaper space in the dailies.

"Big Pay-Off"

The WCCO victory was based on its promotion of "The Big Pay-Off" which came to town for the Minneapolis Acquatenial Swim Show. It drew the attention of the city for an entire week. Results for the sponsor, as shown by orders for Colgate products were nothing short of phenomenal.

Right on its heels in the voting was KMBC, which had as its problem the publicizing of then unknown show, "Wyatt Earp," and did the job magnificently. Hugh O'Brien, the star, was invited there for a frontier parade, and the support of the State was behind the promotion.

Another ABC show, "The Mickey Mouse Club," got the benefit of a tremendous ballyhoo engendered by UHF'er KCCC. This promotion was linked to schools and featured teaching aids. One of the judges termed it a "tailored ap-

(Continued on page 8)

LOCAL LIVE SHOW 1STS

WBKB, WCBS Tie; WBNS, KIMA, KOMO Top in Class

How extensive audience promotion campaigns on local shows can pay off, not only in heightened ratings but also in good will from the public, was demonstrated by many of the TV stations who won awards in The Billboard's 18th Annual Promotion Competition.

In the competition among outlets located in markets with four or more stations, WBKB, Chicago, and WCBS, New York, tied for first place. WBKB's promotion of Norman Ross and his show, "This Is the Day," resulted in such widespread acceptance of this personality that the station gave Ross additional shows to do, thus increasing his time on the air from 50 minutes a week to eight hours and 50 minutes a week. This also made Ross one of the city's best liked local personalities.

WCBS' campaign following the launching of its 11 p.m. "Ron Cochrane and the News" effectively challenged WRCA-TV's heretofore dominant position in the 11 p.m. news competition. As a result of the WCBS campaign, Cochrane's audience soon equaled that of the competing news show.

WBNS-TV

Among stations located in three-station markets, the extensive job that WBNS-TV, Columbus, O., did in promoting the presentation of a statue of Christopher Columbus to the city of Columbus by the city of Genoa, Italy, won for WBNS a first-place award. The station's campaign, which reached across international boundaries in its fostering of good will, was climaxed by a telecast of the statue's unveiling. The show pulled an American Research Bureau rating that almost doubled that of its closest network competitor, NBC's "Caesar's Hour."

First-place award among stations in two-station markets was won by KOMO-TV, Seattle, for

its audience promotion campaign on behalf of "Mother Goose of Magic Island." One of the keynotes of that campaign was a heavy schedule of personal appearances by the star of the show, who averaged two p.a.s per week at such spots as department stores, the Junior Chamber of Commerce children's parties and other gatherings where the small fry would turn out in abundance.

KIMA-TV First

In the competition in one-station markets, the judges voted KIMA-TV, Yakima, Wash., first place for its audience promotion on behalf of Uncle Jimmy's "Clubhouse Gang," a campaign that climaxed by an annual grand picnic for the community's small fry.

Other top winners in the promotion competition included KTTV, Los Angeles, which won third place in the four-or-more-station-market category for promotion of its live telecast of the Salk Polio Vaccine Conference, which the station made special arrangements to telecast live from Ann Arbor, Mich., on the morning of April 12.

Second-place winner among the three-station-market entries was WTVN, Columbus, O., which the judges felt did an outstandingly creative job in promoting its daily morning "Romper Room" show.

A three-way tie vote for third-place winner in the three-station category was shared by KSL-TV, Salt Lake City, which launched a new kid show, Engineer Ron's "Fun Time Express," against a strong competitive kid show, and then promoted it strongly enough so that it pulled an average of 15.9 ARB rating two months after its premiere. The WEWS-TV, Cleveland, entry, making use of contests and other promotional activities on behalf of "Tip Top Cartoon Club," hiked the program's Telepulse rating from a 5.0 to 8.8, and WISN-TV, Milwaukee, whose January Poliothon promotion and the handling of a contest on when its new tower would be completed won it recognition of the promotion competition judges.

WICU's Second

A month-long "Name the Pony" contest held by WICU, Erie, Pa., on behalf of one of its shows, earned for that station the second-place award in the competition in two-station markets. Tied for third place in this category were WTTV, Indianapolis, for its campaign promoting its Indiana University basketball games, and WCBS-TV, Miami, which put on closed circuit TV demonstrations, where the public could see themselves on TV, and set up tie-ins with department stores for promotion of its shows.

For its campaign on behalf of its "What's Cookin'" show,

WIBW-TV, Topeka, Kan., won second place among the one-station market contestants. The station ran a highly promoted "send in your best recipe" contest, the winner of which was treated like a community hero. Third place in this category was copped by WPFH, Wilmington, Del., for the campaign it put on in behalf of its collegiate basketball telecasts.

Station Entries Follow in Part Web Examples

The judges' selection of the top network for audience promotion is paralleled to a degree by the station entries. The winning network was CBS. And the greatest number of station entries in the network program category were on CBS shows. However, among the winning entries it was a dead heat between CBS and NBC shows. There were two each among the first-place awards. Going down to third place, CBS and NBC had four each among the winning promotions.

Two of the station awards were for daytime shows, "The Big Pay-Off" (CBS) and "Home" (NBC).

The station entries revealed virtually no concentration of promotion forces on any particular network shows. In fact, only three shows were the subjects of as many as two entries. They were "Disneyland," "Mickey Mouse Club" and "The Lone Ranger."

WCAU Launches 9-Week Contest On 'Susie the Sec'

WCAU-TV, Philadelphia, is staging a giant "Susie the Secretary" contest for the show it debuted last week, 6-6:30 p.m. across the board. Over the next nine weeks, 75 per cent of the station's on-the-air plugs will be for the contest.

Gimbel's department store is tying into the promotion in its ads and window displays. The store is also making available some of the prizes. The winner, who will be elected by viewers from five nominees chosen by a distinguished board of judges, will get a trip to California.

Bob Pryor, WCAU's promotion manager, conceived the contest and worked it out with the help of Television Programs of America, the show's distributor. The station is advertising the "Susie" contest in newspapers thruout this territory.

Judges Say

Continued from page 6

the station displays than those of the other two networks. Among the winners, CBS was even up with NBC.

Another feather in the CBS cap was the fact that its New York flagship, WCBS-TV, was the only station to win two first-place awards.

In a luncheon discussion among the judges it was observed that too many of the entries lacked the organization and cohesion that might have made their promotion stories more impressive. Too many of them, it was said, failed to state their specific objectives at the outset and then failed to prove the results of their campaign at the conclusion. And in too many of the presentations the original ideas were buried midst of mass of routine promotion work, it was argued. It was suggested that their entries in the future should emphasize inventiveness and creative thought.

2-Station Markets

- KOMO-TV, Seattle**
Gen. Mgr.: W. W. Warren
Prom. Mgr.: Margaret Frey
- WICU, Erie, Pa.**
Gen. Mgr.: Ben McLaughlin
Prom. Mgr.: Jack Schumacher
- WTTV, Indianapolis**
Gen. Mgr.: Robert Lemon
Prom. Mgr.: Keith Wilson
- WGBS-TV, Miami**
Gen. Mgr.: Walter Koessler
Prom. Mgr.: Bob Nashick

1-Station Markets

- KIMA-TV, Yakima, Wash.**
Gen. Mgr.: Thomas Bostic
Prom. Mgr.: Ed Morrissey
- WIBW-TV, Topeka, Kan.**
Gen. Mgr.: Ben Ludy
Prom. Mgr.: Vic Boutwell
- WPFH, Wilmington, Del.**
Gen. Mgr.: David Kaigler Jr.
Prom. Mgr.: Wm. J. Conran

Promotion of Film Programs

Market of 4 or More Stations

- WRCA-TV, New York**
Gen. Mgr.: Hamilton Shea
Prom. Mgr.: Max Buck
- KBTW, Denver**
Gen. Mgr.: Joseph Herold
Prom. Mgr.: Wm. G. Walker
- WOR-TV, New York**
Gen. Mgr.: Gordon Gray
Prom. Mgr.: Robert J. Sullivan
(Tie) **KLZ, Denver**
Gen. Mgr.: H. B. Terry
Prom. Mgr.: Harold Storm

3-Station Markets

- WBZ-TV, Boston**
Gen. Mgr.: F. A. Tooke
Prom. Mgr.: E. J. Muriaty
- WCCO-TV, Minneapolis**
Gen. Mgr.: F. Von Konynenburg
Prom. Mgr.: Gene Godt
- KMBC-TV, Kansas City, Mo.**
Gen. Mgr.: John T. Schilling
Prom. Mgr.: Donald D. Davis (first vice-president)

2-Station Markets

- WREX-TV, Rockford, Ill.**
Gen. Mgr.: J. M. Baisch
Prom. Mgr.: Chuck Olson
- WICU, Erie, Pa.**
Gen. Mgr.: Ben McLaughlin
Prom. Mgr.: Jack W. Schumacher
- WOW-TV, Omaha**
Gen. Mgr.: Frank P. Fogarty
Prom. Mgr.: Robert Seitzer

1-Station Markets

- KTVH, Hutchinson, Kan.**
Gen. Mgr.: H. O. Peterson
Prom. Mgr.: Dale Larson
- KTEN, Ada, Okla.**
Gen. Mgr.: Bill Hoover
Prom. Mgr.: Helen Moreland
- WGEM-TV, Quincy, Ill.**
Gen. Mgr.: Joe Bonansinga
Prom. Mgr.: Ellen Tripp

FILM DISTRIBUTORS

PROMOTION OF A SINGLE SERIES

- Ziv Television Programs**
Pres.: John Sinn
Prom. Dir.: Mel Bernstein
- Screen Gems**
Gen. Mgr.: Ralph Cohn
Publ. Dir.: Frank Young
- NBC Television Films**
Vice Pres.: Carlton Stanton
Prom. Dir.: Jay Smolin

PROMOTION OF A FEATURE FILM PACKAGE

- National Telefilm Associates**
Pres.: Ely Landau
Prom. Dir.: Martin Roberts
- ABC Film Syndication**
Pres.: George Shupert
Prom. Dir.: Lee Francis

PROMOTION OF ENTIRE CATALOG

- Television Programs of America**
Pres.: Milton Gordon
Publ. Dir.: Jerry Franken
Merch.: Martin Stone

W'KLY FEATURE ON PROMOTION

Detailed descriptions of the promotion campaigns that drew top honors in The Billboard's 18th Annual Promotion Competition will be given in a weekly feature that will begin in the next issue of The Billboard. The feature will be titled "Top Show Pluggers." Each week's installment will cover the campaign contained in a single outstanding competition entry.

In view of the high caliber of entries in this year's competition, "Top Show Pluggers" should prove a valuable bank of ideas for promotion executives at stations and agencies.

Six Outlets Win Double Awards in Competition

A number of stations—six to be specific—proved in The Billboard's 18th Annual Promotion Competition that a topflight team was a topflight team regardless in what area it worked.

A prime example is the job done by WCBS-TV, New York, whose promotion stories in its entries earned high praise from the judges. The station won first place for promotion of a network program and a tie for first for promotion of a local show. It was the only station to win two first-place awards. Both were in the four-or-more channel division of the Competition.

In the three-channel market, two outlets—WCCO-TV, Minneapolis, and KMBC-TV, Kansas City, Mo., proved as potent as two double-barreled shotguns. The Minneapolis station landed its first shot with a first place for its job on a net-

work program, and its second round brought down a second place in the film division. KMBC, with a little shorter gauge, downed a second place on the network level and a third for film promotion.

The hottest promotion teams seem to have been in the two-channel market category. Here three stations pulled multiple honors down on their own heads.

WGBS-TV, Miami, walked off with the best in class for network program promotion and tied for third on the local level. KOMO-TV, Seattle, was the winner of the local show promotion honor, but bowed to two opponents to take third on its network job. WICU, Erie, Pa., evened its marks with a second place on the local level for both live and film program promotion.

Superior Entries Show Distributor Leadership in Program Promotion

Ziv Noses Out Screen Gems; NBC, TPA, MCA Also Lauded at 18th Annual Billboard Judging

The TV film distributors drew special praise from the judges in The Billboard's 18th Annual Promotion Competition. Said Hal Davis, vice-president and promotion director of Kenyon & Eckhardt, "A great display! This category seems to lead the way in promotion. They show a keen sense of what clients want and need." A couple of the judges expressed regret that the station entries on film programming did not show greater use of the promotion materials supplied by the distributors.

Ziv-TV edged out Screen Gems for the top award in the distributor category. Their entries took entirely different slants.

Ziv sent in complete packages of promotion materials on five of the syndicated shows it had in production last year.

Screen Gems sent in a portfolio outlining the publicity campaign it staged to get "Father Knows Best" back on network after the show was canceled by Kent Cigarettes.

Not far behind these, in the opinion of the judges, was the entry submitted by NBC Television Films. This was a gimmick entry. Essentially it told the story of the extensive pre-debut exploitation of "Steve Donovan, Western Marshal," which tied in local stations' cowboy personalities. The gimmick was that the presentation specifically told how NBC Films made a fan of seven-year-old Debbie Davis of Toledo, O. The title on the presentation was "The Capture of Debbie Davis."

There was another tight race for fourth place between Television Programs of America and MCA-TV. TPA copped this place with a presentation on its promotion of "Lassie," which put special emphasis on the Treasury Department tie-in for defense bond sales. MCA's entry told the complete

story of its promotion of "Dr. Hudson's Secret Journal." It submitted a separate volume on the "Tim Contest," a nation-wide talent hunt for a lad to play an important featured role in the series. The contest was jointly sponsored by TV Guide.

It is interesting to note that two of the top five awards were for distributor promotions of network rather than syndicated shows.

Aside from the awards for promotion of individual series, there was a separate category for promotion of an entire catalog. In designating this category, The Billboard had in mind the work done by distributors in support of library deals. Ironically, the award was won by a distributor that has never made a specialty of library sales, TPA.

The TPA entry in this category reviewed the extensive merchandising that this distributor does in conjunction with Stone Associates on every one of its shows. It included samples, such as T shirts and wallets. In this connection, the entry also described TPA's Hats Off! promotion at last year's National Association of Radio and Television Broadcasters' convention. It also made special mention of the "Showmanship Section" in each one of its promotion kits. This is a separate brochure of exploitations and stunts pertinent to the show involved.

What seemed to impress the judges most about the mammoth Ziv entry was its completeness. The materials on each show were accompanied by a covering letter listing all the items, and each letter ran into three pages, single space. But the judges were not unaware of the novelties in the Ziv entry. Special note was made of Ziv's "Enthusiasm" kits, which it put out on its three latest releases. These outline campaigns by which

the sponsors can get their own employees excited about their TV vehicle. There was also praise for the public service tie-ins suggested for "The Man Called X" and other shows.

Screen Gems

The Screen Gems entry was strictly a publicity campaign. It pointed out the delicacy of the problem the distributor faced in the Kent cancellation of "Father." To make the public aware of the situation, the SG press department could not rely on standard publicity procedure. Its campaign had to be, and was, personal and subtle. The entry contained an extensive display of clippings from the many columnists who threw their support behind the show.

Commented one judge on the "Father" campaign, "This, I feel, is an inspiring example of how the conviction that you've got a good show—when you have—can overcome the fickleness of sponsors under the influence of a slight drop in rating. The ratings and the satisfaction of the present sponsor are evidence that it was worth carrying 'Father's' case to the press and public."

STATION PIX

Features a Big Part of Promotion

Feature films played an important role in the category covering station promotion of film programming. A little less than 25 per cent of the entries in this category were devoted to movies.

The "Million Dollar Movie" title was a two-fold winner. It won third place for WOR-TV, New York, in the big-market category. It won third place for WOW-TV, Omaha, in the two-station markets. It is estimated that about 60 stations around the country are now using some kind of "Million Dollar" handle on its feature films.

Another feature film winner in The Billboard's 18th Annual Promotion Competition was WCCO-TV, Minneapolis, which took second place in three-station markets for its job on the Autry-Rogers pictures.

promotion presentation. Each page giving the sales pitch on a picture was actually a pocket in which were the press materials for that particular picture.

STATION FILM PROMOTION

WRCA, WBZ, WREX and KTVH Best of Fine Entries

The category covering station promotion of film programming in The Billboard's 18th Annual Promotion Competition was noteworthy for many fine entries in most of the market subdivisions. The winners can be the most justly proud of the judges' selections in a field marked by so many top promotion jobs.

In markets of four channels or more, WRCA-TV, New York, outwitted its opponents by making New York over into "Gildersleeve City." The outlet made extensive use of every media possible to plug its opening of "The Great Gildersleeve." KBTV, Denver, called in the marines to win second place. The KBTV promotion was centered on "Uncommon Valor" with a natural tie to Marine recruiting. WOR-TV, New York, and KLZ-TV, Denver, tied for third on the judges' tally. WOR-TV touted its "Million Dollar Movies" for successful results, and KLZ made "Long John Silver" popular far from the seven seas. KTTV, Los Angeles, placed fourth with its promotion of "Highway Patrol," and WCBS, New York, was fifth

on its job for its "Early" and "Late Show."

3-Channel Mkt

In the three-channel voting it was nip and tuck, with WBZ-TV's humorous campaign on "Jungle Jim" barely nudging WCCO-TV's ballyhoo on the Roy Rogers-Gene Autry Westerns back to second place. Both campaigns were of an all-out nature, with WCCO-TV, Minneapolis, pulling a coup on Autry's p.a. at the Minnesota State Fair. "Jungle Jim's" ambition was to set staid Boston on its ear, which it seems to have done.

In three and four slots were KMBC-TV, Kansas City, Mo., and WCAU-TV, Philadelphia, respectively. The former, a close third, ran an "I Spy" bumper sticker contest to good effect, and WCAU heralded the arrival of Waterfront with floats, parades and homecoming celebrations.

There was a wide divergence of opinion on the top film entry in the two-station category. WREX-TV, Rockford, Ill., took first place by a fairly comfortable margin. It made great use of Douglas Ken-

JUDGES FOR BB'S 18TH PROMOT'N COMPETITION

The following 15 advertising executives made up the board of judges in The Billboard's 18th Annual Promotion Competition. The judging took place at the Advertising Club in New York, February 20.

ADVERTISER PANEL

CHESTER JACKSON JR.
Campbell Soup

JAMES MACWITHEY
Bristol-Myers

COL. HARRY HENSHEL
Bulova Watch

FRANK PATTERSON
Campbell Soup

PAUL CHANDLER
Kraft Foods

ROBERT SCHAUS
Quality Bakers

R. G. RETTIG
Whitehall Pharmacal

AGENCY PANEL

CHARLES FISHER
Benton & Bowles

PETER KRUG
Calkins & Holden

HAL DAVIS
Kenyon & Eckhardt

MAXFIELD GIBBONS
Ketchum, McLeod & Grove

MYRON KIRK
Kudner

GEORGE WOLF
Ruthrauff & Ryan

HARRY DEINES
J. Walter Thompson

HARRY RAUCH
Young & Rubicam

Stations Show Modicum Use of Distrib Material

It was noted by the judges in The Billboard's 18th Annual Promotion Competition that the stations' entries did not show much evidence of their use of the promotion materials supplied by the TV film distributors. One possible explanation seemed to be that the stations were shy about contesting for an award on the basis of any help they received.

An analysis of the 13 station entries that won awards for promotion of film programming turns up some interesting statistics relative to the distributors.

Aside from the three feature film winners, there were 10 different program series promoted in the 10 other winning entries. Two of those shows were nationally spot booked. They are Patti Page and "Football Forecasts." The latter was the subject of a station promotion contest run by Batten, Barton, Durstine & Osborn and thus drew numerous entries to this competition.

The remaining eight winners entered on shows handled by six different distributors. Screen Gems, which came in second among distributors—but for a job done on a network show—has two of the shows: "Jungle Jim," a first-place

award for WBZ-TV, Boston, and "Top Plays of 1956," a first place for KTVH, Hutchinson, Kan. NBC-TV Films, which was third among distributors, also had two of the shows that had top station promotions—"The Great Gildersleeve," which copped first for WRCA-TV, New York, and "Steve Donovan," which was a first for WREX-TV, Rockford, Ill.

"Donovan" was the only show that was the subject of a winning entry in both the distributor and station categories.

Web Programs Show Quality

• Continued from page 6

proach for the audience to be reached."

The Storer UHF in Miami, WGBS, mounted a huge volume of promotion firepower on individual shows, spectaculars and even for color TV, which was tied with college football and the World Series. The second place winner, WAFB, was unique for its promotion of "The Lucy Show." This job of flacking centered around the teen-agers in the town with organized dance contests and costume parties. It was considered "broad coverage across the board" by one of the judges.

KOMO, which won third place, built its promotion around the visit of NBC's "Hcme" show to Seattle. One of the comments about this bit of inspired flackery was that it was "most completely merchandised" and that it "was the best merchandising of any program."

In the one-station markets, WTRF tied into "Bob Hope's Most Beautiful Bride Contest." This was considered a "complete job, above the ordinary" by one of the execs viewing the entry. Joe Floyd's KELO used broad based promotion and linked the start of its satellite station, KDLO, into the World Series, promoting the classic for its own viewing public. WSTV's special effort was publicizing the spectacular "Together With Music," the Coward-Martin show. This one made use of clowns, radio and TV spots.

Miami Ad Club Lauds Nashick's Personality

Bob Nashick, advertising and promotion manager of WGBS-TV, Miami, ought to be a proud and happy man. His station won two awards in The Billboard's Promotion Competition. But that's not all. Only two weeks ago the Advertising Club of Greater Miami named Nashick the "Advertising Personality of the Year." This is only the second time this honor has been bestowed by the Miami ad club.

NTA Wins Feature Award Hands Down

A separate category was designated in The Billboard's 18th Annual Promotion Competition for distributors' promotion of feature films. National Telefilm Associates won this award hands down for its job on the "Fabulous 40" package.

In outlining the plan for its campaign, the NTA entry acknowledged the two hardships it faced at the outset: 1. It was a British made package, and because of the poor British pictures that had hit TV in the early days, the trade and public were bearish on all imports. 2. Because of the inconsistent pattern in station programming of feature films, the problem of co-ordinating and centralizing the promotion was far greater than on a program series running under one title.

But NTA was undaunted by problems that made feature film promotion a lost art in the past.

It launched its campaign with a "cheese cake and corned beef" promotion at last year's convention of the National Association of Radio and Television Broadcasters. It followed that up in one market with a pre-sale consumer ad on the package. It prepared a neat and thoro brochure of press materials that had been used in the theatrical promotion of these pictures. It provided each station with a reel full of trailers on each picture.

The NTA entry contained numerous samples of each promotion tool and wound up with a run-down of the ratings pulled by the pictures in the "Fabulous" package.

ABC Film Syndication won second honors for its promotion of its "Anniversary" package. This was a combined sales and audience

New TV Spot Campaigns

Future National Spot Drives— Contracts Being Signed Now

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Ballard Oven Ready Biscuit, Ballard & Ballard	Instant Maxwell House Coffee, General Foods
Bissell Carpet Sweepers, Bissell Carpet Sweeper	Italian Swiss Wines, Italian Swiss Colony
Carey Salt, Carey Salt Co.	Jet Sport Shoes, Mishawaka Rubber Corp.
Clothing, Robert Hall	Kellogg Special "K," Kellogg
Coty's Cosmetics, Coty, Inc.	Ladies' Home Journal, Curtis Publishing
Crackers, Lance	Medigum, Pharmaco, Inc.
Crest Toothpaste, Procter & Gamble	Nutrena Dog Food, Nutrena Mills
Dash, Procter & Gamble	Oxydol, Procter & Gamble
5-Day Deodorant, 5-Day Labs	Profile Bread, Continental Baking
Hacksaw, Grant Co.	Robin Hood Flour, International Milling
Hams, Swift & Co.	Roto-Broil, Roto-Broil Corp.
Hep Oven Spray Cleaner, Bostwick Labs	Sald Mixer, Grant Co.
Hood Rubber & Canvas Footwear & Tiling, Hood Rubber	Spic & Span, Procter & Gamble
	Vaseline Hair Tonic, Chesebrough Mfg.
	Wisk, Lever Bros.
	Wonder Bread, Continental Baking

REGIONAL SUMMARIES

Eastern

Aeroshave, Boyle-Midway, Inc.	Instant Maxwell House Coffee, General Foods
All Starch, Monsanto Chemical	Ivory Snow, Procter & Gamble
Baby Foods, Beechnut Packing	Jet Sport Shoes, Mishawaka Rubber Corp.
Bathub Enclosures, Better Living	Keds, United States Rubber Co.
Bissell Carpet Sweepers, Bissell Carpet Sweeper Co.	L. & M Cigarettes, Liggett & Myers
Blue Label Creamed Onions, Curtice Bros.	Loans, Beneficial Management
Borden's Instant Coffee, Borden Co.	M-O-Lene, D-Con Co.
Chock Full O' Nuts Coffee, Chock Full O' Nuts	Medigum, Pharmaco, Inc.
Clark's Candies, D. L. Clark Co.	My-T-Fine Desserts, Penick & Ford
Clothing, Robert Hall	Nair Lotion, Carter Products
Coca-Cola, Coca-Cola Co.	New Continental Baking Bread, Continental Baking
Coty's Cosmetics, Coty, Inc.	Old Gold Cigarettes, P. Lorillard
Crackers, Lance	Oxydol, Procter & Gamble
Crest Toothpaste, Procter & Gamble	Pabulum Baby Food, Mead Johnson & Co.
Crisco, Procter & Gamble	Packard Cars, Packard Div.
Dash, Procter & Gamble	Perma Starch, Milner Products
Decaf Coffee, Nestle Co.	Piel's Beer, Piel Bros.
Drift, Procter & Gamble	Pine Sol, Milner Products
Duffy Mott Products, Duffy Mott	Pond's, Pond's Extract
Duz, Procter & Gamble	Powder Blender, Power Products
Esopotabs, Eastco, Inc.	Profile Bread, Continental Baking
5-Day Deodorant, 5-Day Labs	Quick Home Permanent, Hudnut Co.
Franklin Cane Sugar, Franklin Sugar Refining	Red Cap, C. M. Kimball
Frozen Steaks, Minute Maid	Rinso Blue, Lever Bros.
Gorton's Sea Foods, Gorton-Pew Fisheries	Robin Hood Flour, International Milling
Hacksaw, Grant Co.	Rocket, Grant Co.
Hams, Swift & Co.	Roto-Broil, Roto-Broil Corp.
"Harder They Fall," (Movie) M-G-M	Rust-Oleum-Rust Preventative, Rust-Oleum, Inc.
Hood Rubber & Canvas Footwear & Tiling, Hood Rubber	Salad Mixer, Grant Co.
Hostess Cakes, Continental Baking	Schaefer Beer, F & M Schaefer Brewing
Ice Box Cookies, Pillsbury	Spic & Span, Procter & Gamble
Imperial Margarine, Lever Bros.	Studebaker Cars, Studebaker Div.
Instant Chase & Sanborn Coffee, Standard Brands	Vaseline Hair Tonic, Chesebrough Mfg.
	Viceroy Cigarettes, Brown & Williamson
	Wise Potato Chips, Wise Potato Chip Co.
	Wonder Bread, Continental Baking

Southern

Ballard Oven Ready Biscuit, Ballard & Ballard	Mounds Candy Bar, Peter Paul
Carey Salt, Carey Salt Co.	Nestle Coffee, Nestle Co.
Coal, Olga Coal	Nutrena Dog Food, Nutrena Mills
Cotton & Yarn, Coats & Clarks	Oldsmobile Cars, Oldsmobile Div.
Crackers, Lance	Oxydol, Procter & Gamble
Dash, Procter & Gamble	Poll Parrot Shoes, International Shoe
Hood Rubber & Canvas Footwear & Tiling, Hood Rubber	Roto-Broil, Roto-Broil Corp.
Liquid Make-Up, Charles Antell	Royal Crown Cola, Nehi Corp.
King Fluff, Mangels, Herold Co.	Salad Mixer, Grant
	Spic & Span, Procter & Gamble
	Texize Household Cleaner, Texize Chemical
	Wisk, Lever Bros.

Midwestern

Airline, Delta C & S	Hypo-Zyme 6, Dr. L. D. Legear
All Detergent, Monsanto Chemical	Medicine
Ballard Oven Ready Biscuit, Ballard & Ballard	Instant Maxwell House Coffee, General Foods
Beeman's Gum, American Chicle	Italian Swiss Wines, Italian Swiss Colony
Benrus Watches, Benrus Watch Co.	Jet Sport Shoes, Mishawaka Rubber Corp.
Bissell Carpet Sweepers, Bissell Carpet Sweeper	Kellogg Special "K," Kellogg
Bond Biscuit, General Baking	Ladies' Home Journal, Curtis Publishing
Bosco Chocolate Milk Drink, Bosco Co.	Life Magazine, Times, Inc.
Build-Up, Revlon	Nutrena Dog Food, Nutrena Mills
Canvass Shoes, P. F. Canvas	Philco Products, Philco Corp.
Carey Salt, Carey Salt Co.	Pontiac Cars, Pontiac Div.
Cereals, Kellogg	Profile Bread, Continental Baking
Clothing, Robert Hall	Purina Chows, Ralston-Purina
Coffee, McLaughlin Manor House	Robin Hood Flour, International Milling
Colgate-Palmolive Shave Cream	Roto-Broil, Roto-Broil Corp.
Colgate-Palmolive	Rug Shampoo, Glamorene
Crest Toothpaste, Procter & Gamble	S & H Green Stamps, Sperry & Hutchinson
D-X, Sunray Oil	Saran Wrap, Dow Chemical
Drewry's Ale & Beer, Drewry's Brewing	Sneakers, B. F. Goodrich
Durkee Margarine, Durkee Foods	Sofskin, Vicks Chemical
5-Day Deodorant, 5-Day Labs	Spic & Span, Procter & Gamble
Feed Supplement, Pfizer Co.	Staff Bread, Continental Baking
Gold Bond Stamps, Gold Bond Stamps	Wonder Bread, Continental Baking
Grape Jelly, Welch	Vaseline Hair Tonic, Chesebrough Mfg.
Hacksaw, Grant	Vernor's Ginger Ale, James Vernor
Hair Preparations, Charles Antell	View Master Stereoscopes, Sawyer's
Hep Oven Spray Cleaner, Bostwick Labs	Wisk, Lever Brothers
Hilex, Hilex Co.	Zing, Cream of Wheat
Hood Rubber & Canvas Footwear & Tiling, Hood Rubber	

Southwestern

Arrid Deodorant, Carter Products	Italian Swiss Wines, Italian Swiss Colony
Hacksaw, Grant	Maxwell House Coffee, General Foods

Rocky Mountain & West Coast

Bissell Carpet Sweepers, Bissell Carpet Sweeper	Leslie Salt, Leslie Salt Co.
Blue Jay Foot Powder, Blue Jay Products	Medigum, Pharmaco, Inc.
Cascopak Heating Pads, Casco Products	Oh Henry Candy Bar, Williamson Candy
Cheese, Kraft Foods	Oxydol, Procter & Gamble
Coty's Cosmetics, Coty, Inc.	Parade of Progress, General Motors
Dr. Ross Dog Food, Lewis Food	Phillips Milk of Magnesia, Sterling
Deep Magic, Toni	Drugs
5-Day Deodorant, 5-Day Labs	Reddi-Wip Cream, Reddi-Wip
Ford Cars, Ford Motors	SSS Tonic for Blood, SSS Co.
Hams, Swift & Co.	Skyhawk Bread, Safeway Stores
Hep Oven Spray Cleaner, Bostwick Labs	Snowdrift, Wesson Oil — Snowdrift Sales
Kellogg Special "K," Kellogg	Spic & Span, Procter & Gamble
Ladies' Home Journal, Curtis Publishing	Stokely Canned Vegetables & Fruits, Stokely-Van Camp
	Vel, Colgate, Palmolive
	White King "D," White King Soap



If you've ever seen Sam Snead draw the galleries during a tournament, just watch him draw the viewers with this unique, new television series.

To America's 20,000,000 golf fans what could be more entertaining and informative than 39, five-minute golf lessons by the man with the "prettiest swing in golf."

Today golf is America's fastest growing sport. To millions of sports-hungry men and women who every day become golfing fans, what could be more timely and interesting than THE SAM SNEAD SHOW?

Even the non-golfing, non-sports minded, casual TV viewer will find much to enjoy in this action-packed, outdoors series filmed in color, *on location*, at The Greenbriar, White Sulphur Springs, West Virginia, and at Indian Creek Country Club and La Gorce Country Club, Miami, Florida.

Is it any wonder that THE SAM SNEAD SHOW has been called the show with "built in audience loyalty." And with unlimited, built in merchandising and publicity opportunities, too! The kind that are possible only with a star and a personality like Sam Snead, golf's "greatest money winner of all times," and one of the most publicized men of our era.

*Source: "TIME" magazine.

For complete information and audition prints, write, wire, or call your nearest RCA Recorded Program Services office.

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RADIO CORPORATION OF AMERICA RCA VICTOR RECORD DIVISION

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 522 Forsyth Building, Atlanta 3, Georgia LAMAR 7703
 1907 McKinney Avenue, Dallas 1, Texas RIVERSIDE 1371
 1016 N. Sycamore Avenue, Hollywood 38, California OLDFIELD 4-1660

Distributors Turn to Big Clients In New Feature Sales Attack

Major Sponsors Key to Future With Film Influx; Problems Major, Too

NEW YORK, March 10.—The feature film distributors will either break down the entrenched program sales patterns or choke themselves trying. They acknowledge that the TV industry can absorb neither the quantity nor the quality of the new influx of movies in the established programming molds, i.e., the "Late Show" and "Million Dollar Movie" local programs. The key to the future of movie programming is held by the major sponsors. The leading feature film distributors, whose sales operations have traditionally been a matter of beating the station bushes, have already turned the center of their attack on Madison Avenue.

So far there has been no deal of importance to serve as tangible evidence of a new programming

trend. No one expected any solid developments so early. However, salesmen of first batches of big pictures indicate they have good reason to be optimistic.

'Finest 52'

RKO Teleradio, which has been showing its "Finest 52" to top agency people the past couple of weeks, is understood to have aroused the interest of four big advertisers. One of them is said to be Procter & Gamble. The price tag Teleradio has put on each picture is reported to be \$75,000.

Also, Teleradio is reported to have a verbal understanding with ABC-TV that if the former sells out the "Finest 52," the latter will clear Monday, 9-10:30 p.m., for the pictures.

A sponsor switch from half-hour shows to feature films would probably entail a couple of very basic changes in its manner of buying and merchandising TV.

For one thing, a feature film sponsor cannot hope to clear the necessary prime time on CBS-TV or NBC-TV. Therefore, it would have to fight the clearance battle on the local level, that is buy time on a spot basis. Advertisers ac-

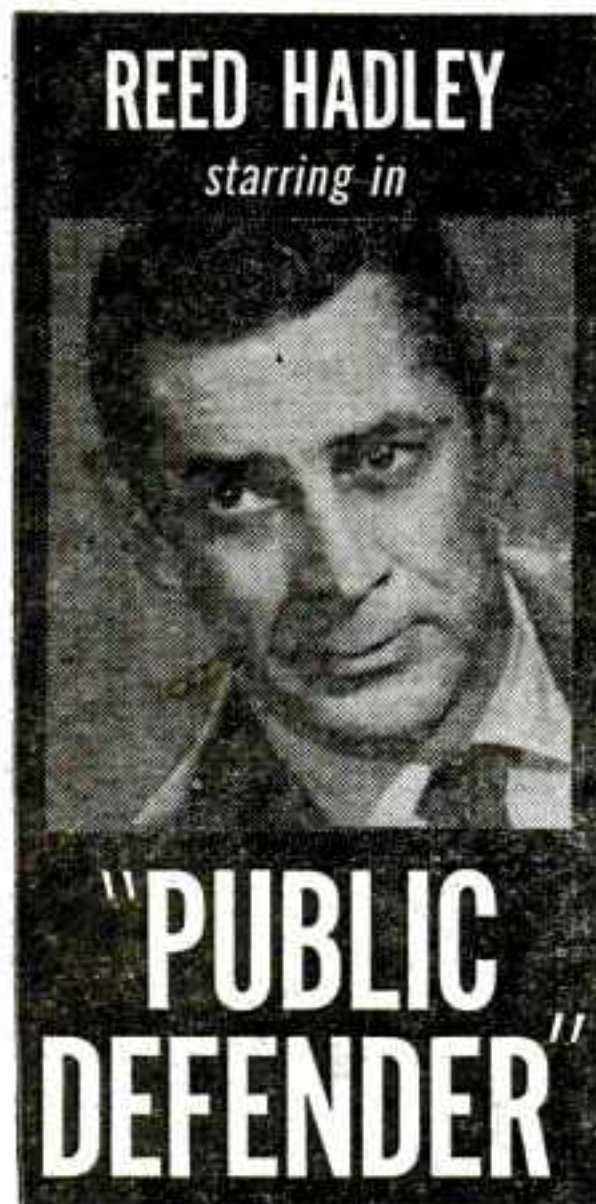
customed to the comforts of network sponsorship are generally reluctant to get into such complicated clearance maneuvering. Furthermore, the promotion supporting a spot line-up tends to be more troublesome than that for a network show.

Net Problems

Of course, the national feature film sponsor could get ABC-TV. But then features on a network—despite ABC's experience to date—involves a risk not encountered in the usual network sponsorship. There is the risk that stations will balk against clearing for a type of program that has traditionally been theirs to sell at 70 cents rather than 30 cents on the dollar.

The second important factor is that few advertisers, are likely to buy full sponsorship of the big movies. The success of the feature films depends on still further acceptance of the magazine concept. Although the sponsor can use identifying billboards and such devices, this type of buying entails a loss of sponsor identification not desirable to many of them.

The feature film distributors are (Continued on page 15)



REED HADLEY
starring in

"PUBLIC DEFENDER"

He's a rugged, no-holds-barred square shooter who works tirelessly to win a case. And a sizable section of the population is always on hand pulling for him.

In fact, even more women than men make up that big following of Reed Hadley in Public Defender.

Put this hard working, proven audience puller to work in your market. Whatever you're selling, the Public Defender series can influence a big jury of enthusiastic fans to choose your brands.

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

Interstate
TELEVISION CORPORATION
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445 Park Ave. | 1250 S. Wabash | 4376 Sunset Drive
MUrray Hill 2-2548 | WAbash 2-7937 | NOrmandy 2-9181

DUPONT CHOOSES

Official Films Handles 'Cavalcade' Syndication

NEW YORK, March 10.—The first year's series of "Cavalcade of America," which DuPont sponsored on NBC-TV and ABC-TV beginning in October, 1952, was put into syndication this week by Official Films. Official has renamed the series "The American Story." The 39 films were produced by several different outfits, including Screen Gems, Jack Denove, Chertok Productions, Flying A Productions and Sovereign Productions. DuPont owns the show. Official is handling it on a percentage basis.

It is understood that DuPont picked Official to handle the series after screening all of the top distributors.

DuPont is presumed to have

still another 78 "Cavalcade of America" films, those which ran on ABC-TV the seasons of 1953-'54 and 1954-'55. In the fall Official will get distribution of the current season's "DuPont Cavalcade Theater," which is included in its acquisition of Four Star Productions.

Signal Oil Co. Buys 'Code 3'

NEW YORK, March 10.—The Signal Oil Company has purchased "Code 3" for airing in seven West Coast markets starting in April. Stations in Washington, Oregon and Northern California will air the program.

The show is being distributed by ABC Film Syndication. It is being produced by Hal Roach Jr. and has already been purchased by Rheingold Beer for its market areas.

"Code 3" will replace "The Whistler," which Signal Oil has had this past year.

10 Sales in 2 Wks. On Hygo Features

NEW YORK, March 10.—Hygo Television Films has sold its new package of 22 feature films to 10 stations in the two weeks since its release.

Among the stations that have signed are WTVN, Columbus, O.; KRON-TV, San Francisco; CKLW, Detroit; WISH-TV, Indianapolis; W.C.P.O.-TV, Cincinnati; and WTMJ-TV, Milwaukee.

GE Pact Medic for Third Time

HOLLYWOOD, March 10.—"Medic," the NBC-TV semi-documentary produced by Frank La Tourette, has been renewed by General Electric for next season. The pact, which will carry the show thru its third year, calls for 31 or 32 half hours, bringing the total in the can to around 90.

Negotiations are also presently under way for another NBC-TV series, "Life of Riley," with almost certainty that Gulf Oil will pick up the tab for another season. The program, produced by Tom McKnight, is one of the oldest on the air, with another year's production pushing the number of stanzas above the 170 mark.

Standard Distribs Marx 'Casablanca'

HOLLYWOOD, March 10.—Standard Television this week put its second Marx Brothers picture into TV distribution. It is "Night in Casablanca," which was released theatrically in 1946 by United Artists. Bob Berger, head of Standard, said his first Marx Brothers feature, "Love Happy," has now been sold in 35 markets. He also said "The Little Fugitive" has been sold in 50 markets.

Berger this week immediately made two sales on "Night in Casablanca," one to WCBS-TV, New York.

Schwimmer to Sell AMA 'Baby Time'

CHICAGO, March 10.—"It's Baby Time," a 15-minute film series produced in co-operation with the American Medical Association, will be syndicated by Walter Schwimmer, Inc. The show has been sponsored since the fall by Libby Baby Foods in 25 markets. It is produced by Herb Lauffman Production here. There are 52 films in the can.

"Baby Time" features Dr. W. W. Bauer, director of the AMA's bureau of health education.

NATFD Survey Pins Down Outlet Problems

PROVIDENCE, March 10.—The two biggest headaches in a station's film room operation are the late arrival of film and the arrival of damaged films which then have to be repaired.

This is the major finding of a survey just completed by the technical standards committee of the National Association of TV Film Directors. Bill Cooper, film director of WJAR-TV, here, is chairman of the committee. The questionnaire was sent to every station in the country.

A total of 33 per cent of the respondents mentioned the above two difficulties as "the one detail that gives you the most trouble in film room operations." In addition, 10 per cent said their biggest bother was editing feature films to fit the time slots, 10 per cent said their biggest bother was editing feature films to fit the time slots, 10 per cent complained about blocking out old cues, 8 per cent had trouble with syndicated shows that are not marked for commercial inserts.

Objectives

The survey indicated that NATFD is making some headway in its efforts to standardize cueing, one of the first objectives laid down when the organization was formed two years ago. Although 21 different cueing methods were mentioned, the preponderance of the stations, 38 per cent, said they used the NATFD recommended five-and-one-second system. Another 14 per cent said they used audio and visual cues only. Three other systems (nine-seven-two seconds; ten-five-one, and three-one) were each mentioned by 5 per cent.

Asked if they'd abolished hand punch cues, 91 per cent said yes. On their manner of keeping transshipment records, 49 per cent use a card file, 40 per cent a shipping ledger.

The survey elicited 45 different technical problems to be discussed at NATFD's national convention next month.

National Sponsor Field Lure to Screen Gems

NEW YORK, March 10.—Screen Gems, which has just moved into the feature film business on the station front with its "Hollywood Movie Parade" package, is rumored to be itching to get into the national sponsor front with a new and still more impressive package of Columbia pictures. In the face of an increasingly tough situation in the station market for movies, Screen Gems is apparently most satisfied with its sales so far on the 104-title "HMP" package. It has been picked up by 11 stations in the course of the past three weeks.

The national front is a relatively new one for movies. ABC-TV, RKO Teleradio, National Telefilm Associates and Associated Artists Productions are the only ones actively engaged on that front so far. However, Columbia-Screen Gems has dabbled with it in the past. The outfit was previously reported to be talking picture deals with NBC-TV and with Ford. Nothing came of those talks. But with the newly created excitement about

Pilots Roll Off Prod Lines

HOLLYWOOD, March 10.—TV pilots have begun rolling off the production lines at the rate of several a week, with nearly every organization showing activity. Hal Roach Studios is shooting three within the space of 10 days.

Filming on "Probe," a CBS-TV property, was started this week. Series is a mystery drama in which medical and pathological evidence plays a large part in the denouement.

The middle of next week "Brief Case," the Worthington Miner property that deals with the legal profession, goes before the cameras. A few days later "Tugboat Annie" is scheduled to roll for TPA.

At Motion Picture Center "Sheriff Cochise" (or "Sheriff of Cochise County") was completed this week and is being taken by executive v-p Martin Leeds to New York for airing next week.

Also at MPC, packager Lou Edelman is scheduled to film "The Long Highway," a story of the trucking industry, and "Jim Bowie," a Western, early next week.

"Chicago 212," a combined project of Warren Lewis and Don Sharpe, was completed this week. Show stars Frank Lovejoy as a fire department investigator.

Four Star Films rolls next week on a situation comedy, titled "Roommates," in which Maureen O'Sullivan plays the lead. Program deals with the adventures of two girls in a college.

'Kidd' 6th New Show for TPA

NEW YORK, March 10.—"Captain Kidd," starring Anthony Dexter, will be the sixth new show to be brought out this spring by Television Programs of America. "Kidd" will be produced for TPA by Douglas Fairbanks Jr. in England. Filming starts next week. It will be directed by Dennis Vance.

TPA's other five new shows are: "Tugboat Annie," "New York Confidential," "Hawkeye," "One False Step" and "Stage 7." The last named will go into syndication next month.

Hank Humphrey Joins Electronicam Division

NEW YORK, March 10.—Hank Humphrey, former film director of WABD here, has been named manager of operations of the Electronicam Production Services division of Du Mont. He is thus third man in the division, which is headed by Jim Caddigan.

feature films, SG has apparently been included to take another crack with a specific package of high quality pictures.

Among the stations that have bought the "HMP" package are KTTV, Los Angeles; KCMO-TV, Kansas City, Mo.; KUTV, Salt Lake City; WOW-TV, Omaha; KOB-TV, Albuquerque, N. M.; WTTV, Indianapolis; KRON-TV, San Francisco; KFJZ-TV, Dallas, and WCBS-TV, New York.

ACTION... LAUGHS... THRILLS

JOE PALOOKA

• 26 dramatic 1/2 hours for all the family.

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

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

Four Top Sponsors Eye New Properties

HOLLYWOOD, March 10.—Four top sponsors are actively searching for new web properties for the fall. One, General Foods, may make a wholesale switch in its program line-up, and likely will pick up more than a single new show.

Eastman Kodak is planning to expand its TV exposure, if it can

M & A Alexander Markets 16 Pix

HOLLYWOOD, March 10.—M&A Alexander this week placed a new package of 16 films on the market. The pix, consisting of both American and European releases, are being sold on a multiple run basis, with deals already having been negotiated in about 10 markets.

Titles, with stars and running time (in minutes) are as follows:

"Mrs. Mike," Dick Powell, Evelyn Keys (99); "Africa Screams," Abbott and Costello (79); "Lucky Stiff," Dorothy Lamour, Brian Donlevy, Claire Trevor (99); "Man Eater of the Kumaon," Sabu, Wendell Corey, Joanne Page (79); "Man of Conflict," Edward Arnold, John Agar (72); "Stingaree," Irene Dunn, Richard Dix (76); "One Man's Journey," Lionel Barrymore, May Robson, Joel McCrea (72).

"A Tale of Five Women," Eva Bartok, Gina Lollobrigida (86); "Captain Scarlett," Richard Greene (75); "Terry Ship," William Lundigan (72); "Double Harness," William Powell, Ann Harding (70); "Lady at Midnight," Richard Denning, Frances Rafferty (62); "Strange Mrs. Crane," Marjorie Lord, Robert Shayne (62); "Tomorrow Is Too Late," Pier Angeli, Vittorio Desica (103); "Desert Storm," Georges Marchal, Dany Robin (75); "Living On Love," James Dunn, Whitney Bourne (61).

WCAU Strips 'Susie' Series

PHILADELPHIA, March 10.—In this city, where stripping of syndicated film series was born, stripping is still a popular programming gimmick. WCAU-TV this week will begin stripping "Susie" 6-6:30 p.m. It bought the 78 films, reruns of "Private Secretary," from Television Programs of America. This is said to be the second station to put on "Susie" on a strip basis.

Stripping began here three years ago when WFIL-TV did it with "Ramar of the Jungle." WRCV revived the practice this fall with "My Little Margie," 1-1:30 p.m., a deal that started a trend on that show.

M-G-M's TV Decision Due

NEW YORK, March 10.—M-G-M is expected to come to a decision any day now as to what kind of deal it will make for the TV distribution of its pictures. Its interest is said to be centered on a group of 37 pictures consisting of 15 "Andy Hardys," 13 "Dr. Kildares" and nine "Maisies," all produced between 1935 and 1941.

M-G-M is understood to be asking \$50,000 each. However, it is also said that M-G-M might still listen to a deal for a 10-year lease of its entire pre-1948 library, consisting of about 750 sound movies and 1,100 shorts, about 300 of which are cartoons.



get the time, and is on the lookout for a new half-hour series to add to "Screen Directors' Playhouse," renewal of which is understood to be set despite the fact that the program has had its ups and downs.

Colgate, also, is interested in adding a new series to its present slate. Reportedly, the client's agency reps have so far not been too impressed with what they've seen, but are gravitating toward a half-hour still on the drawing boards. This is the Hal Roach Jr. property, "Susana," starring Gale Storm, a situation comedy about life on a cruise ship.

A new entry into the TV field, if a suitable series and time slot can be found, will be Kaiser Aluminum. The company is reportedly looking for the institutional-prestige type program.

The changes in the General Foods line-up may take on major proportions. Already canceled is Johnny Carson. "Our Miss Brooks," which almost went by the wayside last season, is definitely shaky, and the feeling seems to be that "Mama" is just about played out also.

Add to that the reported cancellation of "The M-G-M Parade," and the uncertainty of whether "I Love Lucy" will become a once-monthly hour show, and one of the biggest sponsors on TV may have to completely revise its nighttime programming. It's understood that General Foods is trying to assure itself that no matter what happens to the particular shows involved it will be able to retain the time periods.

TCF Plans Production Increase

HOLLYWOOD, March 10.—TCF-TV, which this year produced only the "20th Century-Fox Hour," has plans under way for seven and possibly eight programs next season, ranging in length from 30-minute series to a set of 90-minute spectaculars.

All of the half-hour series are Fox properties, with the "pilots" of several of them due to be tried out on the hour-long anthology this spring. These are "Belvedere," starring Reginald Gardner, and "Broken Arrow," an adult Western with John Lupton and Fernando Lamas in the lead roles.

Another possibility for a similar tryout is "A Man Called Peter," in which Richard Todd would portray the role he created on the screen.

"My Friend Flicka," the horse and boy opera, has been in production on and off since last year, with approximately half a dozen shows now in the can.

The 90-minute spex are being negotiated between TCF-TV general manager Irving Asher and CBS, tho the number apparently still remains undecided. "The 20th Century-Fox Hour" for GE will continue next season if the problem of costs can be settled (see story elsewhere this issue).

In addition, properties have been accumulated for a half-hour anthology series, tho no definite production plans are set. Jacques Surmagne, assistant to Darryl Zanuck, is also moving over to the TV subsidiary to produce a yet undecided new show.

NEW PROBLEM LOOMS

Rising Costs Snarl Program Renewals

HOLLYWOOD, March 10.—Skyrocketing programming costs, causing considerable concern to some TV execs because of the possible effect of driving sponsors out of the medium (Billboard, March 3), are resulting in show cancellations, snarls in renewal conversations, and reluctance to take a chance on new pilots.

One of the reasons why practically no new programs have been bought to date is the fact that, according to budget figures available, the average series going on the market this year will cost approximately \$38,000 per half hour. At this price—especially with the time it takes to build ratings—agencies are extremely reluctant to recommend anything new.

Even in live programming the cost is zooming upward. Price is understood to be the primary reason why Hazel Bishop is pulling out of "This Is Your Life," which reportedly costs about \$58,000 per half hour for talent, with an overall time-talent tab of nearly \$120,000.

General Electric is not renewing its half-hour "GE Theater," one of the most successful anthology programs, and its hour-long "20th Century-Fox Hour" hangs in the balance, because of costs respectively exceeding \$50,000 and \$100,000. (Billboard, March 3.) The latter program will probably not be renewed unless the price is cut considerably.

Even such old established series as the Loretta Young Show (\$40,000) are running into negotiation difficulties because of producer demands for more money. Two of the more notable successes of the present season, "Alfred Hitchcock Presents" (\$40,000 plus) and the Jane Wyman Show (\$35,000) are both having their antes raised for next season.

Agencies are even beginning to be doubtful about the live hour-long anthologies, which to date have been among the best buys. Program and station costs for these will be in the neighborhood of \$150,000 next season, and, except for rare instances ("Climax") the hours haven't been able to hold their own when strong series have been programmed opposite them.

Concert Tour Sells Pianists' '2 Grand' Pix

NEW YORK, March 10.—Something unique in syndicated selling has been developed by National TV Distributors which is peddling "Two Grand," a quarter-hour vid-film series featuring the duo-piano team of Whittemore and Lowe. The program has already been moved into four markets—Dallas, Fort Worth, Charlestown, S. C., and Portland, Ore. — with Miami and Charlotte, N. C., on the verge of signing.

The initial selling contact is made by Whittermore and Lowe during their concert tour, which takes them into most cities in the country. They screen the prints and then have interested stations contact National TV Distributors. They also invite the station brass to their concerts and are available for special shows on the local stations. One such will be presented in Dallas. The show can be bought in cycles of 13 or less for short campaigns. Baldwin piano dealers have picked it up in several cities.

Tint TV Tape In Two Years

HOLLYWOOD, March 10.—Magnetic tape recording of television will be in regular use within two years, according to NBC President Robert Sarnoff, and will be employed first in airing delayed broadcasts of color TV shows.

Sarnoff told The Billboard that the RCA TV tape systems have been perfected and now deliver the desired quality of image. Actual use of the equipment is being held up until the bulk of the equipment can be reduced so that their installation can be practical at the various TV studios where needed in the U. S.

N. H. Station Attacks 'Discrimination' In Outlets' Pacts With Film Distribs

Says Programming Impossible Asks FCC Bar Exclusivity in Overlap Areas

By MILDRED HALL

WASHINGTON, March 10.—Another trouble spot has opened up on the TV film programming scene. Hard on the heels of a recent Department of Justice decision to look into alleged "block booking" practices among film dis-

tributors, comes a New Hampshire VHF station's plea Thursday (8) to the Federal Communications Commission to refuse licenses to TV stations having "discriminatory" contracts with film suppliers.

The Radio Voice of New Hampshire, Inc. (WMUR-TV), of Manchester, N. H., asks the FCC to add this ruling on film agreements: "No license shall be granted to a television broadcast station having any contract, arrangement or understanding, expressed or implied, with a supplier of films for television stations, which prevents or hinders another broadcasting any programs of said supplier of films."

WMUR claims it is not only denied network programs because of net affiliations with nearby powerful Boston stations, but is even denied film programs because of "restrictive provisions in film contracts with the Boston stations."

The station cites an allegedly flagrant discrimination by a film

supplier who denied WMUR films on the basis of a Boston station contract that forbade use of the films by another station within a 75-mile radius of Boston. Yet the films were released to a "Providence station closer to Boston than Manchester," and "efforts to determine the reason for such a discriminatory practice indicated that Providence and Boston were considered separate markets, whereas Manchester was considered a part of the Boston market."

WMUR concludes that other stations like it, shut out of quality film programs, would have to rely entirely on local live programs, which would mean finis. The station cites a precedent in FCC ruling on the "vital and valuable" need of network programming to stations, and points out that for TV operators without net programming, "the same can be said of films—in fact, films are even more critical," in such cases.

Methodist May Spend \$4 Mil

NEW YORK, March 10.—Methodist Church leaders are now discussing a budget of \$4,000,000 to be spent on TV over the next four years. The church has already paid out \$250,000 for its present TV film series, "The Way," which bowed over WABC-TV, here, last Saturday (25).

The "Way" series was produced by Family Films Productions and distributed by the Broadcasting & Film Commission of the National Council of Churches.

Dawson Brewery Takes 'X' for N. E.

BOSTON, March 10.—Dawson's Brewery is getting into TV sponsorship thru New England on Ziv-TV's "Man Called X." It has bought one market so far, Boston, where its show will go on WBZ-TV, Monday, 10:30-11 p.m., beginning April 16. Its agency, the Reingold Company, is now clearing time in other New England markets.

Dawson's is the sixth brewery to pick up "X." The others are Blatz in Wisconsin, Arizona Brewing for A-1 Pilsener in the Southwest, Hamm's in the Midwest, Genesee in Rochester, N. Y.; National in Baltimore, and Piel's in Schenectady, N. Y.

CISCO KID 23.7*



To pull in big TV audiences, get in touch with . . .

ST. LOUIS, Telepulse*, February, 1955

ZIV-TV'S CISCO KID is an old hand at stopping runaway buckboards and "reining in" big audiences for advertisers . . . for example this strong 23.7 in the three station St. Louis market.



CINCINNATI CHICAGO
NEW YORK, HOLLYWOOD

Continued from page 13

OMAHA (2 Stations) 170,000 TV Homes

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

Table with 3 columns: Rank, Title (Distributor) Station, Day-Time, Rating. Lists top 15 once-weekly shows.

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

Table with 3 columns: Rank, Title (Distributor) Station, Day-Time, Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 3 columns: Rank, Title (Distributor) Station, Day-Time, Rating. Lists top 30 locally originated film series.

HOUSTON-GALVESTON (3 Stations) 300,800 TV Homes

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

Table with 3 columns: Rank, Title (Distributor) Station, Day-Time, Rating. Lists top 15 once-weekly shows for Houston-Galveston.

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

Table with 3 columns: Rank, Title (Distributor) Station, Day-Time, Rating. Lists top 10 multi-weekly shows for Houston-Galveston.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 3 columns: Rank, Title (Distributor) Station, Day-Time, Rating. Lists top 30 locally originated film series for Houston-Galveston.

Commercial Cues

ALL OVER THE MAP

Business is booming for United World Films, Inc., the Universal-International TV commercial subsidiary.

WHEN TO PULL THE PLUG

Pros and cons fly thick and fast over the length of commercials—longer, shorter, what—but the question seems to be: Is it interesting?

ID'S

The Crew Cuts, popular young singing quartet, will make commercial films for Budweiser beer and ale in the account's "Where there is life, there's Bud" campaign.

THIS WEEK'S FILM BUYS

ABC FILM SYNDICATION

PASSPORT TO DANGER WTVR, Richmond, Va.: Strietman Biscuit and National Brewing

CBS-TV FILM SALES

TERRYTOONS WSBT, South Bend, Ind.; KBTB, Denver; WFAA, Dallas; KBOI, Boise, Idaho: Adv. TBA

AMOS 'n' ANDY WBDJ, Orlando, Fla.; WARM, Scranton-Wilkes-Barre, Pa.; KTTS, Springfield, Mo.: Adv. TBA

SAN FRANCISCO BEAT WGWS, Ft. Lauderdale, Fla.; WTOP, Washington; WKNB, New Britain, Conn.: Adv. TBA

WTAR, Norfolk: High's Ice Cream

LONG JOHN SILVER WWLP, Springfield, Mass.: Adv. TBA

GUILD FILMS COMPANY CONFIDENTIAL FILE

KVTB, Sioux City, Ia.: Nassif Rug Co. and Reinhard Bros. (Norge dealers)

POPCORN THEATER KKTU, Colorado Springs, Colo.: Cut-A-Corner Grocery

HOLLYWOOD TV SERVICE STORIES OF THE CENTURY

WISH, Indianapolis: Gaseteria

INTERSTATE TELEVISION PUBLIC DEFENDER

WGR, Buffalo: Bradings Breweries

MCA-TV FEDERAL MEN

KKTU, Colorado Springs, Colo.; Jackson Chevrolet

BIFF BAKER, U.S.A. KWWL, Waterloo, Ia.: Adv. TBA

WATERFRONT WKBT, La Crosse, Wis.: Crescent Jewelry and Artmar

NBC TELEVISION FILM CRUNCH AND DES

WTWO, Bangor, Me.; WPRO, Providence: Adv. TBA

KDUB, Lubbock, Tex.: Lubbock Floor Covering

KTBC, Austin, Tex.: Jack's Beer

KKTU, Colorado Springs, Colo.: American Builders

WKBT, La Crosse, Wis.: G. Heileman Brewing

STEVE DONOVAN WPRO, Providence; WLWA, Atlanta; WJBF, Augusta, Ga.: Adv. TBA

KELO, Sioux Falls, S. D.; KTVH, Hutchinson, Kan.: Consumer Co-Op.

Sydney and Melbourne, Australia: Amalgamated Television Service

GREAT GILDERSLEEVE Sydney and Melbourne, Australia: Herald-Sun Pty., Ltd.

WPRO, Providence; KTVT, Salt Lake City: Adv. TBA

DANGEROUS ASSIGNMENT Sydney and Melbourne, Australia: Amalgamated Television Service

WABC, New York; WPRO, Providence: Adv. TBA

INNER SANCTUM WPRO, Providence: Adv. TBA

BADGE 714-C WHIO, Dayton, O.: Burger Beer

KOOK, Billings, Mont.: Rainier Beer

CAPTURED WPRO, Providence: Adv. TBA

Sydney, Australia: Amalgamated Television Service

HOPALONG CASSIDY-1 HOUR WHIZ, Zanesville, O.: Hallmark Furniture and Coca-Cola Bottling

HOPALONG CASSIDY-HALF HOUR-A WSIX, Nashville; WFIE, Evansville, Ind.: LIFE OF RILEY-D

WEAU, Eau Claire, Wis.: Adv. TBA

OFFICIAL FILMS

STAR AND THE STORY

WGR, Buffalo: National Biscuit Co.

TELEVISION PROGRAMS OF AMERICA

SUSIE

WISH, Indianapolis: Drewery's Beer

ZIV TELEVISION PROGRAMS

HIGHWAY PATROL

WISH, Indianapolis: Wiedemann's Beer

WKBT, La Crosse, Wis.: Hamm's Brewing

MAN CALLED "X"

WKBT, La Crosse, Wis.: Blatz Brewing

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 5 columns: Sponsor, Product & Agency (Show, if any), No. (Seconds), (C-Color) Type, Producer Commercials. Lists various TV commercial spots.

(Continued next week)

CBS Film to Sell Summer Reruns

NEW YORK, March 10.—CBS-TV Film Sales is entering the field of summer network rerun sales with two packages of 13 films each.

CBS time slot, where it had been sponsored by Frigidaire. Both slows are situation comedies and are CBS-TV packages.

CIRCLE FILM LABORATORIES COLUMBUS 5-2180. A Complete Motion Picture Lab Serving the Industry OVER A DECADE.

Distributors Turn

Continued from page 10

not selling sponsor identification but rather audience, impact and excitement. They are selling essentially the same values as the spectaculars, but perhaps at a better cost per thousand.

Survival Fight

The feature film distributors are taking on not only the networks but the half-hour syndicators as

well. The latter insist they're not worried. They can't imagine their stations and sponsors tossing over their shows to make way for movies.

The feature film salesmen are aware of all these countervailing influences. They admit they have no success story to tell yet.

In the face of this they are banking on two big trump cards: Program power and sales ingenuity.

The sole source of power in TV is programming, they say, and essentially that is the clue to the networks' dominance.

Also, the feature houses have a few sales gimmicks of their own that the networks and syndicators have never touched.

NOTICE

Due to the death of my partner, Mr. Bob Strickland, am forced to sell immediately the Hillbilly and Western Film Show, Smoky Mountain Jamboree.

TOMMY SCOTT

5880 Hollywood Blvd., Hollywood, Cal.

CHARACTER MERCHANDISING LICENSING MGR. AVAILABLE

Young, aggressive idea man with dynamic ingenuity, headed own company. Thoroughly experienced in pioneering new marketing programs.

RCA, British Decca, EMI In Global Realignment

Victor-Decca Pact Opens New Vistas

NEW YORK, March 10.—One of the biggest international reciprocal deals in the history of the phonograph record industry was signed this week between the Radio Corporation of America and the Decca Record Company, Ltd., of England.

The deal, when fully in effect, which may not be until May, 1957, will supplant the arrangement between RCA (Victor Records) and the Gramophone Company, Ltd., of England, a division of the Electric and Musical Industries, Ltd., (His Master's Voice) label which has been in existence since 1901.

Under terms of the pact, RCA Victor will start making its new recordings available to British Decca in May, 1957, and Decca will issue these under the new RCA monogram, a trademark that already has made its appearance in several European countries.

British Decca, parent company
(Continued on page 46)

'Decca Not for Sale': Rackmil

NEW YORK, March 10.—Milton R. Rackmil, president of Decca Records, Inc., this week vehemently denied that sale of the record division of the company was contemplated.

The Decca president made the statement by way of scotching the rumor that General Teleradio, owner of the RKO Studios, General Tire and the Mutual Broadcasting System, had been negotiating for the purchase of the label.

Rackmil added that he had never met Tom O'Neill, head of General Teleradio, and he added that no responsible officer of Decca had been approached.

Decca has just completed one of the greatest years in its history (see separate story), and Rackmil predicted even greater gains for 1956.

Several weeks ago Irv Green, president of Mercury, denied that negotiations were under way for the sale of his diskers.

Col.-CBS Beams Sales Pitch

NEW YORK, March 10.—Columbia Records, in co-operation with its parent company CBS, has worked out an unusually showmanly way of beaming a weekly sales message on new releases to its distributors across the country.

Each week, Columbia utilizes a half hour of CBS's network radio time to air a half-hour closed circuit, broadcast directly into the offices of its distributors. The show spotlights new releases and sales pitches by artist and repertoire chief Mitch Miller, sales topper Hal Cook and other execs.

Columbia cashed in on another tie-up with its parent web yesterday (9), when Don Cherry appeared on the CBS radio situation comedy series "My Son, Jeep" (8-8:15 p.m.). The Columbia warbler played himself, and plugged his current hit "Band of Gold" and his latest release "I'm Still a King to You."

EARLIER START ON DISK PACT

NEW YORK, March 10.—The 55-year-old reciprocal arrangement between Radio Corporation of America's Victor label and the Gramophone Company Ltd. of England's His Master's Voice label has until April, 1957 to run, but top industry executives actually expect elimination at a much earlier date.

Despite official denials, spokesmen for both RCA and for Electric and Musical Industries, parent company of HMV, have admitted some "champing at the bit." Both outfits are believed anxious to get on with their new set-ups, especially since EMI now owns not one, but two of its own labels, Capitol and Angel, in this country.

RCA, currently in a big campaign to establish the RCA monogram in all countries, is deterred in some quarters by its obligation to feed its diskings to HMV exclusively.

Capitol, Angel To Gain Noted Disk Talents

NEW YORK, March 10.—Angel and Capitol Records are due to gain important additions to their artist rosters as a result of the re-shuffling of reciprocal deals by Electric and Musical Industries, RCA Victor and British Decca (see separate story).

The His Master's Voice wing of EMI will no longer figure among the new releases of Victor beginning May, 1957. These disks to be issued in this country by EMI subsidiaries here. Under such an arrangement it is expected that HMV classical vinyl will then be pressed under the Angel imprint, while pop material will carry the Capitol tag.

Classical artists pacted to HMV, long featured here by Victor, which would then move over to Angel, include the singers Boris
(Continued on page 46)

Decca '55 Earnings Tops in History

Record Division Sales Up 20 Per Cent;
Quarterly Dividend Upped to 25 Cents

NEW YORK, March 10.—Decca Records, Inc., during 1955 had the highest earnings in its history, according to the company's annual report to stockholders. According to President Milton R. Rackmil, net income for the year ended December 31, 1955, including that from undistributed earnings of Universal Pictures Company, Inc., was \$3,794,585. This is equivalent to \$2.37 a share on the 1,602,501 shares outstanding. In 1954, net income amounted to \$3,070,205, or \$1.92 a share. The year's sales for the record division are up 20 per cent.

Net income earned by the record division in 1955 took a tremendous jump upward, totaling \$1,955,134 before taxes, as compared with \$1,170,926 for the preceding year. Net sales of the record division in 1955 totaled \$22,610,809 as against \$18,870,125 for the previous year.

In his report to stockholders, Rackmil pointed out that the 20 per cent increase in record sales dollar volume was made despite

a general decrease in the price of long-play disks early in 1955.

Factors contributing to the good sales figures, Rackmil noted, were the company's continuing success in the pop field as well as further progress in manufacturing and merchandising activities.

Among disks which sold over 1,000,000 copies Rackmil listed Bill Haley's "Rock Around the Clock"
(Continued on page 46)

Cap Mails Promotion Pitch on Kiddie Club

HOLLYWOOD, March 10.—Capitol Records' test campaign in the mail-order field got under way last week (2) with the circulation of literature to approximately 40,000 potential members of the firm's "Children's World of Music," the official name for the club.

Relegated solely to the children's record field, Capitol is offering sub-

M-G-M PROMOTION

Mooney Flick Cues M-G-M Plug Pattern

NEW YORK, March 10.—Art Mooney and his band, M-G-M Records diskers, have been signed for the parent company's upcoming pic, "The Opposite Sex." Shooting will start on the Coast about April 1.

A spokesman for the diskery indicated that movie slotting for disk artists may get increasing emphasis as a promotion medium for performers and specific disks. It was reported that negotiations are under way for several other pacts to appear in M-G-M-produced flicks. In the case of Mooney, numbers performed by the band in the film will be released as a sound track LP.

Entrance into the film field follows what diskery execs described as successful use of TV spots for record plugging. Sixth major TV plug in recent months was achieved when Red Skelton introduced his first M-G-M disks, "Little Babe," on his CBS-TV show last week (Tuesday, 6). Heavy dealer-distributor response is reported on the disk following the airing.

Decca Skeds Sound Track LP Activity

NEW YORK, March 10.—Decca Records is increasing its activity in the sound track album field. Diskery is releasing the track of the Columbia film, "Picnic," and also the track of another Columbia pic, "The Eddy Duchin Story." Another film album on the diskery's schedule is "Anything Goes," the Paramount film starring Bing Crosby.

This year, Decca previously issued the tracks to Paramount's "The Court Jester," Universal-International's "The Benny Goodman Story" and United Artists' "The Man With the Golden Arm."

scribers a free choice of any one of six two-pocket 78 r.p.m. albums, valued up to \$3.66. The free disk offer is not contingent upon membership in the club; subscribers may keep the album selected even though he elects to cancel his subscription. Gift stamps indicating the member's selection have been designed
(Continued on page 46)

SEL Developes LP Cartridge

TOLEDO, March 10.—A long-play tape cartridge, the first to play a full hour at 7½ ips, has been developed by Sound Electronics Laboratories, a division of G. H. Poulsen & Company, Toledo.

Called Fidelipac, the cartridge is only slightly larger than standard 1,200-foot reels, according to George H. Eash, chief engineer of the division. Half-hour and 15-minute size cartridges are similarly comparable to standard 600 and 300-foot reels. The 30-minute cartridge is also new, Eash points out, since no cartridge presently manufactured commercially will play more than 15 minutes at 7½ ips.

The new product, using a very simple drive system, has been thoroughly tested and is designed for economical mass production. Using standard one-quarter-inch tape and the conventional continuous loop, the principal new feature is a patented method of reducing tape friction and static by the cartridge design. Special tape is not required. The tape tension is constant at all times, resulting in more stable reproduction. Further, pressure pads are not required to assure good tape to head contact, thus greatly reducing head wear.

Produced in a plastic case, the cartridge is simply inserted in the playing device and automatically locked in proper position. The tape itself is never touched or handled.

Price of the player unit will be less than \$40, with player-recorder units slightly higher. The cartridges will run from 75 cents to a dollar higher than comparable size open reels of pre-recorded tape.

ABC-Par Sets Foreign Sales

NEW YORK, March 10.—ABC-Paramount has virtually completed its foreign distribution setup, with every major territory but the European continent now covered by the label. Negotiations for distribution in this area are now in progress, and ABC-Paramount chief Sam Clark will complete them when he goes abroad this summer.

The label is currently distributed by White and Gillespie in Australia and New Zealand; Spartan of Canada, Canada; S. A. Campos, Mexico; Record Distributing Company, Pty., Ltd., South Africa and Rhodesia; Plarecus Industrial Y Commercial Sociedad de Restonabilidad, Ltda., Argentina; Melodies Internacionais, Ltda., Brazil; and London, (on a record by record basis) in England.

25 1-Nighters For R&R Pkg.

NEW YORK, March 10.—Universal Attractions' Rock and Roll Cavalcade has been booked for 25 additional one-nighters between March 15 and April 15. The 19-act package, which teed off March 1 in Houston, is just winding up 11 solid one-night stands, promoted in the Texas territory by Dallas impresario Howard Lewis.

The new series of dates begins Thursday (15) in the Auditorium in Sheffield, Ala., and then plays an almost unbroken string of auditoriums, ball parks and armories in Alabama, Georgia, Virginia, South Carolina, Tennessee, Maryland, Pennsylvania, Indiana, Missouri, Iowa, Wisconsin, Michigan and Ohio.

The bill includes Roy Brown, Little Willie John, Percy Mayfield, the "5" Royales, Camille Joward, Joe Tex, Tiny Kennedy, Linda Hopkins and the Jimmy Coe Ork. Universal's Dick Boone is booking the package.

for a real "best buy" you'll want the

Billboard

The NEW Billboard . . .
out March 24 . . . packs
more punch than ever . . .
and packs it into a new,
easier to read and easier
to use package. You'll
love it!

NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE

Special 1/2 Price introductory subscription offer
see page 36

EDITORIAL

Vital Information

Certainly, the major accomplishment of the Record Industry Association of America is its quarterly statistical report on disk sales.

Despite the fact that the report bears a confidential tag and is distributed to participating members only, The Billboard feels the information is too vital to the industry at large to restrict its disclosures to a few.

It behooves RIAA members, who so far have not placed their sales data in this information pool, to do so at the earliest opportunity.

URGES FREEWHEELING

Not Enough Originality In Disk Biz, Says Wald

By JOEL FRIEDMAN

HOLLYWOOD, March 10.—Hollywood's far too much carboning, and not enough genuine originality and inventiveness in the music business today, according to Jerry Wald, executive producer at Columbia Pictures, who opined that the "record industry, like the television and motion picture industries, is competing for people's time, not their money."

"The record business," says

Wald, has to continually reinvest in a bit of courage, start taking a stand of its own, rather than try to divide itself slavishly into any combination of a dozen polled popular directions.

Record manufacturers have to recognize that their audiences are constantly going thru changes and will not accept the same style that

(Continued on page 20)

Phonotapes Cuts Lit. Tape Cost

NEW YORK, March 10.—Phonotapes, Inc., producer of recorded tapes, has cut the price of its literary series by \$6 per seven-inch reel.

At the same time, the firm has set a promotion for its sampler reel, The Music Demonstrator, to spur consumer sales.

Guitar Slim Signs With Atlantic

NEW YORK, March 10.—Atlantic Records has renewed pacts with several of its top artists and has signed a new talent. Latter is Guitar Slim, formerly with Specialty.

The artists renewing with the diskery are Clyde McPhatter and the Clovers, both consistent performers in the best selling ranks.

ABC-Par. Signs 4 New Artists

NEW YORK, March 10.—ABC-Paramount has signed four new artists, preparatory to branching out into the rhythm and blues recording field for the first time.

The label's first r.&b. wax spotlights Lewis and the Vibratones on "Forgive Me My Love" and "Regretting." The disk was recorded in Boston under the supervision of one-stopper Jerry Flato.

RIAA Report Spotlights Expansion of '55 Record Biz

Participation Diskeries Tab Gross Sales at \$199 Million

By IS HOROWITZ

NEW YORK, March 10.—Tremendous growth of the record business in 1955, paced by unprecedented increases in the sales of 12-inch LP's, was documented this week in a composite diskery sales report issued by the Record Industry Association of America.

The report, which covers activities of all major manufacturers, has added significance in that it makes clear internal shifts within the industry in the relative sales of 78 r.p.m. singles as against 45's, the marked decline in importance of the 10-inch LP, and a reduction in the sales of EP's.

The report is the latest in a quarterly series of confidential documents sent by the association solely to members who furnished the required sales data.

Under the pattern of anonymity set up by RIAA, sales data is supplied to an accounting firm which keeps individual company statistics in strict confidence.

Companies participating in the statistical program reported a total

Share of Total 1955 Sales (BY RECORD TYPES)

Table with 3 columns: Record Type, Unit Volume, Dollar Volume. Rows include 12-Inch LP's, 45 Singles, 10-Inch 78's, EP's, 10-Inch LP's, 7-Inch 78's.

Note: Sales of 12-inch 78's were less than 1 per cent total dollar volume.

Gain or Loss—1955 Vs. 1954 (BY RECORD TYPE)

Table with 3 columns: Record Type, Unit Volume, Dollar Volume. Rows include 12-Inch LP's, 45 Singles, 7-Inch 78's, EP's, 10-Inch 78's, 10-Inch LP's, 12-Inch 78's, Total Record Sales.

of \$199,000,000 in record sales in 1955. In 1954 the total was \$163,000,000.

Since estimates of total 1956 industry volume, based on excise tax reports for the first 10 months of the year, register a mark

of \$220,000,000 (The Billboard, March 10), companies contributing data to the RIAA report cumulatively rack up about 90 per cent of the industry's total dollar volume.

Among the 21 firms who furnished material for the survey were RCA Victor, Columbia, Decca, Capitol, Mercury, M-G-M, Dot, Angel, Vox, Simon & Schuster, Pacific Jazz, Folkways, Book-of-the-Month Club (Music Appreciation Records), Children's Record Guild and Circle Records.

(Continued on page 46)

R&R to Get Gallic Accent Via Barclay

By JUNE BUNDY

NEW YORK, March 10.—Rock and roll may shortly have a French accent. Nicole Barclay, owner of the French label Barclay Records, is making plans to introduce rhythm and blues in a big way to European record fans on her return to Paris next week.

some success abroad under the London label, but French lyric-r.&b. disks have yet to invade the Continent.

Mrs. Barclay, this week, also completed negotiations on a new deal for her reciprocal distribution contract with Mercury Records here, whereby the latter label will henceforth release a minimum of 36 Barclay LP's and a minimum of 24 Barclay singles here during the next year at the rate of three LP's and two singles each month.

The fem wax tycoon has the co-operation of two top U. S. rock and roll experts—promoter Morris Levy and publisher Phil Kahl—on her drive to put rhythm and blues over in Europe.

Kahl leaves for Paris next week to complete the contract while

(Continued on page 48)

Iturbi Leaves Victor Label

NEW YORK, March 10.—Jose Iturbi, pianist-conductor long associated with RCA Victor, has left the label to sign a new exclusive pact with Pathe Marconi, French affiliate of Electric and Musical Industries.

His future recordings will be made available in this country under the Angel label, adding to that firm's roster of longhair pianists, which now includes Walter Gieseking, Geza Anda and others.

AFM Committee Studies Local 47 Revolt

HOLLYWOOD, March 10.—Charges, counter-charges and a veiled but vague possibility that the revolt of AFM Local 47 was "communist inspired" were the order of business this week as a five-member investigating committee met here to look into the open anti-Petrillo dispute.

The committee, headed by AFM counsel Henry Kaiser, consisted of

chairman Herman Kenin, Local 99, Portland; Stanley Ballard, Local 73, Minneapolis; William Harris, Local 147, Dallas; Walter Murdoch, Local 149, Toronto, and Lee Rep, Local 4, Cleveland.

Kaiser pointed out that the function of the committee was purely administrative, and that no punitive action could be taken against

(Continued on page 42)

TOY ACCOUNTS GET THE PLAY

Kidisks Are on Upbeat But Dealers Miss Gravy

By BILL SIMON

NEW YORK, March 10.—There is more children's record business than there ever was, but record dealers aren't getting it, nor are the so-called "major" record companies.

The shift of this expanding, always lucrative field away from the standard disk-selling channels was dramatized this past week at the annual Toy Fair, where six kidisk producers staged exhibits and wrote the biggest orders in their respective histories of exhibiting there.

Four of the companies exhibiting were regular kidisk producers,

while two entries were book firms who are now incorporating records in lines of "talking books." The latter include the John C. Winston Company of Philadelphia, and newcomer Grosset & Dunlap, Inc., who will make its first shipments this summer.

The diskeries, all of whom used the occasion to unveil new-type products and plans, included Simon & Schuster, Peter Pan, Cricket and Record Guild of America. None of the major general diskeries was represented.

TV Impact

Altho these lines produced the greatest portion of the 35 million 25-cent records sold in 1955, the toy buyers, for the most part passed up lower-ticket disks in favor of higher-priced units, most

of which contained special groupings of quarter sellers.

A dominant theme of the entire Toy Fair, including the disk activities, was the impact of TV on Children's tastes. "If it has been exposed on TV, kids will want it," and this apparently holds true also for pop song hits, an increasing number of which are finding their way into kidisk editions.

According to most disk representatives at the Fair, a big portion of their promotion campaigns coming up in the fall will be slanted at the toy-buying public.

(Continued on page 42)

ASCAP Cleffers Want New Exec For Complaints

New Post Must Be Set Up to Cover Future Problems

NEW YORK, March 10. — A number of highly-placed writer members of the American Society of Composers, Authors and Publishers this week sent a wire to all members of the ASCAP board asking that a new executive position be created to handle classification complaints.

The wire this week stated: "Despite Wolfe Gilbert's widely-publicized expressions to the contrary, we, the undersigned, firmly agree that it is absolutely necessary to create a new executive position in ASCAP which will encompass recommendations regarding the Society's survey system and its applications and which will

(Continued on page 20)

PERKINS' 'SHOES' HITS 3 CHARTS

NEW YORK, March 10.—Carl Perkins' "Blue Suede Shoes" disk this week showed up on all three best selling retail charts—pop, country and western, and rhythm and blues—marking the first time a c.&w. artist ever scored in all three categories within memory.

The Perkins' disk was No. 14 on the pop chart, No. 9 on the r.&b. chart and well up in the top 10 on the country chart.

\$10-MIL POTENTIAL**Libraries in Can., U.S. Offer Rich Field for Disk Sales Cultivation**

• Continued from page 1

available for loan, and were serviced with new merchandise by dealers in the local area.

In one case, in fact, the dealer allowed 30 per cent off, in return for a promotion sticker on each package sold to the library, indicating the dealer's name as the place to purchase the record.

Active Factors

In other sections of the nation, libraries are also active factors in the record business. Chicago, Cincinnati, Louisville, Detroit and Dallas all have substantial record collections for loan. In Dallas, Whittle Music and Ernstrom's Record Shop, local dealers, were so enthusiastic about libraries as a promotion medium, that they got distributors interested in servicing libraries in the area on a regular basis.

Cash Settles Suit Over 'He'

NEW YORK, March 10.—A suit brought against veteran music man Harry Link by the writers of "He" was settled this week. Link, who had acted in the capacity of an agent for both the publisher, Avas Music, and the writers, Richard Mullan and Jack Richards, had been sued in New York State Supreme Court for alleged fraud in connection with his contractual claim to one-third of the writers' share. He subsequently filed a counter-suit.

According to the writers, Link was to utilize a portion of his share to obtain additional recordings of the tune, which clicked in the Al Hibbler Decca version. They sought to have his contract set aside on the grounds that he failed to deliver.

Meanwhile, Link also had a deal with Sven Sommer, owner of Avas, for 5 per cent of the publisher's sheet music income. This was arrived at as follows: Avas had a selling agent's deal with Nat Tannen's Keys Music for 15 per cent. Link said he could make a deal with Music Dealers' Service for 10 per cent and, as a reward, Sommer turned over the 5 per cent saving to Link.

The tune, as of the settlement date, had sold 460,000 copies. Under terms of the settlement, Link relinquished all rights in the tune in return for one-third of all sheet income to date, or \$4,800. He also settled with Sommer at the same time, terminating that deal for \$2,400 flat.

The tune itself rolled merrily on last week, shipping a reported 12,000 copies for the stanza.

Mullan and Richards were represented in the action by attorney Lee V. Eastman. Irving J. Erdheim represented Link.

KAY STARR IS HOSPITALIZED

HOLLYWOOD, March 10.—Singer Kay Starr was reported in fair condition following injuries sustained in a two-car crash in Corona, Calif., this week (7). Miss Starr was treated at Corona Hospital and subsequently transferred by ambulance to the Beverly Hills Doctors' Hospital. Medical reports indicated the singer had suffered injuries to her neck, arms and legs.

The police department of Corona yesterday issued a traffic citation against Miss Starr, charging her with running a boulevard stop sign there, which allegedly caused the accident. Two occupants of the other car were reported to have suffered serious injuries.

Mail-order record dealers have been cashing in on libraries' record needs right along. Sam Goody reportedly has 3,400 libraries on his active mail-order buying list. The firm allows roughly 30 per cent off and sends its complete monthly catalog edition to every library that has ever placed an order. Record Hunter, another big New York outlet, also has a substantial list of regular library customers.

But the business is there for almost any local dealer if he wants it. Library people indicated a preference for dealing at the local level, because they felt their needs got personal attention and that local outlets would exhaust every means of digging up any hard-to-get items.

Mfrs. Overlooking Field

Record manufacturers have largely overlooked the fast-budding library field. None of the major firms has any integrated program of promoting library sales either thru distribution from the plant via distributors or dealers. Nor do any of the majors report any plans in the works to try to exploit the obvious "listening booth" promotional opportunities libraries offer.

Several independent classical labels make an effort to cultivate the libraries with plans which might well be adopted by the bigger firms with their classical lines. One has a mail-order service pinpointed to libraries via ads in various publications, while another offers its complete classical catalog on the same subscription plan in effect with radio stations.

One highly placed major diskery exec, whose company does not promote in the library field, said he feels that record companies have a responsibility to make available to libraries the same deal and price structure that radio stations

CENSOR CAN'T DIG 'SALLY'

NEW YORK, March 10.—NBC's song-censorship rules are sometimes considered to be decidedly on the prim side, so the trade was considerably startled when Little Richard's spicy new Specialty disk, "Long, Tall Sally," was played last night (9) over the web's "National Radio Fan Club" show.

The record was screened before airing, but after listening to it several times, the censor exec finally just shook his head and told the show's producer Parker Gibbs: "How can I restrict it when I can't even understand it?" The program's teen-age audience dug it tho, and voted the r.&b. disk the No. 1 record of this week's new releases.

Decca Puts Dealers On Sales Alert

NEW YORK, March 10.—Decca Records has started a special campaign to alert dealers to the desirability of making every possible sales of a back catalog item. Campaign is pegged to the angle that every single record and album in the active catalog is available, and should the dealer be out of stock, he can expect fast service from the factory. Diskery has started the campaign because it is felt that a number of sales are lost by lackadaisical dealers.

Special notice of the service is being made thru announcements on the weekly Decca release cards, and via other promotional media. The notices urge the dealers not to lose sales, not to lose customers, and to take advantage of accelerated special order service from the factory.

get. He suggested that it might be a trade association function to establish a standard fee and subscription pattern.

Whatever action is taken, it's clear that the library market is making rapid advances in direct dollar volume as well as in its value as a direct link with a public that's buying more millions of dollars worth of records every year. And the librarians themselves indicate strongly that the gravy is there for any local dealer and the labels he handles, if they will make the slightest moves to scoop it out.

Gilbert ASCAP Prexy Campaign Gets Under Way**Letter to Members Asks for Action in Candidate's Behalf**

HOLLYWOOD, March 10.—L. Wolfie Gilbert, chairman of the ASCAP West Coast Committee and an avowed candidate for the presidency of the Society, took a page from established political campaigning this week in urging more than 1,000 writer and publisher members of the organization to "write and wire the members of the board of directors" in his behalf if they so desired.

The mimeographed letter, outlining a number of Gilbert's principles and his platform, along with a complete list of the other 23 members of the board, was mailed this week at Gilbert's expense.

With election time just around the corner, Gilbert's campaign is expected to draw to a close within the next two weeks. Stanley Adams, president of ASCAP, retires from office at the end of this month. Gilbert's solicitation of membership support is known to have been deployed to some extent by a number of board members, tho in recent weeks several board members have indicated they were interested in membership opinion.

The special board meeting decided upon at the Society's stormy February 16 meet, to have been called within three weeks from that date has since been canceled, it was learned. Meeting was to have dealt with Herman Starr's proposal that President Stanley Adams be given another job with ASCAP.

No meetings are on the ASCAP agenda other than the upcoming meeting of the Writer's Classification Committee and the monthly executive board meeting, both scheduled for the week of March 26. Gilbert's name is to be officially presented to the Writer's group by Gene Buck at that meeting, as a candidate. The ASCAP annual meeting and banquet will be held at the Waldorf Astoria Hotel in New York, April 3.

Refined R&R

• Continued from page 1

April theater bookings for the package line-up are as follows: April 2-3, Avon Theater, Utica, N. Y.; then successive one-nighters at the Troy, Troy, N. Y.; Strand, Albany, N. Y.; Palace, South Norwalk, Conn.; Palace, Danbury, Conn.; and Warner, Torrington, Conn. On April 9-10, it will play the Strand, New Britain, Conn.; April 11, Roger Sherman, New Haven, Conn.; and April 12-13, State, Waterbury, Conn. More one-nighters at the Capitol, Ansonia, Conn.; Cameo, Bristol, Conn.; State, Manchester, Conn.; Capitol, 18-19, Garde, New London, Conn.;

EDITORIAL**Don't Lose That Kid**

The influence of rhythm and blues in the country field is already being opposed—just as it was when it made its impact in the pop market. The opposition stems from a number of artists, publishers, disk jockeys and talent managers who take the position that r.&b.-styled material and r.&b.-styled delivery represents a departure from established tradition, and is therefore not in the best interests of the established country field.

It cannot be said at this point whether the impact of r.&b. will be as tremendous in c.&w. as it has been in pop. However, it is more than a flash in the pan. Already two artists, Elvis Presley on Victor and Carl Perkins on Sun, have developed such mass sales power that they are selling in all markets—country, pop and r.&b. Perkins, in fact, has made the best-selling charts in all three fields.

It has already been suggested that country artists with r.&b.-styled material, or r.&b.-styled delivery, be excluded from the best-selling country chart. Extremists have been asked that country artists, who record with a pop backing, be excluded from the country charts.

These suggestions are ill-advised and run counter to the basic laws of supply and demand. Those who advocate these suggestions forget that the record business is a business. Should and artist, record manufacturer or disk jockey be so foolhardy as to buck trends in repertoire and performance, he will run second best to those who are quick to capitalize on popular tastes.

This is inevitable. The consumer—the kid with the 89 cents in his pocket—is ready and eager to lay his cash on the line for what he likes. Those who won't give him what he wants may be well-intentioned, but they will lose out to someone who will.

This is a blunt fact. Several other blunt facts are pertinent at this point.

Competition is the soul of business. In 1955, the over-all record business had one of the best years in its history. In the pop and r.&b. fields, as well as the package field, competition reached its highest peak. From the standpoint of talent, the struggle was keener than ever. Virtually every artist knew he was in a rough race with every side he cut. Yet, dollar volume in these fields jumped skyward.

The country field needs no apologists. It has made its mark in the treasury of Musical Americana. It will never, never disappear. But it is unthinkable that it should reject competition or fear a new influence. In today's electronic age, the disk business can no longer think small. The boundaries grow broader, not narrower. "Grand Ole Opry" plays to 30,000,000 people over ABC television. It must hold and entertain as many of these as possible.

A final word: The Billboard cannot disregard trends as reflected in its charts which are compiled from dealer returns. An Elvis Presley or Carl Perkins or an Eddy Arnold who sells in various fields must be reported as such. They cannot be arbitrarily dropped out of any one chart. They will be dropped when the kid with the 89 cents feels it is time for a change.

UNCLE SAM WANTS TO KNOW**T-Men Quizzing D-J's on Extra-Curricular Income**

NEW YORK, March 10.—The Department of Internal Revenue has been conducting its own version of "The \$64,000 Question" this month with deejays thruout the Midwest, and the T-Men's queries reportedly are considerably more trade-wise than they have been in the past.

For instance, the T-Men now ask jocks specifically whether they've been "cut in" on any publishers' songs. The department also is putting special stress this year on questions regarding any

"favors" deejays might have received from artists during the year (including appearances by talent on record hops or stage shows) wherein the jock might have benefited directly or indirectly in a monetary fashion.

In line with this, some jocks reportedly have been quizzed about "kickbacks" from artists, particularly regarding instances on their returns for last year wherein the deejays listed paying out specific sums to talent for appearances on shows and at record hops, while artists in question failed to report receiving the money.

The T-boys are also making a much closer scrutiny this year of spinners' personal living scale, asking them for detailed accountings on purchases of such luxury items as homes in the five and six figure brackets, yachts, cars, etc.

Bel Canto Gets Dot Tape Rights

HOLLYWOOD, March 10.—Negotiations have been successfully completed between Dot Records and Bel Canto Pre-Recorded Tapes for the tape rights to the entire Dot catalog.

Russ Malloy, sales manager for Bel Canto made the disclosure here this week. Tape firm will immediately begin to cull the Dot catalog for an early release of approximately four packages. Acquisition of the Dot line will substantially add to the material available to Bel Canto, latter having previously concluded agreements with Robert Rheims' Christmas carol line, and the Essex and Palda diskeries.

Bel Canto plans include the manufacture of a tape package display stand, which will also contain provision for stock. Firm currently is releasing its material at a list of \$6.95.

April 20-21, Warner, Lawrence, Mass.; April 22, Palace, Norwich, Conn.; and April 23-24, Warner, Lynn, Mass.

SINGERS TO AIR 'AWARD' TUNES

HOLLYWOOD, March 10.—The five songs nominated by the Academy of Motion Picture Arts & Sciences in the annual Oscar derby, have been assigned to a roster of singers who will air the tunes at the Academy presentation March 21.

Named were Harry Belafonte (from New York), "Unchained Melody"; Jane Powell, "I'll Never Stop Loving You"; Eddie Fisher, "Love Is a Many-Splendored Thing" to be aired from New York; Maurice Chevalier, "Something's Gotta Give," and Dean Martin, "The Tender Trap."

Three of the five tunes nominated are published by the big three music firms, with Sinatra's Barton Music and Frank Loesser's Frank Music Publishing the other tunes.

America's Fastest Selling Records



BING's got a Smash!

IN A LITTLE SPANISH TOWN

and

OL' MAN RIVER

('Twas On A Night Like This)

BING CROSBY

and

BUDDY COLE Trio

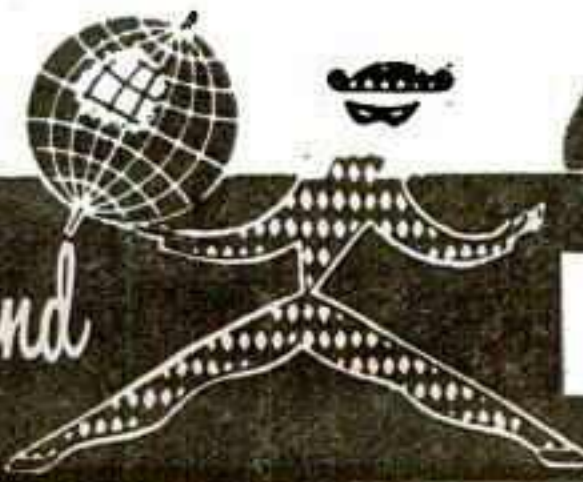
DECCA #29850 and 9-29850



*Coast to Coast Action
from
Dealers, Ops, DeeJays*

*Bing's Touch
is
the Master's Touch*

A New World of Sound



DECCA records

De Sylva Inheritance Becomes Union Hassle

WASHINGTON, March, 10.—Late this week the American Society of Composers, Authors and Publishers, Music Publishers' Protective Association and Songwriters' Protective Association filed Amici Curiae briefs in U.S. Supreme Court as in the case of Marie De Sylva versus Marie Ballentine, guardian of the estate of Stephen William Ballentine.

Marie Ballentine claimed, for De Sylva's illegitimate child, rights in the author's renewals equal to those held by his widow.

Position of the music business organizations, and also the film industry, is that the judgment of the Court of Appeals—which gives a child equal rights with a widow in an author's renewals—should be reversed and the judgment of the District Court reinstated. The latter judgment held that renewal rights after an author's death were vested with the widow solely, and fell to the children after her death.

Hearings in Supreme Court are expected to start April 23.

The music business feels that chaos would result if the present ruling, as given by the Court of Appeals, is not reversed.

Herman Finkelstein, attorney for ASCAP, noted in his brief that it has been customary to regard the widow as solely entitled to those renewals which come into being during her lifetime and after her husband's death. He also pointed out that such was the thinking

during De Sylva's lifetime, and that De Sylva's estate was planned with this in mind. Finkelstein also argues that Congress adopted a logical pattern in awarding to the widow of a deceased author the renewal rights arising during her lifetime, and to the children after her death. Finkelstein concludes that the judgment of the District Court should be reinstated.

The SPA brief argues that Section 24 of the Copyright Act should be construed as granting to an author's widow a priority in status over his children. It further presents the view that the term children should include only those who are legitimate. "We leave to the respective parties the argument of the question, whether under California law the infant party enjoys the right of a legitimate child of the deceased author. May we urge, however, that there is no indication that Congress, in employing the term 'children' in the year 1909, departed from the conventional view that only legitimate children were intended."

SPA also holds to the view that the case as it now stands—with a child having equal rights—will lead to a flood of litigation. MPPA and others have held similarly. The SPA brief concludes: "We submit that in the absence of a clear demonstration that the statute requires the widow and children to be treated in one class, and as co-owners . . . a construction to that effect should be avoided. If the widow has no priority, the economic value of the renewal copyright to her will be diminished. In place of the widow's security, she may have only a small share of the proceeds derived from the renewal copyright."

No Originality

Continued from page 17

they liked five years ago, says Wald.

Cites Band Leader

"The band leader has to stop trying to give us what the public wants. If he tries to give the public exactly what they want, they have heard the style before, undoubtedly liked it, but don't want to hear it again. A band leader's sire for a unique combination is vit only by his own imagination."

"Bands in the future will have to be inventive and filled with audacious ideas. There is an instance of imagination on the part of a lot of arrangers who try to copy yesterday's arrangements in hope they can come up with other hit style."

Wald heralded the marriage of records and motion pictures as long-heralded, averring that some of our best composers and lyricists were reating and perpetuating music that will be considered standards many years hence. People in the music business, said Wald, should not underrate the public's flexibility, their unwillingness to swallow too many repeat doses of what recording artists thought was good for them. "The test of a musician's courage comes when he's in the minority."

"Many great records have not been made, and some will not be made because some front office executive at a record company didn't think this was the proper musical arrangement or song that had a big, large letter 'million copy record' right on the orchestration," Wald continued.

No Foolproof Formula

"Frightened people are legend in show business. They point to polls and quote hoary truisms about various brands of juke-box poison, box-office films, etc. A good record can be made of any theme—conversely there is no foolproof million record formula. On such a premise, the wise orchestra leader will get the best arrangements and orchestrations that he can, proceed to pick a song that he likes and make it as best as he can, without consulting the nearest oracle or crystal ball as to what the disk

SPA Launches Payola Probe

NEW YORK, March 10.—The Songwriters' Protective Association is making a serious move to increase safeguards for its writer members against payola and certain other practices. SPA announced its intention of taking such action several weeks ago, when it was revealed recently that a writer had relinquished one-third of his share of the hit tune, "I Need You Now."

SPA proxy Abel Baer said yesterday. "SPA believes that there can be no compromise with the payola or with similar practices in the music industry."

"These can lead only to disaster," Baer declared, "and because talk is no substitute for vigorous action, a committee has been appointed to consider means of eradicating these practices."

The committee line-up includes Abel Baer, Edgar Leslie, Alex Kramer, John Jacob Loew, Otto Harbach and Charles Tobias. Recommendations will be made to the SPA Council Friday (16).

Best Selling SHEET MUSIC IN BRITAIN For Week Ending March 3

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

- Memories Are Made of This—Montclare (Montclare)
- Young and Foolish—Chappell (Chappell)
- The Ballad of Davy Crockett—Disney (Disney)
- It's Almost Tomorrow—Macmelodies (Northern)
- Zambezi—Fields (Shapiro-Bernstein)
- Band of Gold—Essex (Ludlow)
- Jimmy Unknown—Bron (Jefferson)
- With Your Love—Macmelodies
- Love and Marriage—Barton (Barton)
- Pickin' a Chicken—Berry
- Love Is the Tender Trap—Connelly (Barton)
- Robin Hood—New World (Official)
- Sixteen Tons—Connelly (American)
- When You Lose the One You Love—Bradbury (Chappell)
- Love Is a Many-Splendored Thing—Robbins (Miller)
- The Dambusters March—Chappell (Chappell)
- Dreams Can Tell a Lie—Fields (Shapiro-Bernstein)
- Shifting, Whispering Sands—Maurice (Gallatin)
- Stealin'—Leeds (Leeds)
- Only You—Sherwin (Wildwood)

Best Selling POP RECORDS IN BRITAIN For Week Ending March 3

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)	1
2. ZAMBESI	
Lou Busch (Capitol)	2
3. IT'S ALMOST TOMORROW	
Dream Weavers (Brunswick)	3
4. ROCK AND ROLL WALTZ	
Kay Starr (HMV)	4
5. MEMORIES ARE MADE OF THIS	
Dave King (Decca)	11
6. ONLY YOU	
Hilltoppers (London)	5
7. BAND OF GOLD	
Don Cherry (Philips)	6
8. LOVE IS THE TENDER TRAP	
Frank Sinatra (Capitol)	7
9. SEE YOU LATER, ALLIGATOR	
Bill Haley Comets (Brunswick)	—
10. YOUNG AND FOOLISH	
Edmund Hockridge (Nixa)	10
11. ROCK ISLAND LINE	
Lonnie Donegan (Decca)	9
12. GREAT PRETENDER	
Jimmy Parkinson (Columbia)	17
13. DREAMS CAN TELL A LIE	
Nat (King) Cole (Capitol)	13
14. SIXTEEN TONS	
Tennessee Ernie Ford (Capitol)	8
15. IN OLD LISBON	
Frank Chacksfield (Decca)	15
16. PICKIN' A CHICKEN	
Eve Boswell (Parlophone)	18
17. ROBIN HOOD	
Dick James (Parlophone)	14
18. ZAMBESI	
Eddie Calvert (Columbia)	—
19. YOUNG AND FOOLISH	
Ronnie Hilton (HMV)	—
20. MY SEPTEMBER LOVE	
David Whitfield (Decca)	19
20. TUMBLING TUMBLEWEEDS	
Slim Whitman (London)	—

ockey is capriciously favoring this season in the way of record entertainment."

MUSIC AS WRITTEN

FULLER COLUMBIA MANAGER OF SALES PUBLICATIONS . . .

Jack Fuller, formerly merchandise manager of pop, country and western singles at Columbia Records, has been named to the new diskery post of manager of sales publications. He will be in charge of two new Columbia publications, a weekly deejay newsletter and a monthly dealer bulletin. Fuller reports to Art Schwartz, advertising and sales promotion manager.

LOOK NAMES RACKMIL FOR INDUSTRY AWARD . . .

Milton R. Rackmil, chief of Decca Records and Universal Pictures, has been given Look magazine's Industry Award, one of the publication's annual movie citations. The award cites his aggressive showmanship and consistent confidence in maintaining full production schedules.

DECCA, COLUMBIA PIX IN JOINT "ROCK" PROMOTION . . .

Decca Records has entered into a joint promotion with Columbia Pictures on the film, "Rock Around the Clock," starring Bill Haley. Decca recently released a 12-inch LP titled "Rock Around the Clock." Five numbers in this package are featured in the film, as well as the song, "R-O-C-K," now being released by Decca. The picture, premiering in Washington, D. C., March 14, is the second film in which the Haley version of "Rock Around the Clock" is featured. The first was the M-G-M release "Blackboard Jungle." Disk has sold well over two million copies already.

MANIE SACKS HONORED BY PHILADELPHIA CLUB . . .

Manie Sacks, RCA veepee, was honored this week by the Philadelphia Club of Printing House Craftsmen with its 1956 Share Your Knowledge Award. The citation accompanying the Gold Medal declared that Sacks "has in fullest measure brought the rich and lifting treasures of music to the millions."

RANDLE, FELLER GUESTS AT "SHOWBIZ" COURSE . . .

Deejay Bill Randle and ABC-Paramount artist and repertoire chief Syd Feller will be the guest speakers Monday night, March 26, at the New School here for ex-Billboard staffer Bill Smith's course, "Show Business: Work in Progress." Randle, who spins 'em over WCBS here on Saturday afternoons and over WERE, Cleveland, every other day of the week, will discuss "The Role of the Disk Jockey in the Record Business."

New York

University Attractions, now booking RCA Victor's jazz clarinetist, Tony Scott and His Quartet, has the unit coming into the Cafe Bohemia here for two weeks starting April 6. Prior to that Scott has a week at the Blue Note, Chicago, starting March 14, and follows that date immediately with a week at the Rouge Lounge in Detroit. Universal also has booked the Art Farmer-Gigi Gryce unit into Birdland for two weeks starting Thursday 15. . . . Jimmy Smith, the

ASCAP Cleffers

Continued from page 17

anticipate future problems that may arise. Inasmuch as the survey of performances and its application is the most contentious subject confronting the Society, we feel we would all be short-sighted not to have one ASCAP member, who could devote all his time and who is particularly equipped to function in this capacity. This would enable him to make recommendations to the board to accept or reject as their good judgment indicates."

Signers included Milton Ager, Mack David, Gene DePaul, Ray Evans, Ira Gershwin, Mack Gordon, Sammy Fain, Lester Lee, Jerry Livingston, Jay Livingston, Herb Magidson, Don Raye, Bob Russel, Harry Ruby, Harold Spina, Ned Washington, Paul Francis Webster and Victor Young.

modern jazz organist, now appearing at the Bohemia, has been signed to an exclusive deal by Blue Note Records.

Prestige records signed cleffer Tadd Dameron for a series of dates featuring his avant-garde jazz works. . . . Tunessmith Lincoln Chase is breaking in his own singing act locally at Joyce Manor. . . . The Mello-Larks set to open Monday (13) at the San Souci, Havana. . . . Zipp Records is a new diskery formed by Jack Aberth in Akron, O. . . . Dick Gersh has taken over Eastern promotion for Fraternity Records of Cincinnati, O. . . . The Crew Cuts signed a deal this week with Annheuser-Busch, makers of Budweiser Beer, to make commercial films for TV. Films will run one minute each.

Arthur Shimkin, co-manager of Simon and Schuster's record division, flew to the Coast this week on business. He's due back Thursday (15). . . . The Martin Kalmanoff-William Saroyan "opera goofs" named "Opera, Opera," has been booked for three consecutive Saturday performances at the After-Dinner Opera Theater. The piece recently completed an 11-day run under the same auspices. . . . Shaw Artists has signed Jubilee thrush, Ethel Ennis. . . . Warbler Steve Clayton opened Friday (9) at the Vogue Terrace, Pittsburgh.

THE POOR PEOPLE OF PARIS

(Jean's Song)

- Recorded by:
- Larry Clinton Bell
 - Les Baxter Capitol
 - Lawrence Welk Coral
 - Russ Morgan Decca
 - Winifred Atwell London
 - Les Anthony Tops
 - Chet Atkins Victor
- *Records listed alphabetically by companies.
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Published by ARC MUSIC CORPORATION

Valleybrook PUBLICATIONS INC.

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on AMERICAN RECORDS

AMERICAN ACADEMY OF MUSIC, INC.

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---------------------	------------	---

Review Spotlight on . . .

ALBUMS

Popular

SONGS FOR SWINGIN' LOVERS (1-12")—Frank Sinatra. Capitol W 653

Frank Sinatra is one of the hottest album sellers in the field right now, and his latest Capitol LP should grab off as many, if not more, sales than his past highly successful packages in view of his recent nomination for an Academy Award.

Film Sound Track

SHAKESPEARE: RICHARD III (3-12") — Sound Track. RCA Victor LM 6126

Here is a package of class merchandise backed by such a strong promotional push that it should realize a sales potential far in excess of the usually limited disk market for Shakespeare.

Hardwicke, Pamela Brown, etc.) the album would be a big seller in its field anyway, but the video exposure makes it a strong item for general sales as well.

Classical

CARUSO (3-12")—RCA Victor LM 6127

Sales of Caruso disks have already returned some millions of dollars in royalties, and the end is not in sight. In this new, handsomely mounted package a host of new disk buyers are due to get acquainted with his artistry.

Reviews and Ratings of New Popular Albums

IN THE STILL OF THE NIGHT78

Joni James (1-12") M-G-M E 3328

M-G-M's plaintive-voiced canary has a strong, steady following, and this package should meet with their approval.

The thrush sings in her usual stylized manner on a group of nostalgic standards, including the title song, "My Funny Valentine," "Fools Rush In," and "Deep Purple."

NOW IN VOGUE77

Teddi King (1-12") Storyville ST LP 903

According to the liner notes on this package, RCA Victor's new canary retains the right to record jazz for other labels as long as she confines her pop-piping to the home-firm.

ECHOES OF SPAIN76

George Feyer, Piano (1-12") Vox VX 25070

This is the 11th LP in what has developed into one of the most consistent series sellers in the catalog.

FAVORITE COWBOY SONGS76

Sons of the Pioneers (1-12") Victor LPM 1130

Tapping the song material dealing with the American West, the Great Plains and the life of the cowboy has become very popular lately.

MANHATTAN TIME75

Art Van Damme Quintet (1-12") Columbia CL 801

Van Damme's accordion gives this jazz quintet an unusual sound texture, one which can be admired by jazz enthusiasts as well as the average listener who prefers arrangements which are not extreme.

MERRY DITTIES75

Milt Okun (1-12") Riverside RLP 12-603

A fascinating collection of folk material of interest to the collector of such material as well as the seeker after uncomplicated disk enjoyment.

THE SEARCH FOR BRIDEY MURPHY, EXPERIMENT NO. 180

Research Recordings 101

This disk contains portions of the taped sessions in which hypnotist-author Morey Brnstein follows subject Ruth Simmons back into her previous life as Bridey Murphy.

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book-selling industry, in a tizzy, can make the most calloused flesh crawl. The "Conversation" is abridged in order to fit the disk, but it is pieced together intelligently by a narrator.

Jazz

HOWARD RUMSEY'S LIGHTHOUSE ALL-STARS, VOL. 380

(1-12") Contemporary C 3508

The bulk of the material in this package has been available previously on a 10-inch LP (Contemporary C 2510). It included such now-famous selections as "Swing Shift," "Viva Zapata No. 1," "Mambos Los Feliz," "Witch Doctor," etc.

THE LAND OF DIXIE76

Pee Wee Erwin and his Dixieland Band (1-12") Brunswick BL 54011

Here are modern samples of Dixieland, done with heart, style and a driving enthusiasm. The session was cut at a personal appearance at Fort Monmouth, and has the feeling of a live performance.

JIM CHAPIN ENSEMBLE73

(1-10") Prestige LP 213

Veteran New York drummer Chapin heads a unit which includes altoist

Phil Woods and trombonist Billy Byers in leading roles. Chapin, not a big name at this point, is nevertheless a driving ensemble man and an uncommonly resourceful soloist.

SELDON POWELL72

(1-12") Roost LP 2205

An uneven collection by one of the outstanding up-'n'-coming tenor men. Powell doesn't get too far out here, and he is obviously enjoying himself.

MEET BETTY CARTER AND RAY BRYANT71

(1-12") Epic LN 3202

This package contains two interesting jazz talents — for customers looking for something new on the jazz scene. Ray Bryant's piano, when he accompanies Miss Carter or plays with his trio, is ingenious and forceful.

Latin American

ESTE ES EL RITMO DEL CHA CHA77

Julio Gutierrez Ork (1-12") Panart 3002

Dancers looking for cha cha wax would have to look far to find a more authentic display of the beat. The 10 sides offered here were recorded in Cuba by a band that really knows how to give out with the shakes.

Reviews and Ratings of New Classical Releases

BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: SYMPHONY NO. 8 (UNFINISHED) (1-12")—Cleveland Orchestra; George Szell, Cond. Epic LC 319580

Having pacted the Clevelanders to an exclusive contract, Epic has undertaken a heavy recording schedule for them. Their lead package, conventional as it may be from a repertory point of view, is very attractive and promises much for the future.

AN OPERATIC RECITAL BY RENATA TEBALDI (1-12")—London LL 1255...79

Excerpts of great popularity from "Boheme," "Butterfly," "Aida," "Manon Lescaut" and "Traviata," by one of the most powerful sopranos draws in the business. They're taken from complete diskings in the London catalog, but that shouldn't discourage dealers.

PAGANINI: VIOLIN CONCERTO NO. 1 IN D; SIBELIUS: VIOLIN CONCERTO (1-12")—Yehudi Menuhin, Violin; London Symphony; Anatole Fistoulari, Cond; London Philharmonic; Sir Adrian Boult, Cond. RCA Victor LM 194678

In shellac days Menuhin's reading of the Paganini was long the preferred version. Many, therefore, will welcome this up-dated performance. If it doesn't have the fluid, carefree virtuosity of the older diskings, it still holds enough brilliance to dazzle. The Sibelius, too, is a superior recording.

HAYDN: SYMPHONY NO. 88 (PARIS); SYMPHONY NO. 104 (LONDON) (1-12")—Cleveland Orchestra; George Szell, Cond. Epic LC 319675

Early Epic releases with the Cleveland are apparently going to lay considerable stress on standard literature. Here is another coupling of proven popularity, the symphonies being among the most familiar by the composer.

MOZART: THE MAGIC FLUTE (3-12")—Maria Stader, Dietrich Fischer-Dieskau; RIAS Symphony; Ferenc Fricsay, Cond. Decca DX 13475

While the recent London issue of the "Magic Flute" undoubtedly skimmed a good deal of the fast action on the repertoire, this new entry should quickly find itself a solid niche among standard opera diskings.

measured. Again, this Deutsche Grammophon recording uses actors for the speaking roles. A useful innovation is the numbering of interior linings.

RUSSIAN SONGS (1-12")—Boris Christoff, Bass. RCA Victor LM 194574

Liner notes flatly state that Christoff has inherited the mantle of Chaliapin. The some may quibble, there surely is no more convincing candidate for that accolade around today.

MOZART: DIVERTIMENTO NO. 17 IN D (K. 334); EINE KLEINE NACHTMUSIK (1-12")—Chicago Symphony Orchestra; Fritz Reiner, Cond. RCA Victor LM 196674

One of the most popular of the many Mozart Divertimento, the 17th does not lack adequate disk representation. This is another beautifully recorded performance. But it is the only LP which includes yet another work.

MOZART: PIANO CONCERTO NO. 27; PIANO SONATA NO. 11 (K. 331) (1-12")—Wilhelm Backhaus, Piano; Vienna Philharmonic; Karl Bohm, Cond. London LL 128273

Extensive as the recordings of Backhaus are, the LP catalog here records the first reading of a Mozart concerto by the master. It is typical that he should have chosen the B flat major, Mozart's last, and the least virtuosic of all the composer's work in that form.

MOZART: SERENADE NO. 12 (K. 388); DIVERTIMENTO NO. 15 (K. 287); Arthur Fiedler and His Sinfonietta. RCA Victor LM 193672

Music, whose only purpose is to please, a goal comfortably achieved in these finely wrought performances. Surely, such music may be sold as quality background or mood music if dealers have the sense to treat Mozart so commercially.

DONIZETTI: LA FAVORITA (3-12")—Giulietta Simionato, Orchestra and Chorus of the Maggio Musicale Fiorentino (Florence); Alberto Erede, Cond. London XLLA 3972

This is the first complete recording of an opera heard little today. Like in "Norma," the problems of style and technique posed are exceptional.

(Continued on page 48)

A GREAT COMBINATION OF TALENT*
ADDS UP TO A *Hit Disk!*



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HOLMES**



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The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending March 7

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Poor People of Paris	4	5	6. Theme From the Three Penny Opera (Moritat)	7	7
By La Gouaiane de Pauvre-Jean-Marguerite Mannot—Published by Alama Music BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Welk, Coral 61592. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORDS: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70781. 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.		
2. Lisbon Antigua	2	12	7. Memories Are Made of This	6	15
By Galharado-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 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.		
3. Rock and Roll Waltz	1	11	8. I'll Be Home	10	6
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORD AVAILABLE: L. Welk, Coral 81128. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.		
4. No, Not Much	5	8	9. Why Do Fools Fall in Love?	12	4
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629. ELECTRICAL TRANSCRIPTION: Airline Trio, Lang-Worth.			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.		
5. Great Pretender	3	14	10. See You Later, Alligator	8	9
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bush, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.		
Second Ten					
11. Band of Gold	9	16	15. Hot Diggity	-	1
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.			By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.		
12. It's Almost Tomorrow	11	19	17. Eddie My Love	17	2
By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORD: Dream Weavers, Dec 29683. RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; J. Stafford, Col 40595; L. Welk, Coral 61524. ELECTRICAL TRANSCRIPTIONS: Bill Walker Ork, Standard; Lenny Herman, Lang-Worth.			By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORD: Teen Queens, RPM 543. RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1084; Fontane Sisters, Dot 15450.		
13. He	13	26	18. Eleventh Hour Melody	16	4
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 King Palmer-Carl Segman—Published by Paxton (ASCAP) BEST SELLING RECORD: A. Hibbler, Dec 29789. RECORDS AVAILABLE: L. Busch, Cap 3349; T. Mottola, M-G-M 11885; B. Snyder, Dec 29827. ELECTRICAL TRANSCRIPTION: Airline Trio, Lang-Worth.		
14. Tutti Frutti	15	8	18. Mr. Wonderful	19	3
By La Bastrie Tennman—Published by Venice (BMI) BEST SELLING RECORDS: P. Boone, Dot 15443; Little Richard, Specialty 561. RECORDS AVAILABLE: A. Mooney, M-G-M 12165. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Back Holofcener- Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: S. Vaughn, Mercury 70777. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King Vic 20-6392. ELECTRICAL TRANSCRIPTION: Airline Trio, Lang-Worth.		
15. Dungaree Doll	14	11	20. Blue Suede Shoes	28	2
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. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.			By Carl Perkins—Published by Hi-Lo Music (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; P. W. King, Vic 20-6450.		
Third Ten					
21. Juke Box Baby	-	1	26. Seven Days	27	7
By Noel Sherman & Joe Sherman—Published by Winneton (BMI) RECORD AVAILABLE: P. Como, Vic 20-6427.			By Carrol-Taylor—Published by Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61562; Crew Cuts, Mercury 70782; C. McPhatter, Atlantic 1081; S. Lanson, Dot 15445. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.		
22. Heartbreak Hotel	22	2	28. Teen-Age Prayer	24	13
By Axton, Durden & Presley—Published by Tree (BMI) RECORD AVAILABLE: P. Como, Vic 20-6427.			By Riechner & Lowe—Published by La Salle (ASCAP) RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; G. Mann, Sound 126; G. Storm, Dot 15436; K. White, Mercury 70750. ELECTRICAL TRANSCRIPTION: Lenny Herman, Lang-Worth.		
23. Tear Fell	30	2	29. Sixteen Tons	17	19
By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) RECORD AVAILABLE: T. Brewer, Coral 61590.			By Merle Travis—Published by American Music (BMI) RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; T. Ernie, Cap 3262; M. Katz, Cap 3342; B. B. King, RPM 451; Marvin & The Chirps, Tip Top 202; S. Shore, X 01887; R. Sovine, Dec 29739.		
24. Bo Weevil	-	1	30. Lipstick, Candy and Rubber Soled Shoes	28	3
By Antoine Domino & Dave Bartholomew—Published by Reeves (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; B. Lou, King 4900.			By Bob Haymes—Published by Jimskip Music (BMI) RECORD AVAILABLE: J. La Rosa, Vic 20-6416. ELECTRICAL TRANSCRIPTION: Lenny Herman Ork, Lang-Worth.		
25. Are You Satisfied?	25	11	30. Ask Me	-	2
By Wooley & Escamela—Published by Cordial Music (MBI) RECORDS AVAILABLE: T. Arden, Vic 20-6346; R. Draper, Mercury 70757; C. Francis, M-G-M 12122; C. Johnson, Col 40612; J. Wakley, Dec 29756; S. Wooley, M-G-M 12114.			By Noel Sherman & Joe Sherman—Published by Winneton (BMI) RECORD AVAILABLE: P. Como, Vic 20-6427.		
26. Lullaby of Birdland	22	4			
By George Shearing—Published by Patrica Music (BMI) RECORD AVAILABLE: Blue Stars, Mercury 70742. ELECTRICAL TRANSCRIPTIONS: Ted Heath Ork, Lang-Worth.					

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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

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NELSON RIDDLE
LISBON ANTIGUA

FRANK SINATRA
FLOWERS MEAN FORGIVENESS

DEAN MARTIN
MEMORIES ARE MADE OF THIS

DEAN MARTIN
INNAMORATA

"TENNESSEE"
ERNIE FORD
THAT'S ALL

NEW NEW NEW NEW NEW NEW NEW NEW NEW

Ella Mae

Rock And Roll Wedding



Morse

with Les Baxter & His Orch.
Down In Mexico

Record No. 3387

June Christy

I Never Wanna Look Into Those Eyes Again
Look Out Up There

Record No. 3375



The Four Freshmen

Angel Eyes
Love Is Just Around The Corner

Record No. 3359



Bob Roubian

with Clifflie Stone and His Orchestra

Blue Suede Shoes
Candy Coated Kisses

Record No. 3373



Edith Piaf

Black Denim Trousers And Motorcycle Boots
(L'Homme a La Moto)
Suddenly There's A Valley
(Vallee)

Record No. 3368



Tommy Leonetti

Too Proud Wrong

Record No. 3380

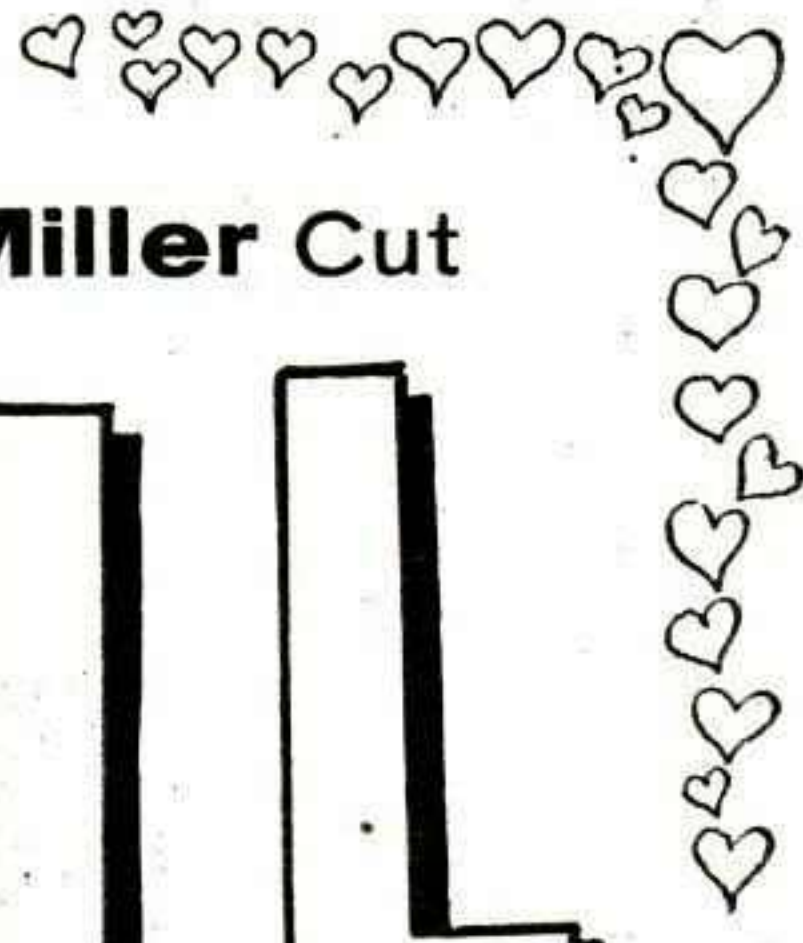


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HARMS, INC. NEW YORK, N. Y.

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending March 7

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. LISBON ANTIGUA (ASCAP)— N. Riddle.....	1	12	
Robin Hood (ASCAP)—Cap 3287			
2. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter.....	3	5	
Theme From Helen of Troy (ASCAP)—Cap 3336			
3. ROCK AND ROLL WALTZ (BMI)— K. Starr.....	2	11	
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
4. NO, NOT MUCH (ASCAP)— Four Lads.....	4	8	
I'll Never Know (BMI)—Col 40629			
5. GREAT PRETENDER (ASCAP)— Platters.....	5	13	
I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
6. I'LL BE HOME (BMI)—P. Boone.....	7	6	
TUTTI FRUTTI (BMI)—Dot 15443			
7. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley.....	6	10	
Paper Boy (ASCAP)—Dec 29791			
8. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers.....	9	5	
Please Be Mine (BMI)—Gee 1002			
9. HOT DIGGITY (ASCAP)—P. Como... 12	2		
JUKE BOX BABY (ASCAP)—Vic 20-6427			
10. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	8	16	
Change of Heart (BMI)—Cap 3295			
11. BAND OF GOLD (BMI)—D. Cherry... 10	15		
Rumble Boogie (BMI)—Col 40597			
12. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— D. Hyman.....	11	8	
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149			
13. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— R. Hayman-J. August.....	17	5	
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 12159			
14. BLUE SUEDE SHOES (BMI)— C. Perkins.....	14	2	
Honey, Don't (BMI)—Sun 234			
15. HEARTBREAK HOTEL (BMI)— E. Presley.....	19	2	
I WAS THE ONE (BMI)—Vic 20-6420			
16. TEAR FELL (BMI)—T. Brewer..... 16	3		
BO WEEVIL (BMI)—Coral 61590			
17. DUNGAREE DOLL (BMI)—E. Fisher... 15	12		
Everybody's Got a Home But Me (ASCAP)—Victor 20-6337			
18. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers..... 13	19		
You Got Me Wondering (ASCAP)—Decca 29683			
19. WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds.....	—	1	
You, Baby, You (BMI)—Mercury 70790			
20. LOVELY ONE (BMI)—Four Voices... —	1		
Geronimo (BMI)—Columbia 40643			

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• THIS WEEK'S BEST BUYS

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

EDDIE, MY LOVE (Modern-Roosevelt, BMI)—The Chordettes—Cadence 1284—The Fontane Sisters—Dot 15450

These cover records of the r.&b.-pop hit, cut originally by the Teen Queens, are now carving off big slices of the melon. The Cadence disk now appears on the Baltimore and Milwaukee territorial charts and is coming close to the national board also. The Fontanes are only a little behind, and have a wide spread of excellent retail showings, particularly in the Northeastern and Middle West. The latter was a Billboard "Spotlight" pick.

LOVELY ONE (Blackwood, BMI)—The Four Voices—Columbia 40643

A "sleeper" that made a fast play for chart scores this week, and edged into the No. 20 slot. A top record in Baltimore and Minneapolis, "Lovely One" was also reported showing strong action in Atlanta, Buffalo, St. Louis, Milwaukee and New York. Flip is "Geronimo" (Stratton, BMI).

WHY DO FOOLS FALL IN LOVE? (Patricia, BMI)—The Diamonds—Mercury 70790—Gale Storm—Dot 15448

The Teen-Agers' original version of this tune has been in the national listings over a month. The two covers above are now beginning to figure in the national charts, too. The Diamonds placed in the top 20 national retail list this week; Gale Storm is on the national juke box chart, and is within a stone's throw of the retail chart as well. The Storm record was a previous Billboard "Spotlight" pick.

TO YOU, MY LOVE (Leeds, ASCAP)—Nick Noble—Mercury 70821

This disk has been slowly showing its power, and at this point looks like a champ. The Chicago, Milwaukee and New Orleans territorial charts have it listed, and Boston, Providence, Baltimore, Buffalo, Cleveland, St. Louis, Durham, and Atlanta also indicated top-notch sales. Flip is "You Are My Only Love" (Meridian, BMI)

• Most Played in Juke Boxes

For survey week ending March 7

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	Weeks on Chart	Last Week	Chart
1. ROCK AND WALTZ (BMI)— K. Starr.....	1	10	
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
2. GREAT PRETENDER (ASCAP)— Platters.....	2	11	
I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
3. LISBON ANTIGUA (ASCAP)— N. Riddle.....	4	7	
Robin Hood (ASCAP)—Cap 3287			
4. NO, NOT MUCH (ASCAP)— Four Lads.....	6	5	
I'll Never Know (BMI)—Col 40629			
5. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	3	13	
Change of Heart (BMI)—Cap 3295			
6. I'LL BE HOME (BMI)—P. Boone.....	5	5	
TUTTI FRUTTI (BMI)—Dot 15443			
7. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter.....	9	4	
Theme From Helen of Troy (ASCAP)—Cap 3336			
8. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley.....	7	6	
Paper Boy (ASCAP)—Dec 29791			
9. BAND OF GOLD (BMI)—D. Cherry... 8	9		
Rumble Boogie (BMI)—Col 40597			
10. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers.....	12	3	
Please Be Mine (BMI)—Gee 1002			
11. TEAR FELL (BMI)—T. Brewer..... —	1		
BO WEEVIL (BMI)—Coral 61590			
12. DUNGAREE DOLL (BMI)—E. Fisher... 17	10		
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337			
12. ARE YOU SATISFIED? (BMI)— R. Draper.....	11	7	
Wabash Cannonball (BMI)—Mercury 70757			
14. SIXTEEN TONS (BMI)— Tennessee Ernie.....	10	18	
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262			
15. THEME FROM THE "THREE PENNY OPERA" (MORITAT) (ASCAP)— R. Hayman-J. August.....	13	3	
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 70781			
16. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm.....	19	2	
I Walk Alone (BMI)—Dot 15448			
17. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	16	15	
You Got Me Wondering (ASCAP)—Dec 29683			
18. THEME FROM THE "THREE PENNY OPERA" (MORITAT) (ASCAP)— D. Hyman.....	15	4	
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149			
19. TEEN-AGE PRAYER (ASCAP)— G. Storm.....	13	12	
Memories Are Made of This (BMI)—Dot 15436			
20. CHAIN GANG (ASCAP)—B. Scott... 20	5		
Shadrach (ASCAP)—ABC-Paramount 9658			
20. MEMORIES OF YOU (ASCAP)— R. Clooney & B. Goodman.....	—	1	
It's Bad for Me (ASCAP)—Col 40616			

• Most Played by Jockeys

For survey week ending March 7

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	Weeks on Chart	Last Week	Chart
1. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter.....	2	5	
Theme From Helen of Troy (ASCAP)—Cap 3336			
2. NO, NOT MUCH (ASCAP)— Four Lads.....	3	7	
I'll Never Know (BMI)—Col 40629			
3. ROCK AND ROLL WALTZ (BMI)— K. Starr.....	1	11	
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359			
4. LISBON ANTIGUA (ASCAP)— N. Riddle.....	5	11	
Robin Hood (ASCAP)—Cap 3287			
5. GREAT PRETENDER—Platters.....	4	12	
I'm Just a Dancing Partner (ASCAP)—Mercury 70753			
6. I'LL BE HOME (BMI)—P. Boone.....	7	6	
Tutti Frutti (BMI)—Dot 15443			
7. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley.....	8	7	
Paper Boy (ASCAP)—Dec 29791			
8. THEME FROM THE "THREE PENNY OPERA" (MORITAT) (ASCAP)— D. Hyman.....	9	6	
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149			
9. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers.....	11	2	
Please Be Mine (BMI)—Gee 1002			
10. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	6	15	
Change of Heart (BMI)—Cap 3295			
11. THEME FROM THE "THREE PENNY OPERA" (MORITAT) (ASCAP)— R. Hayman-J. August.....	13	5	
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 12159			
12. HEARTBREAK HOTEL (BMI)— E. Presley.....	14	2	
I Was the One (BMI)—Vic 20-6420			
13. HOT DIGGITY (ASCAP)—P. Como... —	1		
Juke Box Baby (BMI)—Vic 20-6427			
14. BAND OF GOLD (BMI)—D. Cherry... 10	12		
Rumble Boogie (BMI)—Col 40597			
15. JUKE BOX BABY (BMI)—P. Como... —	1		
Hot Diggity (ASCAP)—Vic 20-6427			
16. MR. WONDERFUL (ASCAP)— S. Vaughan.....	16	3	
You Ought to Have a Wife (ASCAP)—Mercury 70777			
17. WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds.....	—	1	
You, Baby, You (BMI)—Mercury 70790			
18. ASK ME (ASCAP)—Nat (King) Cole... —	1		
Nothing Ever Changes My Love for You (ASCAP)—Cap 3328			
19. LULLABY OF BIRDLAND (BMI)— Blue Stars.....	19	3	
That's My Girl (ASCAP)—Mercury 70742			
20. LIPSTICK, CANDY AND RUBBER SOLED SHOES (BMI)—J. La Rosa... 20	3		
Winter in New England (ASCAP)—Vic 20-6416			

Memo

FROM THE DESK OF JOHN D. DEALER

To all counter personnel:

Advise all customers that we will have "The Beautiful Girls Of Vienna" by David Carroll. Mercury assures us excellent delivery.

Due to the tremendous acceptance of this record by our disc jockeys, look for this record (Mercury #70822) to be our biggest traffic item.

Be Prepared for fantastic Sales!

J.D.

P.S. from Mercury:

Be sure you also have all the new Mercury hits such as:

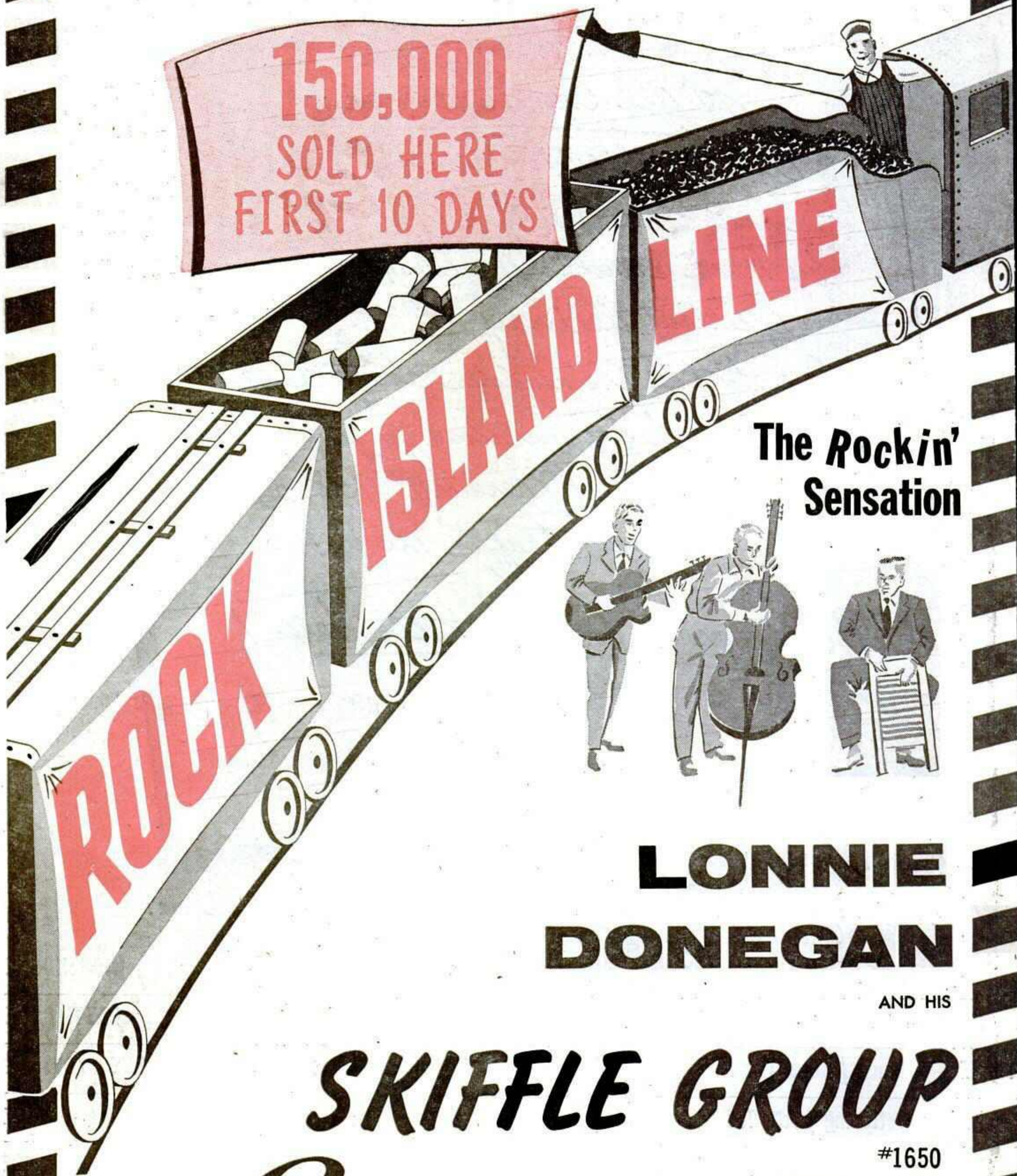
To You My Love / You Are My Only Love	MERCURY 70821	NICK NOBLE
My First Formal Gown / Too Young To Go Steady	MERCURY 70820	PATTI PAGE
The Magic Touch / Winner Take All	MERCURY 70819	THE PLATTERS
Held For Questioning / Forty Two	MERCURY 70818	RUSTY DRAPER
Cashmere Sweater / The River, The Moonlight and You	MERCURY 70817	KITTY WHITE
Rock Right / The Greatest Thing	MERCURY 70811	GEORGIA GIBBS
Speak Low / Mambo Italiano	MERCURY 70808	THE BLUE STARS

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DONEGAN**

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**GAYDON
SISTERS**

"HOW CAN YOU NOT BELIEVE"

c/w

"HONESTLY, HONESTLY"

BALLY 1003 (7-1003)

**BOB
DAVIE**
and his Planksichord



"MOONPEARLS"

c/w

"CORN POEM"

BALLY 1004 (7-1004)



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RECORDS

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ANDOVER 3-4677

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

For survey week ending March 7

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

Atlanta

1. No, Not Much, Four Lads, Col.
2. Great Pretender, Platters, Mer.
3. Blue Suede Shoes, C. Perkins, Sun
4. Madiera, M. Miller, Col.
5. Why Do Fools Fall in Love? Teen Agers, Gee
6. Tear Fell, T. Brewer, Cor.

Baltimore

1. Lovely One, Four Voices, Col.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Cry Baby, Bonnie Sisters, Rbw.
4. Large, Large House, M. Pedicin, Vic.
5. Lisbon Antigua, N. Riddle, Cap.
6. Poor People of Paris, L. Baxter, Cap.
7. Blue Suede Shoes, C. Perkins, Sun
8. Juke Box Baby, P. Como, Vic.
9. Eddie, My Love, Chordettes, Cdc.
10. Eddie, My Love, Teen Queens, RPM

Boston

1. Great Pretender, Platters, Mer.
2. Lisbon Antigua, N. Riddle, Cap.
3. Poor People of Paris, L. Baxter, Cap.
4. No, Not Much, Four Lads, Col.
5. Crazy Little Palace, B. Williams, Cor.
6. Eleventh Hour Melody, A. Hibbler, Dec.
7. Inamorata, J. Vale, Col.
8. Rock and Roll Waltz, K. Starr, Vic.
9. Why Do Fools Fall in Love? Teen Agers, Gee
10. Hot Diggity, P. Como, Vic.

Buffalo

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Great Pretender, Platters, Mer.
4. Poor People of Paris, L. Baxter, Cap.
5. No, Not Much, Four Lads, Col.

Chicago

1. Poor People of Paris, L. Baxter, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. No, Not Much, Four Lads, Col.
5. See You Later, Alligator B. Haley, Dec.
6. Why Do Fools Fall in Love? Teen Agers, Gee
7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
8. Tear Fell, T. Brewer, Cor.
9. To You, My Love, N. Noble, Mer.

Cincinnati

1. Poor People of Paris, L. Baxter, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Great Pretender, Platters, Mer.
6. I'll Be Home, P. Boone, Dot
7. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
8. See You Later, Alligator B. Haley, Dec.
9. Ivory Tower, C. Carr, Pty.
10. Juke Box Baby, P. Como, Vic.

Cleveland

1. Lisbon Antigua, N. Riddle, Cap.
2. Bo Weevil, T. Brewer, Cor.
3. Poor People of Paris, L. Baxter, Cap.
4. Why Do Fools Fall in Love? Teen Agers, Gee
5. No, Not Much, Four Lads, Col.
6. Rock and Roll Waltz, K. Starr, Vic.
7. Tear Fell, T. Brewer, Cor.
8. Hot Diggity, P. Como, Vic.
9. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
10. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M

Dallas-Fort Worth

1. Lisbon Antigua, N. Riddle, Cap.
2. Great Pretender, Platters, Mer.
3. Poor People of Paris, L. Baxter, Cap.
4. Blue Suede Shoes, C. Perkins, Sun
5. Rock and Roll Waltz, K. Starr, Vic.
6. Band of Gold, D. Cherry, Col.
7. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
8. See You Later, Alligator B. Haley, Dec.

Denver

1. Lisbon Antigua, N. Riddle, Cap.
2. No, Not Much, Four Lads, Col.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Poor People of Paris, L. Baxter, Cap.
5. Great Pretender, Platters, Mer.
6. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.

Detroit

1. Hot Diggity, P. Como, Vic.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Blue Suede Shoes, C. Perkins, Sun
4. I'll Be Home, P. Boone, Dot
5. Poor People of Paris, L. Baxter, Cap.
6. Tear Fell, T. Brewer, Cor.
7. And the Angels Sing, Three Chuckles, X.
8. Lisbon Antigua, N. Riddle, Cap.
9. No, Not Much, Four Lads, Col.
10. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M

Kansas City

1. I'll Be Home, P. Boone, Dot
2. Poor People of Paris, L. Baxter, Cap.
3. Bo Weevil, F. Domino, Imp.
4. Tutti Frutti, P. Boone, Dot
5. See You Later, Alligator B. Haley, Dec.
6. Lisbon Antigua, N. Riddle, Cap.
7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M

Los Angeles

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. No, Not Much, Four Lads, Col.

Milwaukee

1. Poor People of Paris, L. Baxter, Cap.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Rock and Roll Waltz, K. Starr, Vic.
4. No, Not Much, Four Lads, Col.
5. Eddie, My Love, Chordettes, Cdc.
6. To You, My Love, N. Noble, Mer.
7. Eddie, My Love, Fontane Sisters, Dot
8. Hot Diggity, P. Como, Vic.

Mpls.-St. Paul

1. No, Not Much, Four Lads, Col.
2. Lisbon Antigua, N. Riddle, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. I'll Be Home, P. Boone, Dot
5. Poor People of Paris, L. Baxter, Cap.
6. Why Do Fools Fall in Love? Diamonds, Mer
7. Heartbreak Hotel, E. Presley, Vic.
8. Lovely One, Four Voices, Col.
9. When You Dance, Turbans, Her.
10. Hot Diggity, P. Como, Vic.

New Orleans

1. Great Pretender, Platters, Mer.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Poor People of Paris, L. Baxter, Cap.
4. No, Not Much, Four Lads, Col.
5. Memories Are Made of This D. Martin, Cap.
6. Lisbon Antigua, N. Riddle, Cap.
7. See You Later, Alligator B. Haley, Dec.
8. Juke Box Baby, P. Como, Vic.
9. To You, My Love, N. Noble, Mer.
10. I'd Walk a Country Mile Ink Spots, Kng.

New York

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
4. No, Not Much, Four Lads, Col.
5. Memories Are Made of This D. Martin, Cap.
6. Juke Box Baby, P. Como, Vic.
7. Great Pretender, Platters, Mer.
8. Theme From "The Three Penny Opera" (Mack the Knife) L. Armstrong, Col.
9. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
10. Sixteen Tons, T. Ernie, Cap.

Philadelphia

1. Rock and Roll Waltz, K. Starr, Vic.
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Poor People of Paris, L. Baxter, Cap.
5. Why Do Fools Fall in Love? Teen Agers, Gee
6. Great Pretender, Platters, Mer.
7. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
8. Juke Box Baby, P. Como, Vic.
9. Band of Gold, D. Cherry, Col.

Pittsburgh

1. Blue Suede Shoes, C. Perkins, Sun
2. Hot Diggity, P. Como, Vic.
3. Why Do Fools Fall in Love? Teen Agers, Gee
4. Rock and Roll Waltz, K. Starr, Vic.
5. Poor People of Paris, L. Baxter, Cap.
6. No, Not Much, Four Lads, Col.
7. Lisbon Antigua, N. Riddle, Cap.
8. Down in Mexico, Coasters, Ato.
9. Great Pretender, Platters, Mer.
10. Molly O, Gaylords, Mer.

St. Louis

1. Poor People of Paris, L. Baxter, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Why Do Fools Fall in Love? Teen Agers, Gee
5. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
6. I'll Be Home, P. Boone, Dot
7. When You Lose the One You Love D. Whitfield, Lon.
8. Rock and Roll Waltz, K. Starr, Vic.
9. Heartbreak Hotel, E. Presley, Vic.
10. Juke Box Baby, P. Como, Vic.

San Francisco

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. No, Not Much, Four Lads, Col.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
6. Band of Gold, D. Cherry, Col.
7. Memories Are Made of This D. Martin, Cap.
8. See You Later, Alligator B. Haley, Dec.
9. Theme From "The Three Penny Opera" (Moritat), L. Weik, Cor.

Seattle

1. Heartbreak Hotel, E. Presley, Vic.
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Poor People of Paris, L. Baxter, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. See You Later, Alligator B. Haley, Dec.

Toronto

1. Rock and Roll Waltz, K. Starr, Vic.
2. Great Pretender, Platters, Mer.
3. Lisbon Antigua, N. Riddle, Cap.
4. Band of Gold, D. Cherry, Col.
5. Poor People of Paris, L. Baxter, Cap.
6. No, Not Much, Four Lads, Col.
7. See You Later, Alligator B. Haley, Dec.



JONI JAMES
DON'T TELL ME NOT TO LOVE YOU
SOMEWHERE SOMEONE IS LONELY
NEW ALBUM
JONI JAMES IN THE STILL OF THE NIGHT
E 3328 • X 3328 • X 1211
X 1212 • X 1213
ORCH. DIRECTED BY DAVID TERRY

ON ALL CHARTS
THE DICK HYMAN TRIO
MORITAT
A THEME FROM
"THE THREEPENNY OPERA"
MGM 12149 78 rpm • K 12149 45 rpm

RED SKELTON
sings
LITTLE BABE
and
THE FOGGY, FOGGY DEW
Orchestra conducted by
DAVID ROSE
with The Interludes
MGM 12200 78 rpm • K 12200 45 rpm

DAN DAILEY
THE GAL WITH THE YALLER SHOES
and
MY LUCKY CHARM
(Both selections from MGM film
"Meet Me in Las Vegas")
MGM 12198 78 rpm • K 12198 45 rpm

BETTY MADIGAN
TO YOU, MY LOVE
FAITHFUL AND TRUE
MGM 12156 78 rpm • K 12156 45 rpm

ALAN DEAN
Without You
and
Take a Bow
MGM 12189 78 rpm • K 12189 45 rpm

CONNIE FRANCIS
THE SWEETHEART OF SONG
MY FIRST REAL LOVE | **BELIEVE IN ME**
MGM 12191 78 rpm • K 12191 45 rpm

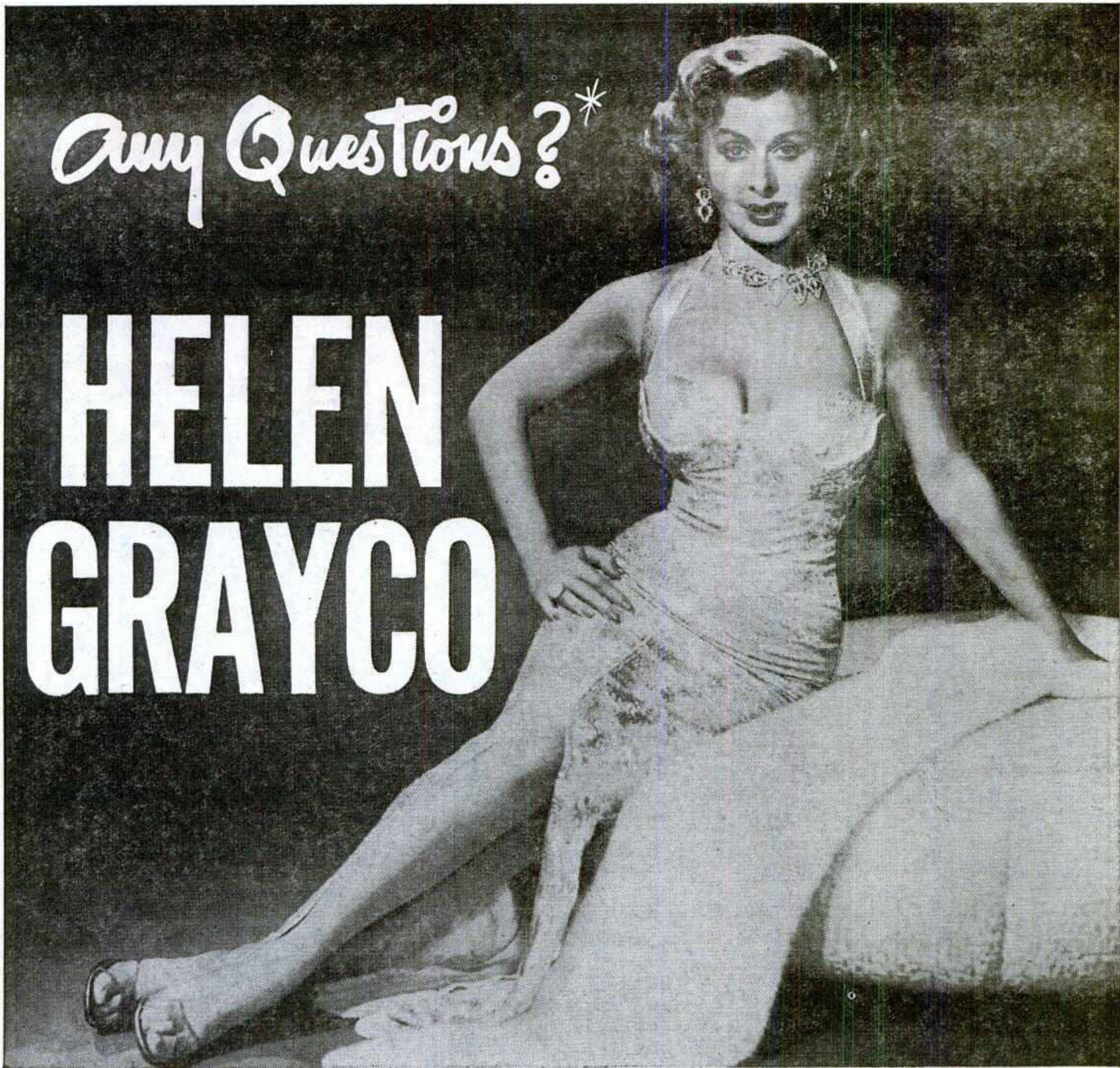
SAM (The Man) TAYLOR
Blue Suede Shoes
and
To a Wild Rose
MGM 12197 78 rpm • K 12197 45 rpm

BARRY NUTTYN FOR CHRISTMAS
GORDON
ROCK AROUND MOTHER GOOSE | **SEVEN**
Featuring **ART MOONEY** and His Orchestra
MGM 12166 78 rpm • K 12166 45 rpm

HANK WILLIAMS
The Burdens Are Greater Than Mine | **California Zephyr**
MGM 12185 78 rpm • K 12185 45 rpm

*Any Questions?**

HELEN GRAYCO



lilly's lament

(CELL #29)

b/w Rock 'n' Roll Wedding

*** ... and the record is just as great**



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**ANITA
 O'DAY**
 SMASH SINGLE!

"THE GETAWAY
 AND THE CHASE"
 "HONEYSUCKLE ROSE"
 2001 - 2001X45
 Orchestra Conducted by BUDDY BREGMAN



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BIG NAMES!
BIG RECORDS
FROM RCA VICTOR!



June Valli

**FROM THE WRONG
 SIDE OF TOWN**

SLEEPY HEAD

20/47-6464

Stuart Hamblen

**A FEW THINGS
 TO REMEMBER**

HELL TRAIN

20/47-6465



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TOO MUCH OF TOO LITTLE

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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.

- Eddie, My Love** **The Chordettes**
(BMI) Cadence 1284
- Why Do Fools Fall in Love?** **Gale Storm**
(BMI) Dot 15448
- To You, My Love** **Nick Noble**
(ASCAP) Mercury 70821
- Innamorata** **Dean Martin**
(ASCAP) Capitol 3352
- Innamorata** **Jerry Vale**
(ASCAP) Columbia 40634
- Eddie, My Love** **The Fontane Sisters**
(BMI) Dot 15450
- Flowers Mean Forgiveness** . . . **Frank Sinatra**
(ASCAP) Capitol 3350
- If You Can Dream**
The Gal With the Yaller
Shoes **The Four Aces**
(ASCAP); (ASCAP) Decca 29809
- Forever, Darling** **The Ames Brothers**
(ASCAP) RCA Victor 6400
- Mr. Wonderful** **Sarah Vaughan**
(ASCAP) Mercury 70777

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

• Tunes With Greatest Radio-TV Audience

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

Radio

- Ask Me (R)—ABC—ASCAP
- Band of Gold (R)—Ludlow—BMI
- Blue Suede Shoes (R)—Hi-Lo—BMI
- Eddie, My Love (R)—Modern—BMI
- Eleventh Hour Melody (R) — Paxton—ASCAP
- Great Pretender (R)—Southern—ASCAP
- Hot Diggity (R)—Roncom—ASCAP
- If You Can Dream (R)—Feist—ASCAP
- Innamorata (R)—Paramount—ASCAP
- Lisbon Antigua (R)—Southern—ASCAP
- Lullaby of Birdland (R)—Patricia—BMI
- Man With the Golden Arm (R) (F)—Raphael—ASCAP
- Memories Are Made of This (R)—Montclare—BMI
- Memories of You (R)—Shapiro-Bernstein—ASCAP
- Most Happy Fella (R)—Frank—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- Poor People of Paris (R) — Connelly—ASCAP
- Rock and Roll Waltz (R)—Sheldon—BMI
- Rock Right (R)—E. B. Marks—BMI
- See You Later, Alligator (R)—ARC—BMI
- Serenade (R) (F)—Harms—ASCAP
- Small Town (R) — American Academy—ASCAP
- Stars Fell on Alabama (R)—Mills—ASCAP
- Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
- To You, My Love (R)—Leeds—ASCAP
- Valley Valparaiso (R)—Broadcast—BMI
- Vino, Vino (R)—Paramount—ASCAP
- We All Need Love (R)—Remick—ASCAP
- When You're in Love (R) — Chappell—ASCAP
- Who Are We (R)—Thunderbird—ASCAP
- Woman in Love (R)—Frank—ASCAP

Television

- All at Once You Love Her (R)—Williamson—ASCAP
- Band of Gold (R)—Ludlow (R)—BMI
- Dungaree Doll (R)—E. B. Marks—BMI
- Get Up, Get Up (R)—Lowell—BMI
- Great Pretender (R)—Southern—ASCAP
- Hot Diggity (R)—Roncom—ASCAP
- I Could Have Danced All Night (R)—Chappell—ASCAP
- Innamorata (R)—Paramount—ASCAP
- John Barleycorn (R)—Chappell—ASCAP
- Lipstick, Candy and Rubbersole Shoes (R) Jimskip—BMI
- Lisbon Antigua (R)—Southern—ASCAP
- Little Child (R)—E. H. Morris—ASCAP
- Lullaby of Birdland (R)—Patricia—BMI
- Memories Are Made of This (R)—Montclare—BMI
- Memories of You (R)—Shapiro-Bernstein—ASCAP
- Merry Mousketeers (R)—Disney—ASCAP
- Missing (R)—Mellin—BMI
- Moments to Remember (R) — Beaver—ASCAP
- Mrs. Noah (R)—Duet—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- Poor People of Paris (R) — Connelly—ASCAP
- Rock and Roll Waltz (R)—Sheldon—BMI
- See You Later, Alligator—ARC—BMI
- Sing You Sinners (R)—Famous—ASCAP
- Sixteen Tons (R)—American—BMI
- Small Town (R) — American Academy—ASCAP
- Tender Trap (R) (F)—Barton—ASCAP
- Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
- When You're in Love (R) — Chappell—ASCAP
- Why Do Fools Fall in Love? (R)—Patricia—ASCAP
- Why Is Your Dog Following Me? (R)—Fergie—BMI

• Best Selling Sheet Music

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

This Week	Last Week	Chart
1.		Rock and Roll Waltz . . . 1 Sheldon
2.		Lisbon Antigua 3 Southern
3.	2	He 2 Avas
4.		Poor People of Paris . . . 4 Connelly
5.		Great Pretender 5 Southern
6.		No, Not Much 8 Beaver
7.	1	It's Almost Tomorrow . 7 Northern
8.		Theme From "The Three Penny Opera" (Moritat) 9 Harms
9.	1	Memories Are Made of This 6 Montclare
10.	1	Band of Gold 10 Ludlow
11.	2	Autumn Leaves 12 American
12.		Dungaree Doll 11 E. B. Marks
13.		I'll Be Home — Arc
14.		Hot Diggity — Roncom
14.		See You Later, Alligator — Arc

HIGHBALLING FOR A HIT!

"ROCK ISLAND LINE"

DON CORNELL

c/w
"NA-NE-NA-NA"

CORAL
61613 (9-61613)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)



HER ENCORE ON THE

9684

EYDIE GORMÉ
 SINGS
TOO CLOSE FOR COMFORT
 FROM THE BROADWAY PRODUCTION "MR. WONDERFUL"
 ARRANGED AND CONDUCTED BY DON COSTA
 B/W **THAT'S HOW**

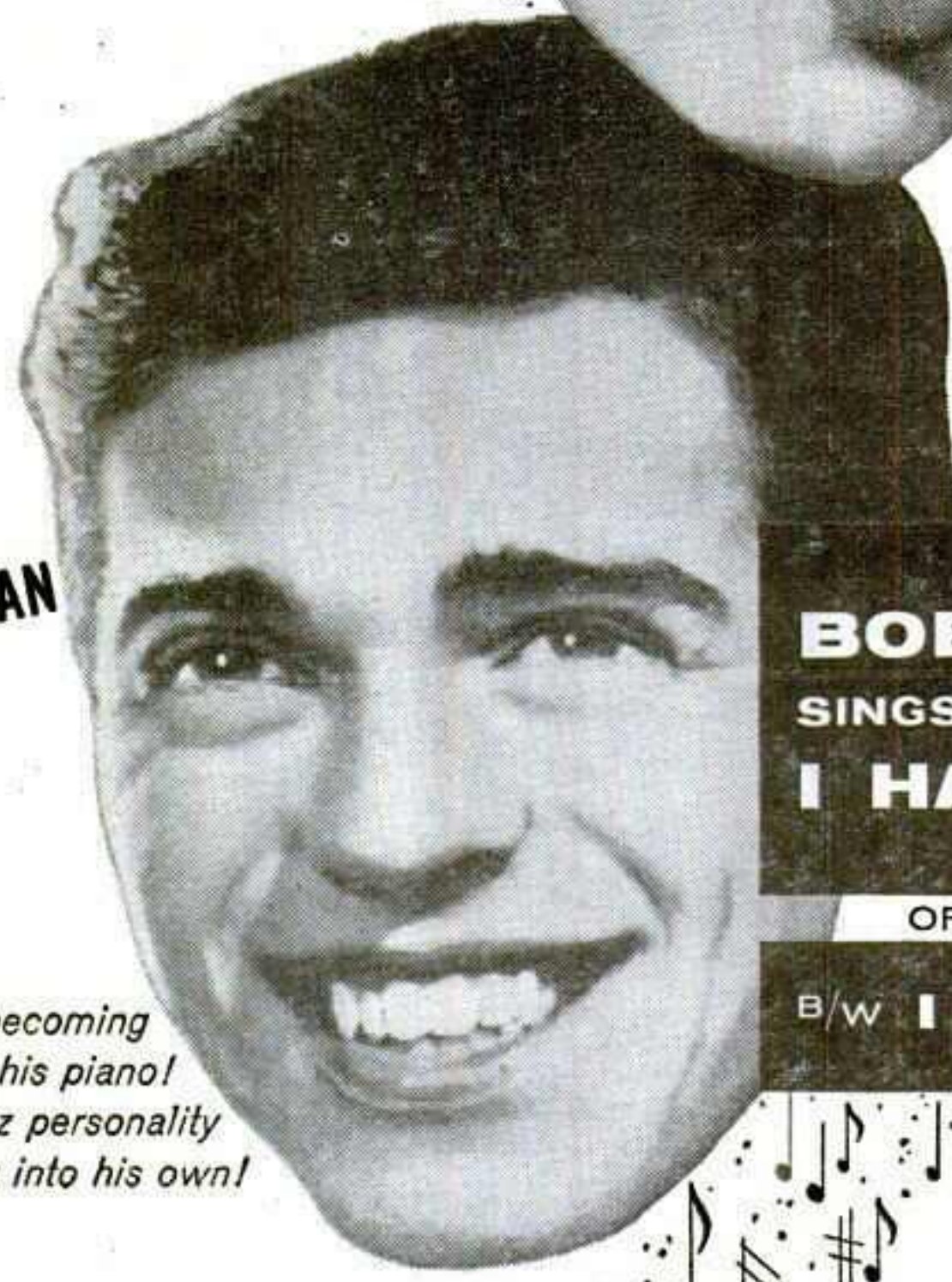


ABC-PARAMOUNT LABEL!

Singing star of "The Steve Allen Show" arrives with a torch ballad that's tops!



THAT "CHAIN GANG" MAN



9683

BOBBY SCOTT
 SINGS
I HAD A LOVER
 ORCHESTRA CONDUCTED BY DON COSTA
 B/W **I DON'T HAVE TO WORRY**

His voice is becoming as famous as his piano! A great jazz personality is coming into his own!

SINGS AGAIN...AND IT'S A SENSATION!



Produced by Sid Feller

(Distributed in Canada by Sparton of Canada, Ltd.)

If They're Asking For Music With A Beat
They'll Want These Hits On...



THE
FABULOUS
VERSION!

MAIN TITLE

"The Man With
The Golden Arm"

BUDDY MORROW

AND HIS ORCHESTRA

WING 90063



"Hook, Line And Sinker"

AND

"I'm So Sorry"

JERRY TYFER

WING 90061

"I Don't Want Nobody"

AND

"Doot, Doot Dow"

BUDDY JOHNSON

WING 90064



"Baby Girl Of Mine"

AND

"Flowers, Mr. Florist Please"

BOBBY SHARP

WING 90056



A SUBSIDIARY OF MERCURY RECORD CORPORATION

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Review Spotlight on . . .**

RECORDS

LONNIE DONEGAN . . . London 1650 ROCK ISLAND LINE

Here's a sincere unusually appealing warbling job on the venerable folk blues, immortalized by Lead Belly a few decades ago. The disk is a big hit in England and could easily do a repeat click here. There are several covers out, but this looks like the one to beat. Flip is another traditional folk ditty, "John Henry."

EDDIE FISHER . . . RCA Victor 6470 NO OTHER ONE (Meridian, BMI)

WITHOUT YOU (Broadcast, BMI)
Fisher warbles with his usual intensity and warmth on "No Other One," a bouncy rock and roll item with a strong, driving beat. Flip spotlights another rich vocal in the singer's usual personable style on a lovely ballad with tender lyrics. Both sides are bound to get plenty of play from jocks and jukes.

TALENT

BEVERLY KENNEY . . . Royal Roost 617 . . . SURREY WITH THE FRINGE ON TOP (Williamson, ASCAP)

THIS LITTLE TOWN IS PARIS (Tarpon, ASCAP)
Both sides of this disk are from Miss Kenney's recent LP, which brought forth such glowing tributes from the jazz critics. Her voice and style are a real discovery indeed. "Surrey With the Fringe on Top" spotlights a sassily modern reading of the great standard, with original, witty styling by Miss Kenney, while the flip features an equally fine vocal performance on a charming ballad.

LITTLE RICHARD . . . Specialty 572 SLIPPIN' AND SLIDIN' (Venice, BMI)

LONG, TALL SALLY (Venice, BMI)
See under rhythm and blues spotlight in this issue.

• **Reviews of New Pop Records**

RATINGS—COMMERCIAL POTENTIAL

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

- 90-100, Top
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 40-49, Poor

BILLY VAUGHN ORK

Till I Waltz Again With You 80
DOT 15454—It shouldn't be surprising if the one-time click takes off again in this swinging arrangement that has more than a touch of r.&b. in the backing. Bears watching. (Village, BMI)
Sleep 74
Playing of perceptive beauty by the ork, with voice blending that is effective. Good listening, and a great late hour deejay closer. (Miller, ASCAP)

PERCY FAITH ORK

We All Need Love 79
COLUMBIA 40644—Percy Faith's lush, listenable treatment of Columbia's five-on-one-song is the best of the lot. The arrangement and vocal chorus reflect the same dreamy feeling that made Faith's "Moulin Rouge" theme a click platter. (Remick, ASCAP)
Carmellita 76
A melodic instrumental interpretation of a haunting theme with an exotic flavor and sinuous tempo. (Fischer, ASCAP)

LEN DRESSLER

Rock Island Line 77
MERCURY 70831—A first-rate version of the unusual folk tune, tho it faces a tough uphill fight against the Lonnie Donegan version on London. (Hollis, BMI)
Real Live Doll 75
Big-voiced warbler Dressler shows that he can swing out in the rock and roll style with the best of 'em. This is an attractive item in the current teen trend and it could see some strong spin action. (Coliseum, BMI)

DON CORNELL

Rock Island Line 77
CORAL 61613 — Cornell lends vitality

BOBBY SCOTT

I Had a Lover 76
ABC-PARAMOUNT 9683 — An uncommon piece of material, with a lyric showing the r.&b. trend, and a melody with an insinuating beat. Bobby Scott does it smartly for his first entry since "Chain Gang." (Greta, BMI)
I Don't Have to Worry (No More) 75
A very bluesy item, and it's chanted by Bobby Scott with very much individuality. Likely to get good play. (Overton, BMI)

MILLS BROTHERS

Dream of You 76
DECCA 29853 — The Mills boys warble with their usual smooth distinction on the lovely oldie with soft, soothing beat. Fine juke and jockey wax. (Dorsey, ASCAP)
In a Mellow Tone 74
Another oldie receives a class vocal treatment. Tune is Duke Ellington's haunting instrumental standard, and dressed up with lyrics by Decca's a.&r. chief Milt Gabler. (Robbins, ASCAP)

AL CAIOLA

Flamenco Love 76
REGENT 7500—A combination of sounds that blend attractively. Whistling, guitar and bells tease the ear and deejays might find it a useful change-of-pace side. (Bregman, Vocco & Conn, ASCAP)
From the Heart 65
A melodious side, featuring the guitarist in a most pleasing effort. (Bregman, Vocco & Conn, ASCAP)

(Continued on page 43)



OTIS WILLIAMS and his
CHARMS
IVORY TOWER
IN PARADISE
DeLuxe 6093
THAT'S YOUR MISTAKE
DeLuxe 6091

BOYD BENNETT
MUMBLES BLUES
b/w
BLUE SUEDE SHOES
King 4903

LITTLE WILLIE JOHN
ARE YOU EVER
COMING BACK
b/w
I'M STICKING WITH
YOU BABY
King 4893

MOON MULLICAN
HONOLULU ROCK-A
ROLL-A
b/w
SEVEN NIGHTS
TO ROCK
King 4894

JAMES BROWN WITH THE
FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
Federal 12258

EARL BOSTIC
I LOVE YOU TRULY
b/w
'Cause You're My Lover
King 4883

JOE TEX
RIGHT BACK
TO MY ARMS
b/w
MY BIGGEST MISTAKE
King 4884

NEW RELEASES!!

BONNIE LOU
BEYOND THE SHADOW
OF A DOUBT
b/w
LITTLE MISS BOBBY SOX
King 4895

EARL (Connelly) KING
DEAR ONE
b/w
BIG BLUE DIAMONDS
King 4889

CORA WOODS
FATHER FORGIVE HIM
b/w
FLYING HOME TO
YOU BABY
Federal 12256

THE HURRICANES
RAINING IN MY HEART
b/w
TELL ME BABY
King 4898

BILL DOGGETT
IN A SENTIMENTAL
MOOD
b/w
WHO'S WHO
King 4888



OPERATORS' SPECIAL!

3 BIG Money Makers!

1 Nick Lucas
"TIP TOE THROUGH THE TULIPS"
and
"PAINTING THE CLOUDS WITH SUNSHINE"
#303

2 Stan Wilson
"UNCLE RUBIN"
and
"EVIL HEARTED MAN"
#304

3 Franz Schumann and the Alpiners
"OH, COMRADES"
"SAN DIEGO POLKA"
#208

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SHE'S TREMENDOUS

"ELOISE"
by
KAY THOMPSON
#CCS-3
cadence RECORDS

•••••

Their Biggest Smash

Eddie, My Love

•••••

THE FONTAINE SISTERS

Dot #15450

DOT RECORDS
Gallatin, Tenn. Phone: 1600

BREAKING BIG

"LITTLE GIRL OF MINE"
b/w
"YOU'RE DRIVING ME MAD"
by the
CLEFTONES
#1011
GEE RECORDS
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GIVE TO DAMON RUNYON CANCER FUND

JAYNE and AUDREY MEADOWS

155 East 24th Street • N. Y. C., N. Y.

"DEAR RALPH"

Dear Ralph just a note to tell you
 that I've eloped with your very best friend
 Dear Ralph I want-cha to know
 that what you did last night was the end
 You called very sorry to tell me
 that the boss said you had to work late
 but dear today they all asked me
 if I saw your cute little date
 Dear Ralph just a note to tell you
 that I've eloped with your very best friend
 Dear Ralph I want-cha to know
 that I will never see you again

Jayne & Audrey



B/W DUNGAREE DAN & CHINO SUE

20/47 6447

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E. B. MARKS
 MUSIC CORPORATION

A Smash On...

RCA VICTOR



THIS**EDDIE FISHER****SINGS****One of the Year's
Top Ballads****without
you****with
Hugo
Winterhalter
his chorus
and
orchestra****20/47 6470**

the dealer's choice

RCA VICTOR**Toy Accounts Get the Play**

• Continued from page 17

aimed at getting disk dealers and distributors back into the children's business.

Simon & Schuster, which produced 15 million of the 35 million junior-size disks sold in '55, currently is running about 30 per cent ahead of the same period last year, according to its record division co-manager Bob Bernstein. However, at this time last year the Davy Crockett bonanza was still to come. Altho the latter smash "made" the year, indications are that the peak will be equalled in '56 via regular line sales. The company's Mickey Mouse-Club line, a TV entity, is picking up a big share of the action.

Syndicate Market

S.&S.'s biggest market today is in syndicate stores. According to Bernstein, this now accounts for 30 per cent of the company's volume. About 25 per cent is in magazine outlets, about 10 per cent to the toy trade, and 15 per cent in record shops. The most marked increase this year will be in the toy trade, as indicated by orders already written for fall delivery.

New S.&S. products were unveiled at six different unit prices ranging from the regular 25 cent six-inch line thru the \$3.98 Golden Record Chests. In May or June, the firm plans to come out with a 49-cent 45 r.p.m. EP line. Two new Christmas cards have been added to the comparatively new line of 25-cent self-mailing record greetings.

In July, S.&S. will reactivate its 98 cent Big Golden line of 10-inch disks, which have been off the market for several years. In addition to about a dozen of the more worthy sellers from the original line, the company will add a number of new productions based on top TV properties. At \$1,000, the diskery will issue six four-record albums of small disks. At \$2.95, it will sell a package of 10 little disks with a "Put-A-Way" rack.

New additions to the \$3.95 Chests will be a Rodgers and Hammerstein and a Roy Rogers package.

Altho the price hasn't been determined, S.&S. is working on a new line of combination book-and-record packages.

S.&S.'s record division will launch a big consumer advertising campaign on all of its products in the fall.

Peter Pan

Peter Pan, product of Synthetic Plastics, was the first diskery out with a 25 cent 45 r.p.m. disk, and this outfit has been reaping a harvest in pop hits thereby, rushing out such hot items as "Poor People of Paris," "Dungaree Doll," "Love and Marriage," etc. February was the biggest month in the outfit's 10-year disk operation. The company's biggest area of increase is among toy stores, juvenile furniture

stores and in the toy department of department stores.

According to Eastern Sales Manager Jack Oxman, about 90 per cent of the business written at the Fair by Peter Pan was from net accounts.

Cricket Records, product of Pickwick Sales Corporation, is running about 30 per cent ahead of last year, according to topper S. Leslie.

The toy business takes 30 per cent of its output now, as opposed to 10 per cent in 1954.

This outfit's biggest business is still done thru record distributor rack jobbers, chain and mail-order houses. However, the company has signed a flock of familiar TV toys for disk exploitation and has signed up for a role in a big fall toy promotion, which will plug the line via ads in Life, Good Housekeeping and Parents. The company has already started running a series of co-op ads in big city newspapers, tying in with major department stores. The first was run last week here with Macy's Between Thanksgiving and Christmas, the company will run promotions with special demonstrators in 22 department stores.

Tie-ins with Ideal Toys and Fisher-Price give the company exclusive rights to material involving such as Robert the Robot, the Betty Wetsy doll, etc. The records will get plugs on all TV segs where these toys are exposed. The company also has the exclusive rights to "Lassie" in the low-priced field.

Cricket is the second line to issue 45 r.p.m. disks at 25 cents, altho these were not being plugged to the toy trade. According to Leslie, his big market for these is on the racks.

Record Guild of America (not to be confused with Children's Record Guild) currently is making a strong bid for the return of picture records. This pioneer producer in the field, exhibiting at the Fair for its ninth year, wrote its best business to date, mainly on its new picture lines in a series of pre-pack assortments. RGA's Harold Friedman estimated that 10 per cent of the firms placing orders with him never carried records before.

The outfit, which had discontinued its earlier 25-cent seven-inch picture line, has come out with an entirely new line made by an improved process, utilizing pure vinyl. Seven-inch disks sell for 29 cents and 10-inch disks for 89 cents. Its regular non-picture lines sell at 25 cents and at 49 cents for 10-inch disks.

Record Guild does only about one-third of its business thru regular record jobbers. In addition to its single disk units, the company has several album assortments listing at \$3.59, and containing 12 picture records each. It also has record-holder assortment at \$1.80 and at \$3.60.

AFM Studies Local 47 Revolt

• Continued from page 17

any member or any of the witnesses called. The scope of the committee's work is confined to the charges that the ouster of Local 47 President John Te Groen was preceded by an illegal caucus, and that the stormy February 27 membership meeting at which Te Groen was ousted was a "packed" meeting.

The committee heard Cecil Read, vice-president of Local 47 and leader of the revolt in a closed-session this week (8). Read meanwhile has similar charges by Te Groen of violation of AFM President James C. Petrillo's order that Te Groen remain in office pending an official investigation, and further charged with "assisting in and setting up an organization having as its object the taking away from the AFM its status as exclusive bargaining agent of musicians in the motion picture, broadcasting and recording industries."

Read has been ordered to file an answer to these charges with Leo Cluesmann, secretary of the AFM, by March 16. Cluesman further

advised Read, "If you fail to do so, you will be in default and the case will proceed to a decision without further delay. Also be advised that you will be summoned to appear for trial at a place and time to be designated and that you should be prepared for such trial not later than March 16."

House Un-American Activities Committee investigator William Wheeler emphasized here that the subpoena of 35 Local 47 musicians by red probers was in no way connected with the union controversy. The summonses, said Wheeler, were the result of months of investigation, with hearings slated to be held April 16.

The AFM committee is slated to make its report and recommendation to the full international executive board within the next 10 days, according to committee chairman Herman Kenin.

when answering ads . . .

**SAY YOU SAW IT IN
THE BILLBOARD!**

The Billboard Music Popularity Charts
POPULAR RECORDS

Reviews of New Pop Records

Continued from page 40

GGY LEE
The Come Back76
DECCA 29837—Provocative thrashing on the appealing Joe Williams-Count Basic blues with a comethierish lyric. Should get plenty of jockey spins, but Decca could snag it by the thrush when her last platter is still showing signs of action. (Frederick, BMI)

You've Got to See Mamma Every Night (Or You Can't See Mamma at All)....75
Miss Lee sings the old Billy Rose blues with style and feeling, plus a fine backing job by Sy Oliver. (Felix, ASCAP)

UBY MURRAY
(Oh Please) Make Him Jealous75
CAPITOL 3377—Slow waltz ballad with real sentimental lyrics is sung with great feeling by the British thrush. Should get lots of plays, and the side could step out. (Leeds, ASCAP)

For Now, Forever....73
Another good side by the gal, showing her off to good advantage in her first waxing released on these shores. (Kassner, ASCAP)

TTY WHITE
Cashmere Sweater75
MERCURY 70817 — Kitty White pleads for a garment to impress her guy. It's an appealing ditty, and the thrush injects a tender innocence in her rendition. (Whitehall, ASCAP)

Moonlight and You....73
Imaginative ballad whirled with warm huskiness by the thrush. Could pick up repeat spins and sales. (Midway, ASCAP)

RANKIE LESTER
Held for Questioning75
VIK 0198—Keen competition is shaping up on this bright, original piece of material. Lester's reading is effective. It could compete strongly for second place honors—and money. (Taylor, ASCAP)

Louisiana Waltz....68
In his smooth, easy-going way, Lester swings graciously thru this delightful country-style opus in three-quarter time. (American, BMI)

SAMMY KAYE ORK
We All Need Love74
COLUMBIA 40645 — Still another version of the fine-on-one ditty. Sammy Kaye accords the lovely ballad a typical swing-and-sway treatment with some pleasing vocal work. However, it's doubtful if there will be many spins left after the jocks finish with the Vic Damone and Percy Faith versions. (Remick, ASCAP)

Try Another Cherry Tree....74
Kaye wraps up an attractive rhythm-novelty in a swingy vocal arrangement, an infectious beat, and a catchy whistling chorus. (World, ASCAP)

JOHNNY MADDOX
Hoppin'74
DOT 15452—Maddox performs with a group—complete with honking r.&b. sax—on both these sides. This one's a bouncy item with a solid rock and roll beat. Good juke wax. (Gallatin, BMI)

Farewell to Thee (Aloha Oe)....74
Honky tonk piano, Hawaiian-style with slight r.&b. over-tones in the sax work. A musical "mongrel" that should fare well on the jukes. (Gallatin, BMI)

BETTY HUTTON
Sleepy Head74
CAPITOL 3383—There's a rhythmic persuasiveness to this item, which is in effect a modern jump lullaby. Deejays will like it.

Hit the Road to Dreamland....73
Here's the Arlen-Mercer oldie. A smart instrumental arrangement showcases Betty Hutton's subdued delivery.

LOU BREESE ORK
Mexicali Rose74
BALLY 1001—This great oldie makes a suitable coupling for the flip. The Lou Breese ork, with a vocal group, does it with style. Merits spins.

Waiting for the Robert E. Lee....73
Pleasant reading of this standard, featuring banjo, and a vocal group. Nice for the boxes.

THE BELAIRS
Sweet Sixteen74
CORAL 61605—In this currently popular material from the r.&b. field, the boys here exploit the chance to agonize over the pleasures, frustrations and hopes of teen-age love. A slow, pounding rocker that is potent commercial stuff for the dungaree crowd. (Pera, BMI)

Louisiana Rug Roll....73
Picking up the beat and taking a leaf from the Bill Haley book, the group gang-sings its way thru this solid rhythm material with sure-fire effect. (Tee Kaye, ASCAP)

RICKY ZAHND
You Go to Your Church and I'll Go to Mine74
COLUMBIA 40670—Sacred tune with a theme of tolerance. The organ and chorus behind the kiddie voice of Ricky Zahnd is effective. Nice side. (Ben Bloom, ASCAP)

My Church Is My Palace....72
Another sacred side. Tender sentiment and good sound. (Brookdale, BMI)

FRANK VERNA
The Conqueror74
DECCA 29855—A lush version—both

vocally and instrumentally—of the sweeping theme from the New John Wayne-Susan Hayward movie spectacular of the same name. The platter is slated for plenty of promotion with the film. (Young, ASCAP)

Midnight in Paris....72
Verna sings with more feeling and showmanship on this romantic oldie, than the flip, but latter will probably get more play because of heavy tie-up promotion. (Movietone, ASCAP)

THE BLUES STARS
Mambo Italiano73
MERCURY 70808 — The Blue Stars give a stylish vocal reading with French lyrics. Will get spins as the follow-up to their smash "Lullaby of Birdland." (Rylan, ASCAP)

Speak Low (Tout Bas)....72
Another item with the Continental touch. Pleasant, tho not as effective as the flip. (Chappell, ASCAP)

BUDDY MORROW
I Should Care73
WING 90063—A dreamy instrumental version of the standard ditty, played with a relaxed style by Morrow and the band. (Dorsey, ASCAP)

Main Title (F) (The Man With the Golden Arm)....72
There's much that's new and original in Morrow's reading of this film instrumental, but several strong versions have a big lead in the sweepstakes. (Dena, ASCAP)

LIBERACE
We All Love Love73
COLUMBIA 40647 — Liberace wraps up the moving theme in an impressive piano solo, with sweeping background by brother George. Thoroly pleasant instrumental wax which should reap some play. (Remick, ASCAP)

Dancing Skeletons....72
Personable keyboarding by the Matinee idol on the familiar "Danse Macabre" theme. Both sides have good potential as album material. (Bel Canto, BMI)

JUNE CHRISTY
I Never Wanna Look Into Those Eyes Again73
CAPITOL 3375 — The attractive Johnny Mercer ballad is sung sweetly by the thrush. Many will like hearing this waxing. (Palm Springs, ASCAP)

Look Out Up There....71
June Christy fans will like this coolish reading of the cheerful ballad. (Bradshaw, BMI)

RITA RAINES
I'm Crying73
DEED 1015—A slow ballad with a touch of country sweeper about it. The thrush is supported by a chorus. (Pincus, ASCAP)

A Little Lullaby....70
This side's another slow ballad. A fair performance. (Northwest, BMI)

KEN GRIFFIN
We All Need Love73
Columbia 40646—Yet another version of the much-waxed melody, this has a gentle flavor that hands it extra appeal. (Remick, ASCAP)

You're My Love Song....70
The popular organist plays a pretty waltz ditty of his own on this side. Good listening. (Griffin)

JERRY WALLACE
Eyes of Fire, Lips of Wine73
WING 90065—Good piece of material. It's pop-styled r.&b. but with a smartly-turned lyric and good chanting. Deejays will like. (Rene, ASCAP)

Monkey See, Monkey Do....70
An engaging novelty with a catchy melody and lively beat is chanted well by Wallace. May catch on with the kiddies owing to the naming of a flock of animals. (Rene, ASCAP)

FRANCES WAYNE
I've Grown Accustomed to His Face....72
EPIC 9154—Miss Wayne comes thru with a tender warble of the ballad from "My Fair Lady." Good programming stuff here. (Chappell, ASCAP)

Alone in New Orleans....71
The Mardi Gras is over and the songstress tells of a momentary romance in sentimental fashion. (Pine-lawn, BMI)

SHURA AND HIS TRIO
One Finger Melody70
KING 4891—Pleasant 88'ing, even tho it's one finger at a time most of the way. With the unassuming backing the rendition is one to blend gently with any quiet mood. A listenable etching. (Barton, ASCAP)

Blue Moon....69
Shura shows his technical skill at the keyboard in an imaginative reading of the evergreen. Main attraction tho, is some real fancy plucking of the string bass. (Robbins, ASCAP)

DYLAN TODD
The Ballad of James Dean70
VICTOR 6463 — The sudden, tragic death of the young movie actor inspired this folk-type ballad. He has become a legendary figure in the popular imagination, and demand for disk can be stimulated. The special illustrated jacket gives added promotional possibilities. (Goday, BMI)

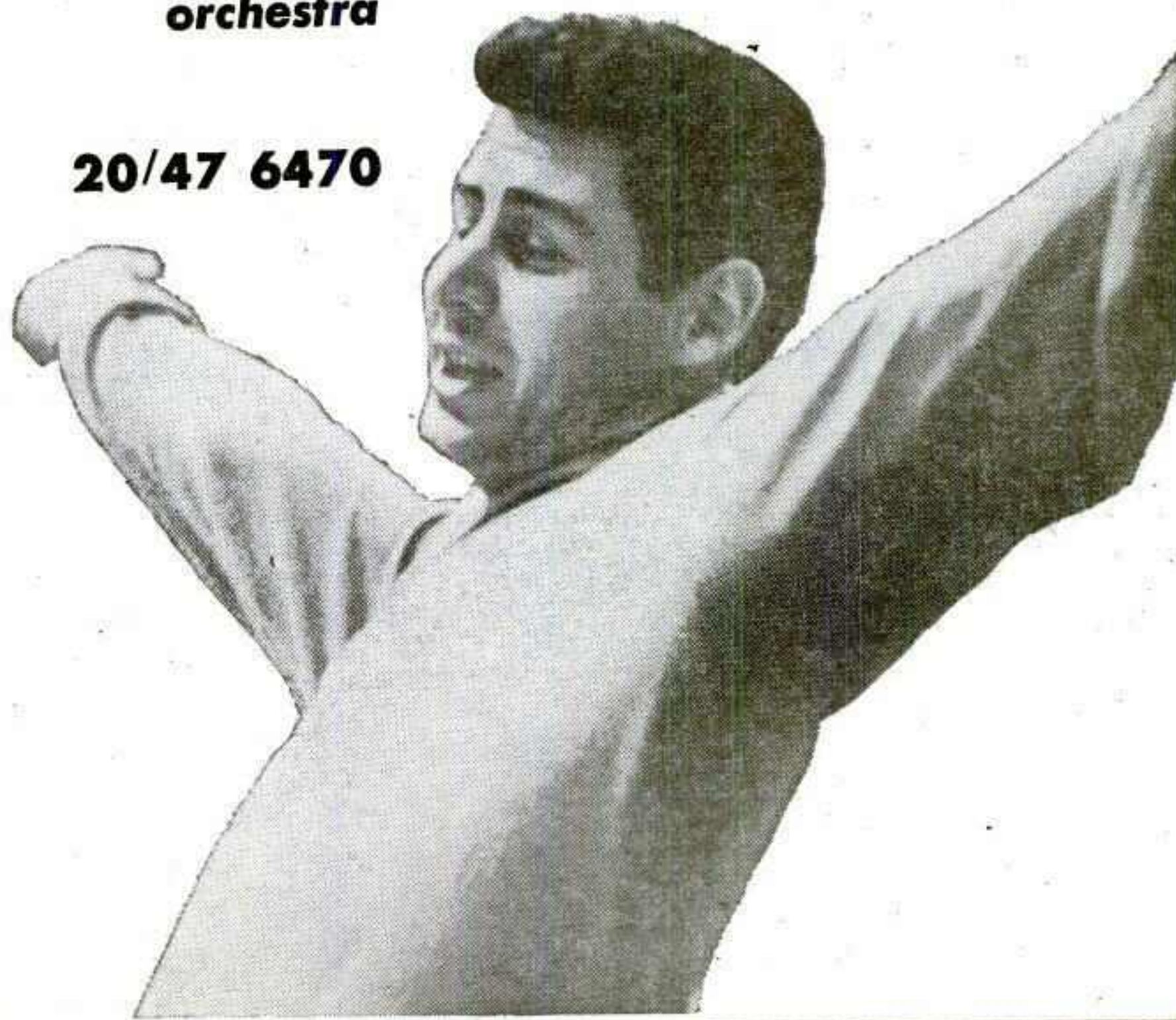
More Precious Than Gold....68
The high-pitched, silvery pipes of Dylan Todd are cast in another folksy piece of material here, but of a happier character. He has a light, easy-going style that is most listenable. (Consonant, ASCAP)

THIS
EDDIE FISHER
SINGS
SLOW ROCK 'N' ROLL
no other one

Written by Ivory Joe Hunter and Clyde Otis

with
Hugo Winterhalter
his chorus
and
orchestra

20/47 6470



the dealer's choice **RCA VICTOR**

(Continued on page 48)

The Billboard Music Popularity Chart
POPULAR RECORD

THE TOP 100

For survey week ending March

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	W
1.	ROCK AND ROLL WALTZ	K. Starr	Victor	
2.	LISBON ANTIGUA	N. Riddle	Capitol	
3.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	
4.	NO, NOT MUCH	Four Lads	Columbia	
5.	GREAT PRETENDER	Platters	Mercury	
6.	I'LL BE HOME	P. Boone	Dot	
6.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	
8.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	
9.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	
10.	BAND OF GOLD	D. Cherry	Columbia	
11.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	
12.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	R. Hayman-J. August	Mercury	
13.	TUTTI FRUTTI	P. Boone	Dot	
14.	LUKE BOX BABY	P. Como	Victor	
15.	BLUE SUEDE SHOES	C. Perkins	Sun	
16.	FEAR FELL	T. Brewer	Coral	
17.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	
18.	DUNGAREE DOLL	E. Fisher	Victor	
19.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	
20.	THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE)	L. Armstrong	Columbia	
21.	BO WEEVIL	T. Brewer	Coral	
21.	HOT DIGGITY	P. Como	Victor	
21.	HEARTBREAK HOTEL	E. Presley	Victor	
24.	EDDIE, MY LOVE	Chordettes	Cadence	
25.	SEVEN DAYS	Crew Cuts	Mercury	
26.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	
27.	ANGELS IN THE SKY	Crew Cuts	Mercury	
27.	CHAIN GANG	B. Scott	ABC-Paramount	
29.	EDDIE, MY LOVE	Fontane Sisters	Dot	
30.	ASK ME	Nat (King) Cole	Capitol	
31.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	
31.	I WAS THE ONE	E. Presley	Victor	
33.	LISBON ANTIGUA	M. Miller	Columbia	
34.	ARE YOU SATISFIED?	R. Draper	Mercury	
34.	EDDIE, MY LOVE	Teen Queens	RPM	
36.	NINETY-NINE YEARS	G. Mitchell	Columbia	
37.	POOR PEOPLE OF PARIS	R. Morgan	Decca	
38.	LIPSTICK CANDY AND RUBBER-SOLED SHOES	J. La Rosa	Victor	
39.	ELOISE	K. Thompson	Cadence	
40.	SIXTEEN TONS	T. Ernie	Capitol	
41.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	
42.	TUTTI FRUTTI	Little Richard	Specialty	
43.	MR. WONDERFUL	T. King	Victor	
44.	LOVELY ONE	Four Voices	Columbia	
45.	LULLABY OF BIRDLAND	Blue Stars	Mercury	
46.	TEEN-AGE PRAYER	G. Storm	Dot	
47.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Welk	Coral	
48.	CRY BABY	Bonnie Sisters	Rainbow	
49.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Paul & M. Ford	Capitol	
50.	MADERIA	M. Miller	Columbia	
51.	THAT'S YOUR MISTAKE	O. Williams	DeLuxe	
52.	POOR PEOPLE OF PARIS (JEAN'S SONG)	C. Atkins	Victor	
53.	BAND OF GOLD	K. Carson	Capitol	
53.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	B. Vaughn	Dot	
55.	MR. WONDERFUL	S. Vaughan	Mercury	
56.	GO ON WITH THE WEDDING	P. Page	Mercury	
56.	INNAMORATA	D. Martin	Capitol	
58.	ELEVENTH HOUR MELODY	L. Busch	Capitol	
59.	WHY DO FOOLS FALL IN LOVE?	G. Mann	Sound	
60.	MEMORIES OF YOU	R. Clooney-B. Goodman	Columbia	
60.	THAT'S ALL	T. Ernie	Capitol	
62.	MISSING	McGuire Sisters	Coral	
63.	TO YOU, MY LOVE	N. Noble	Mercury	
64.	INNAMORATA	J. Vale	Columbia	
65.	POOR PEOPLE OF PARIS	L. Welk	Coral	
66.	APRIL IN PARIS	C. Basie	Clef	
67.	BEYOND THE SEA	R. Williams	Kapp	
67.	LOVELY LIES	Manhattan Brothers	London	
69.	MR. WONDERFUL	P. Lee	Decca	
70.	BO WEEVIL	F. Domino	Imperial	
70.	OUR LOVE AFFAIR	T. Charles	Decca	
72.	FOREVER, DARLING	Ames Brothers	Victor	
73.	HE	A. Hibbler	Decca	
73.	WHEN YOU LOSE THE ONE YOU LOVE	D. Whitfield	London	
75.	TENDER TRAP	F. Sinatra	Capitol	
76.	ROCK RIGHT	G. Gibbs	Mercury	
77.	YOU'LL GET YOURS	F. Sinatra	Capitol	
78.	TEEN-AGE PRAYER	G. Mann	Sound	
79.	LARGE, LARGE HOUSE	M. Pedicin	Victor	
80.	WHEN YOU DANCE	Turbans	Herald	
81.	ONLY YOU	Platters	Mercury	
82.	ROCK AROUND MOTHER GOOSE	B. Gordon	M-G-M	
82.	WOMAN IN LOVE	Four Aces	Decca	
84.	MAN WITH THE GOLDEN ARM	R. Maltby	X	
84.	CRY ME A RIVER	J. London	Liberty	
86.	AND THE ANGELS SING	Chuckles	X	
87.	NOTHING EVER CHANGES MY LOVE FOR YOU	Nat (King) Cole	Capitol	
87.	SEVEN DAYS	D. Collins	Coral	
89.	IF YOU CAN DREAM	Four Aces	Decca	
90.	MEMORIES ARE MADE OF THIS	M. Carson	Columbia	
91.	VALLEY VALPARAISO	P. Faith	Columbia	
92.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	
93.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	
93.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	
95.	I'LL NEVER KNOW	Four Lads	Columbia	
96.	BITTER WITH THE SWEET	B. Eckstine	Victor	
97.	WHO ARE WE?	G. Grant	Era	
98.	TEEN-AGE MEETING	D. Cornell	Coral	
99.	SPEEDOO	Cadillacs	Josie	
100.	I'M GONNA LOVE YOU	Ames Brothers	Victor	

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SISTERS

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CHOCOLOTTA

b/w

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ROY
HAMILTON

WALK
ALONG WITH
KINGS

b/w

THERE GOES
MY HEART

Epic #9147
5-9147



FOUR
COINS

THE SONG
THAT GOD
SINGS

b/w

THE OLD
PROFESSOR

Epic #9148
5-9148



THE NEW LABEL

OF GREATNESS

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.

America's Fastest Selling Records



DECCA
RECORDS

HERE'S KAREN HER FIRST DECCA RELEASE!

KAREN CHANDLER

2 GREAT NEW TUNES

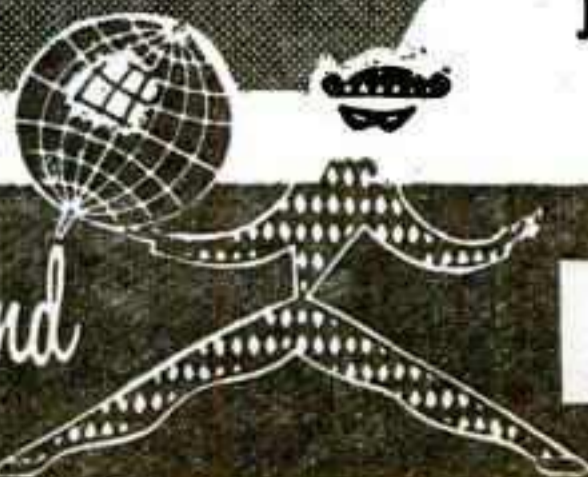


DECCA
29881
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LOVE IS THE \$64,000 QUESTION

(I'm Just a) BEGINNER

Orchestra Directed by JACK PLEIS



A New World of Sound

DECCA records

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MARCH 24 ISSUE
DEADLINE
MARCH 16
for plates

...make sure your
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- One Full Column2' (12 picas) x 200 Lines (14 1/4")
- Two Full Columns . . .4-1/6" (24 1/2 picas) x 200 Lines (14 1/4")
- Three Full Columns . . .6-1/8" (37 picas) x 200 Lines (14 1/4")
- Four Full Columns . . .8-3/16" (49 1/2 picas) x 200 lines (14 1/4")
- Five Full Columns . . . 10-1/4" (62 picas) x 200 Lines (14 1/4")
 (Full Page)
- Two-Page Spreads Including
 Gutter Bleeds21 1/2" x 200 Lines (14 1/4")
- Junior Spreads Including
 Gutter Bleeds17 1/4" x 160 Lines (11-7/16")

The Billboard

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CHICAGO
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 Central 6-8761

ST. LOUIS
 390 Arcade Bldg.
 Chestnut 0443

HOLLYWOOD
 6000 Sunset Blvd.
 Hollywood 9-5831

Victor-Decca Pact Opens Vistas

• Continued from page 16

of the London Records operation in this country, avowedly will continue to service that operation here, but will make "additional" material available for release in the States on the RCA Victor and other RCA labels. Altho it has not been determined when the Decca material will start flowing to RCA, and what type of material will come first, it is expected that first feedings will be package goods rather than pops.

According to one top RCA exec, RCA probably will have access immediately to some of the top Decca-London operatic stars for some all-star cast productions, which presumably would dwarf competitive entries.

As the deal stands, the first RCA releases in Britain would be American diskings not previously released by HMV. In May, 1958, the entire Victor catalog, including one-time HMV issues, would be available to Decca's RCA distribution.

Two Decca subsidiary operations, Teldec of West Germany, and Musikvertrieb of Switzerland, will begin production and distribution of the RCA label May 1 of this year.

A unique aspect of the deal is the apparent absence of boundary definition. Altho RCA has its own distribution deals in a number of foreign countries at present, there is nothing, outside of present practical economical considerations, to prevent Decca from exporting RCA issues to those countries.

As for actual manufacturing of disks, RCA will press disks in its own U. S. plants from its Decca-originated masters. In Spain and Italy, where RCA has set up plant facilities, the company now is in a favorable position to grab Decca's pressing business, which is being handled at present by custom divisions of EMI.

Presumably, Decca's American London distributors will continue to receive disks pressed in England, since the exports to America constitute a major portion of the British Decca factory output.

The RCA-Decca deal is the first major result of the European inspector tour taken last summer by a group of top RCA execs, headed by Vice-Presidents Manie Sacks and Albert F. Watters. Sacks and Watters negotiated the new deal with Decca Director E. R. (Ted) Lewis, who also is president of Teldec. Maurice Rosengarten, director of Teldec and of Musikvertrieb, was also in on negotiations involving those companies.

British Decca has no corporate connection with American, altho it did have a major stake in the launching of the American label in the '30's. It does have an arrangement, however, with American Decca, whereby the latter's disks are issued in England and

other countries on British Decca's Brunswick label.

The English company lost a major source of American pop material on January 1, when rights to the Capitol catalog went to EMI, altho much of its volume was subsequently made up by the success abroad of American pops from indie label sources, most of which have been issued on Decca's London label there.

The major import of the new arrangement, however, is expected to register in the package field, allying as it does two of the largest album catalogs in the world.

Capitol, Angel

• Continued from page 16

Christoff and Victoria de los Angeles, violinist Yehudi Menuhin, pianist Solomon, and conductors Guido Cantelli and John Barbirolli. Future Glyndebourne Festival opera recordings would also then come under the Angel aegis.

Most important pop talent due for a switch, presumably to Capitol, would be the Melachro Strings. The ork has been one of the most consistent money earners in the pop album field for some years.

In addition, Angel, in about a year, is slated to pick up a batch of catalog diskings long exploited here by Columbia Records. Five years will then have elapsed since the parting of the ways between Columbia and EMI, followed thereafter by the formation of Angel Records here. Original terms of the deal awarded Columbia the right to continue to exploit previously issued EMI diskings for another five years.

In a year, therefore, Angel may pick up any of these older waxings (with few exceptions) which it deems still worthy of re-issue.

Among the few known excep-

Cap Kidisk Club

• Continued from page 16

to be affixed to enrollment cards. Free offering includes albums from both Capitol's "Learning Is Fun" and "Music Appreciation Series," "Spark's Magic Baton," "Walt Disney's Sorcerer's Apprentice," "Waltz of the Flowers and Peer Gynt," and "Woody Woodpecker's Talent Show."

The "Children's World of Music" club has been divided into two groups, for children aged two thru four, youngsters from five thru 10, with potential members asked to indicate which age group he desires to receive records from.

Capitol will mail the subscriber one 10-inch 78 r.p.m. children's record each month at a cost of \$1 plus shipping and handling charges. Membership in the club may be canceled at any time. Subscribers do not receive a choice of material, but will be mailed a given Capitol kidisk each month. The enrollment cards do not specify a choice of speeds, those members desiring 45 r.p.m. disks rather than 78's will be honored with the speed of their choice.

Much of Capitol's material will be culled from existing records in their children's catalog, with the offering to consumers competitively priced with existing dealer price structure. For example, Capitol's brochure indicates numerous packages in its CAS series, which lists at 99 cents including taxes.

The test campaign will continue for several months, with the Reuben H. Donnelly Corporation handling mailing details.

Initial offering also avails the potential member of purchasing a single speed 78 r.p.m. record player made by Vanity Fair at \$5.89, for which members will be billed.

Conditions are such collector's items as the Felix Weingartner Beethoven recordings. These will continue the property of Columbia in this country.

Expansion of '55 Record Biz

• Continued from page 17

In the packaged records field there were some important firms unrepresented, such as Westminster and the Concert Hall Mail-Order operations. Also, a number of highly-rated, single-disk indies, primarily those active in the rhythm and blues field were noticeably absent.

Some 20,000,000 12-inch LP's valued at \$75,000,000 list price, were sold by the 21 diskeries in 1955. This compares with about 8,500,000 12-inchers, worth \$35,500,000, moved in 1954. The rise in 12-inch LP dollar volume is especially significant in view of the price reductions instituted in 1955 by practically all labels.

While total single volume increased in 1955, the relative strength of 78's versus 45's flipped completely in the compared years. Sales of singles (both speeds) totaled 107,000,000 units in 1955. The figure for 1954 was 99,000,000 units. About 62,000,000 45's were sold in 1955, compared to 45,000,000 78's. Only 45,000,000 45's were moved by the reporting firms in 1954, compared to 54,000,000 78's that same year.

It came as no surprise that the RIAA report backed up statistically the reduced import of the 10-inch LP. In 1954, 4,500,000 of these platters, valued at a list of \$13,000,000, were sold. The picture in 1955 showed less than 4,000,000 1-inchers moved to consumers, at a retail valuation of only about \$9,500,000.

EP Sales Dip

In the case of EP's, a decline was also noticed, perhaps due to the disks' smaller value to the consumer as against LP's at reduced prices. Unit sales in 1954 totaled about 18,500,000. In 1955 the EP total had dwindled to a cumulative 18,000,000.

Other comparisons gleaned from the RIAA report show that fourth-quarter sales in 1955 comprised a bit over 30 per cent of total volume for the year. It also showed seven-inch 78's selling 17,500,000 copies in 1955, compared with less than 14,500,000 in 1954. A relatively minute sale of 38,500 12-inch 78's was reported for 1955. In 1954 the sales of this obscure disk category numbered 101,000 units.

Another interesting facet of the the RIAA report is the comparison pointed up between the over-all sales of singles, as against the over-all sales of packaged records. Placing EP's and all LP's in the package slot, total sales for 1955 hit \$108,000,000 (list price) for the reporting companies. Sales of singles of all types, on the other hand, totaled \$91,000,000 last year.

Decca '55 Earnings a Record

• Continued from page 16

Clock" and The Four Aces' "Love Is a Many-Splendored Thing." Two releases of the previous year which hit the million mark in 1955 were Haley's "Shake, Rattle and Roll" and the McGuire Sisters' "Sincerely" on Coral, the Decca president noted.

During 1955, Decca increased its output in the packaged record field tremendously, putting out well over 150 albums. The annual report noted that the company's 1956 package schedule is already well under way. He also pointed out that the diskery maintained its strong position in other fields, notably country and western.

Coral Increase

The annual report does not analyze Coral Records specifically. However, it is known that Coral had an outstanding year in 1955, contributing measurably to the over-all prosperity of Decca Records, Inc. During many months of 1955, Coral sales represented an increase of 50 per cent over comparable months of the preceding year. Too, 1955 saw the emergence of Coral as an entity in the packaged record field. Currently,

the label (on Coral and Brunswick) has some 50 12-inch LP's on the market.

Rackmil stated that 1956 will show continued improvement. "The tremendous number of phonographs sold in 1955 augurs well for a growing record market. Also, the continuing rise in the population of the country, especially in the teen-age group, can be expected to bolster motion picture attendance and the demand for phonograph records.

Dividend Upped

Earlier in the week, directors of Decca Records, Inc., declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable March 30, 1956, to stockholders of record March 19, 1956.

The annual report pointed out that in December, Decca increased its regular quarterly dividend rate to 25 cents from the 17 1/2 cents per share paid in the previous quarters of the year. Therefore, dividends totaling 77 1/2 cents per share were paid during the year, which was the 19th year of cash dividend payments.

VOX JOX

By JUNE BUNDY

SHARP-EARED CAT: Dan Neaverth, WFRM, Coudersport, Pa., recently wrote Capitol Records, calling their attention to what he thought sounded like a fluff on Les Baxter's waxing of "Poor People of Paris." In reply, Capitol artist and repertoire exec, Dave Dexter, Jr., wrote: "It is sharp-eared cats of your caliber who make life miserable for the man in the booth. Trombonist Sy Zentner had his choice of either turning the page of his music or refusing to turn the page and risk getting behind all the other members of the Baxter orchestra and chorus. He finally page-flipped and resumed playing. Capitol's delicate microphones, however, faithfully picked up the sound, but until now this faux pas escaped detection. In the future I will consider it a great favor if you will once again go to the trouble of advising us when gross mistakes of this nature are apparent to your sensitive ear."

BUSY BOSTON: The deejays are settling down here after a few busy weeks of personal switching from station to station. As it now stands, Alan Dary starts on WBZ March 19, Monday thru Fridays, from 10:25 to 11:55 p.m., and Saturdays from 9 a.m. to noon. Norm Prescott, starting April 2, takes over the daily 5 to 6 p.m. time slot on WBZ, now occupied by "Bob and Ray," who have decided to terminate their taped WBZ broadcast because of a heavy network schedule. Prescott will also retain his "Pick of the Stars," one of Boston's top 10 local deejay shows, according to the rating polls. Prescott's 12:15 p.m. show, incidentally, was recently purchased for one hour daily by the Mordicai Food Distributors, marking one of the biggest sales contracts in New England radio history. Meanwhile, Stan Richards has left WCOP and moved over to WORL, as program director and deejay with a Monday thru Saturday show from 9 a.m. to noon, and a 1-4 p.m. Saturday show. Richards will also continue his WBZ-TV show on Saturdays (3-4 p.m.) and Sundays (2-2:30 p.m.).

THIS 'N' THAT: Joe Finan, WJW, Cleveland, writes in reference to a recent Billboard story about Cleveland jocks and dance bans for teen-agers under 18. "I would like to point out that never has there at any time been any violence connected with any dances that I have promoted. Currently I am promoting two dances on Sunday and make on the average of four or five other appearances per week at dances, where minors under 18 have every legal right to dance. The local Cleveland safety director, the police chief and the law director, after a meeting concerning the problem, have given their okay to my dances."

Bob Cain, KOIL, Omaha, notes, "Eight-tenths of our musical programming now is Billboard's top 100." . . . Dick Jones, KWHK, Hutchinson, Kan., was swamped with calls recently when his listeners thought he said Pat Boone instead of Pat Boone. "An indication," says Jones, "of how Pat Boone is selling in the Midwest." . . . Herbie Mintz, WLS, Chicago, received 7,346 letters from 48 States and every province of Canada in response to an album-give-away contest he conducted recently. . . . James (Goat) Blount, WMSN, Raleigh, N. C., has three jobs. In addition to his deejay activities (Monday thru Saturday, 4-4:45 p.m.) he is a commercial representative, and head-waiter of the Carolina Country Club.

HELP FOR THE DISK-LESS: Dave Drew, WTAX, Springfield,

Ill., writes: "After much anguish over large Billboard ads plugging platters that weren't in our library, I finally decided to do something about it. Now each issue of The Billboard is perused carefully and every company plugging tunes we don't have in our files is sent a form letter, which reads: 'Gentlemen: I noticed your advertisement in the recent issue of The Billboard for your new record—'blank-blank'—We would very much like to assist you in your push for the top for these records. Unfortunately, however, we are handicapped by the lack of copies of them, etc.'"

CONTESTS: Walter Thurman, WMBD, Peoria, Ill., announces a gripe against record companies and band leaders "who ask deejays to run contests for them and when we do, haven't even the common decency to send us a list of the winners." Richard Maltby's contest for a tape recorder is a good example, says Thurman. "It came to a close on December 15, and no word so far. And they wonder why we don't knock ourselves out to do them a good turn. They aren't here to answer phone

YESTERYEAR'S TOPS—

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

MARCH 16, 1946:

1. Oh! What It Seemed to Be
2. Doctor, Lawyer, Indian Chief
3. Symphony
4. Personality
5. You Won't Be Satisfied (Until You Break My Heart)
6. Day By Day
7. I'm Always Chasing Rainbows
8. Let It Snow! Let It Snow! Let It Snow!
9. I Can't Begin to Tell You
10. Aren't You Glad You're You?
11. One-Zy, Two-Zy (I Love You-Zy)
12. Some Sunday Morning
13. Atlanta
14. Seems Like Old Times
15. Here Comes Heaven Again

MARCH 17, 1951:

1. If
2. My Heart Cries for You
3. Tennessee Waltz
4. Mocking Bird Hill
5. Be My Love
6. Aba Daba Honeymoon
7. You're Just in Love
8. Would I Love You?
9. A Penny a Kiss, a Penny a Hug
10. The Roving Kind

and mail inquiries as to 'who hopen?' I for one have had it." . . . On the other hand, Ed Hughes, WICK, Scranton, Pa., happily reports that he gave Julius LaRosa's new "Candy, Lipstick and Rubber-Soled Shoes" disk a send-off on his show by offering free copies of the record to listeners sending in the earliest post-marked letter, along with one of the three articles mentioned in the title. Hughes received plenty of lipsticks and candy but only one rubber-soled shoe.

CHANGE OF THEME: Jack Gale, WTMA, Charleston, S. C., is negotiating to put on an all-star show at the American Theater in April. . . . Nick Grayson has replaced Jerry Bellman at WPDR, Portage, Wis. . . . Russ Norman has left KING, Seattle, to join KAYO, same city. . . . Ernie Simon, WGN, Chicago, started a new 6 to 8 a.m. morning show. . . . Bill Moeller, KPO, Wenatchee, Wash., will soon be leaving that station, since he and ex-KPO staffer, Dale Woods, have applied for a permit to operate a new station in Wenatchee. Moeller will continue his deejay activities on his own station.

Ronald Harpe has returned to the broadcasting field, after six years with the U. S. Army, and has been appointed program director of WEBK, Tampa, Fla. He also holds the deejay reins on several daily shows.

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3016 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

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending March 7

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley.....	3	3
I WAS THE ONE (BMI)—Vic 20-6420		
2. I FORGOT TO REMEMBER TO FORGET (BMI)— E. Presley.....	2	27
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
3. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	1	13
Missing You (BMI)—Dec 29755		
4. BLUE SUEDE SHOES (BMI)—C. Perkins.....	8	5
Honey Don't (BMI)—Sun 234		
5. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	5	26
If You Were Me (BMI)—Dec 29662		
6. YOU'RE FREE TO GO (BMI)—C. Smith.....	9	14
I FEEL LIKE CRYIN' (BMI)—Col 21462		
7. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner..	6	16
Let's Squiggle (BMI)—Vic 20-6289		
7. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers.....	7	8
In the Middle of Nowhere (BMI)—Cap 3300		
9. CAUSE I LOVE YOU (BMI)—W. Pierce.....	10	2
YES, I KNOW WHY (BMI)—Dec 29805		
10. YOU AND ME (BMI)—R. Foley & K. Wells.....	10	8
NO ONE BUT YOU (BMI)—Dec 29740		
11. SIXTEEN TONS (BMI)—Tennessee Ernie.....	4	19
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
12. SO DOGGONE LONESOME (BMI)—J. Cash.....	10	5
FOLSOM PRISON BLUES (BMI)—Sun 232		
13. JUST CALL ME LONESOME (BMI)—E. Arnold.....	13	6
That Do Make It Nice (BMI)—Vic 20-6198		
13. WHY, BABY, WHY? (BMI)—G. Jones.....	—	11
Seasons of My Heart (BMI)—Starday 202		
15. THAT'S ALL (BMI)—T. Ernie.....	—	1
Bright Lights and Blonde-Haired Women (BMI)—Cap 3343		

Most Played in Juke Boxes

For survey week ending March 7

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. I FORGOT TO REMEMBER TO FORGET (BMI)— E. Presley.....	1	18
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
2. HEARTBREAK HOTEL (BMI)—E. Presley.....	—	1
I WAS THE ONE (ASCAP)—Vic 20-6420		
3. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	2	10
Missing You (BMI)—Dec 29755		
4. SIXTEEN TONS (BMI)—Tennessee Ernie.....	3	17
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
5. SO DOGGONE LONESOME (BMI)—J. Cash.....	—	1
FOLSOM PRISON BLUES (BMI)—Sun 232		
6. BLUE SUEDE SHOES (BMI)—C. Perkins.....	9	2
Honey Don't (BMI)—Sun 234		
7. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner	5	14
Let's Squiggle (BMI)—Vic 20-6289		
7. THESE HANDS (BMI)—H. Snow.....	5	4
I'M MOVIN' IN (BMI)—Vic 20-6379		
9. I FEEL LIKE CRYIN' (BMI)—C. Smith.....	7	9
YOU'RE FREE TO GO (ASCAP)—Col 21462		
10. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	4	24
If You Were Me (BMI)—Dec 29662		
10. WHY, BABY, WHY? (BMI)—G. Jones.....	—	17
Seasons of My Heart (BMI)—Starday 202		

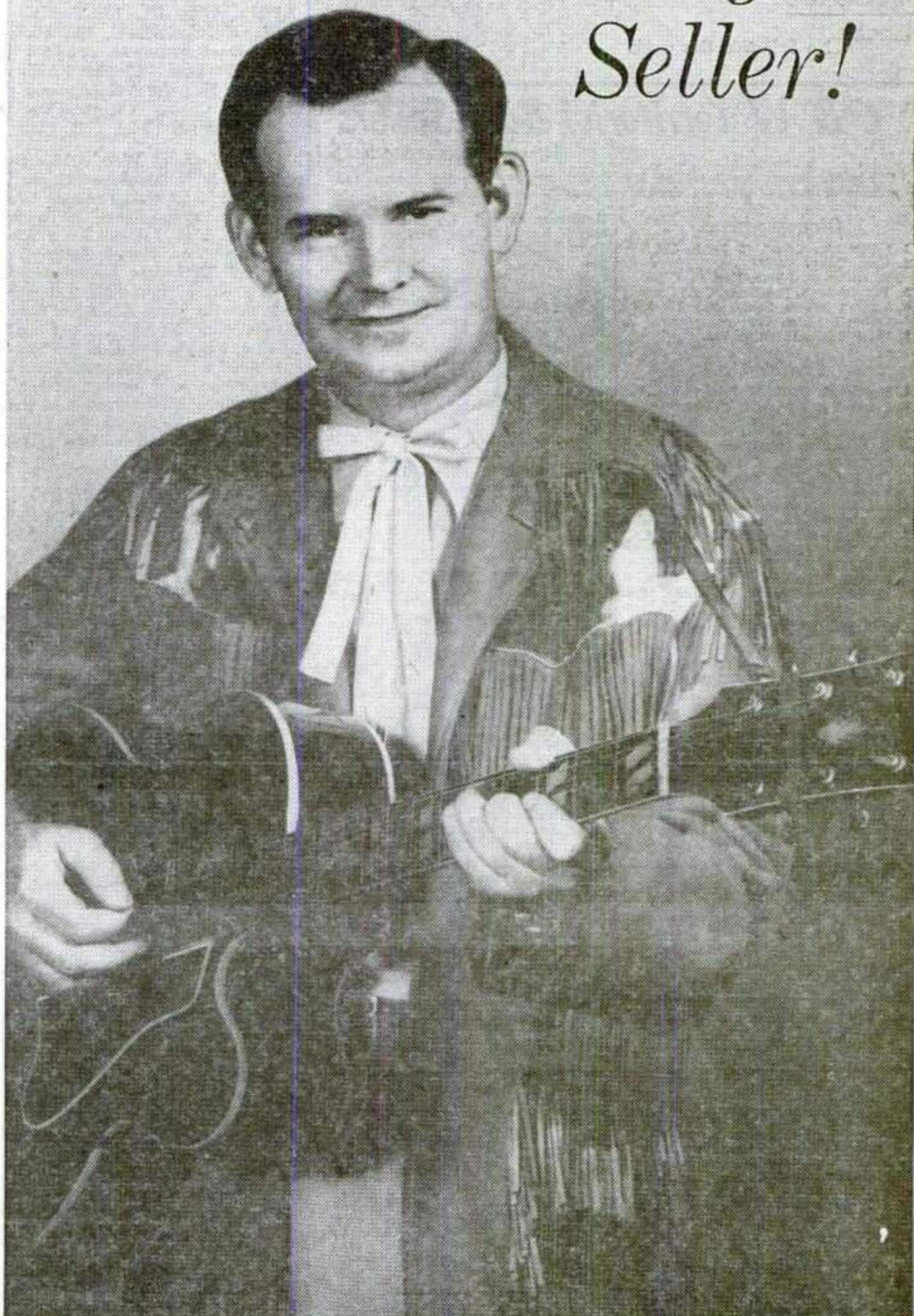
Most Played by Jockeys

For survey week ending March 7

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. I DON'T BELIEVE YOU'VE MET MY BABY Louvin Brothers.....	2	10
Cap 3300—BMI		
2. BLUE SUEDE SHOES—C. Perkins.....	5	4
Sun 234—BMI		
3. HEARTBREAK HOTEL—E. Presley.....	8	3
Vic 20-6420—BMI		
4. WHY, BABY, WHY?—R. Sovine & W. Pierce.....	1	14
Dec 29739—BMI		
5. I FORGOT TO REMEMBER TO FORGET— E. Presley.....	6	23
Vic 20-6357, Sun 223—BMI		
6. YOU AND ME—R. & B. Foley.....	3	5
Dec 29740—BMI		
7. SO DOGGONE LONESOME—J. Cash.....	7	4
Sun 232—BMI		
8. WHY, BABY, WHY?—G. Jones.....	—	13
Starday 202—BMI		
9. YES, I KNOW WHY—W. Pierce.....	12	3
Dec 29805—BMI		
10. LOVE, LOVE, LOVE—W. Pierce.....	4	25
Dec 29662—BMI		
11. FOLSOM PRISON BLUES—J. Cash.....	14	6
Sun 232—BMI		
12. THESE HANDS—H. Snow.....	11	7
Vic 20-6379—BMI		
13. RUN, BOY—R. Price.....	13	10
Col 21474—ASCAP		
14. EAT, DRINK AND BE MERRY—P. Wagoner.....	10	16
Vic 20-6289—BMI		
15. SIXTEEN TONS—Tennessee Ernie.....	9	18
Cap 3262—BMI		

His
Fastest-
Breaking
Seller!



HANK LOCKLIN

A Good Woman's Love
I'm a Fool

20/47-6434

RCA VICTOR



THE OUTLOOK FOR SHOW BUSINESS IS

BETTER THAN EVER AND...

The Value of The Billboard's 1956 SPRING SPECIAL Dated April 7

As An Advertising Medium For You Will Be...

GREATER THAN EVER...

TIMELINESS

Planned perfectly to reach ALL YOUR POTENTIAL CUSTOMERS before the Outdoor Season officially opens.

ASSURED READERSHIP

Complete List of 1956 Fair Dates, Pulse of the Kiddieland Operation, More Money from Food & Drink Concessions PLUS other statistical information and Special Features sure to give this Special maximum reader interest and frequent-reference value.

NEW FORMAT

The "new" stitched and trimmed Billboard is scheduled to make its debut just two weeks prior to the Spring Special. These mechanical improvements will certainly give the Spring Special and your advertisement in it longer life and greater effectiveness.

PROMOTION

Pre-publication publicity mailing of more than 100,000 pieces will immediately boost our circulation and create a terrific newsstand demand. Newsstand distribution will be increased 6,000 copies and this Special Issue will remain on the stands at least two weeks to give everyone ample time in which to purchase a copy.

The outdoor Picture is Bright and Every Active Advertiser Catering to the Needs of This Great Market Should Experience His Greatest Year.

Population of the U. S. is 167 million, 8% over 1950. Average wage in 1950 was \$59; expected to go to \$78.50 in 1956. The work week has been shortened during the past five years. result . . .

More people with more time and more money to spend on all types of Outdoor Amusement in 1956.

What This Means To You . . .

Rides, Portable Buildings, Trucks, Trailers, Canvas and equipment of every conceivable kind will be required by Amusement Parks, Carnivals, Kiddielands, Recreation Centers and traveling showmen.

Food and Drink Concessioners will need new and more efficient dispensing equipment and their daily, weekly and monthly orders for "eats and drinks" to satisfy the increasing millions of hungry and thirsty people attending all outdoor amusements will reach peak levels this year.

Yes . . . Show Business is in for a great season in 1956, and this year can also be your BIGGEST by starting a regular schedule of advertising with a large effective ad in the SPRING SPECIAL . . .

RESERVE SPACE TODAY!

Advertising
Deadline
March 28

CINCINNATI 22, OHIO
2160 Patterson St.
DUmbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
CEntral 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831

F. E. GOODING Says:

"BIG ELI WHEELS are the result of careful planning, honest dealings, during two generations of the Sullivan family, plus operating experience and suggestions of the most outstanding men in the riding device and outdoor amusement industry. This combination has produced THE TOP RIDE OF THE MIDWAY."

Gooding Amusement Company, by ordering a No. 12, 1956 Model BIG ELI Wheel, will in June be operating thirteen of these Rides as a part of their extensive amusement equipment. Ask about a 1956 Model BIG ELI. There is a size to fit your operating requirements. Get the Leader in Rides for life-time profitable operation. P. L. A-70 sent free upon request.

ELI BRIDGE COMPANY
Reliable Ride Manufacturing since 1906
800 Case Avenue Jacksonville, Illinois

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
Mt. Clemens, Mich.

TURN TO THESE RIDES FOR 1956

ADULT FERRIS WHEEL
ADULT CHAIRPLANE
KIDDIE SPACE PLANE
TRAILER-MOUNTED AUTO RIDE
ATOMIC JET FIGHTER
SPEED BOAT RIDE
KIDDIE CHAIRPLANE

WRITE FOR CATALOG

SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK

Everly

ROCK-O-PLANE
ROLL-O-PLANE
FLY-O-PLANE
OCTOPUS
MIDGE-O-RACER
BULGY THE WHALE

FINEST KIDDIE RIDES

- ★ MERRY-GO-ROUND
- ★ abrest-children & adults
- ★ ROLLER COASTER
- ★ WATER BOAT RIDE
- ★ WHIRL-A-ROUND
- ★ FERRIS WHEEL
- ★ LOCOMOTIVE TRAIN
- ★ FIRE ENGINE
- ★ ROCKET FIGHTER
- ★ 4-IN-ONE RIDE
- ★ JET AEROPLANE
- ★ CHAIR-O-PLANE
- ★ ELEPHANT RIDE
- ★ TANK RIDE
- ★ BUGGY-PONY RIDE

All rides complete, including fences, electric signs, ready to operate. Terms arranged. Illus. circular free.

STANDARD KIDDIE RIDES MANUFACTURING CO.
201 E. Broadway, Long Beach, L. I., N. Y.
Phone: Long Beach 6-7361 and 6-5594

THE ORIGINAL GARRICK MAJOR FERRIS WHEEL
TALLER THAN A 3 STORY BUILDING

12" Square Towers, interchangeable Spokes and Rim Irons; easily loads 3 to a seat, set-up time 2 hrs.; loads on an 18-ft. truck. Precision built. 25 years' experience. Write for circular.

Ph.: Empire 4-1489,
GARRICK'S WELDING & MACHINE WORKS
V. H. GARRICK, Centre Hall, Pa.

MINIATURE TRAIN G-12

Made in Rensselaer, Ind. Completely reconditioned and repainted. First class shape, \$1500.

KISSEL BROS.
8771 Colerain Ave. Cincinnati 31, Ohio

Polack, Beatty Start Working In Los Angeles

LOS ANGELES, March 10.—Los Angeles will have circus performances daily for 19 days. The Clyde Beatty Circus opens on the Coliseum parking lot for 12 days starting March 21 and closes Sunday, April 1. Polack Bros.' Shrine Circus continues the circus days by opening April 2 for seven days.

The Beatty show is scheduled to arrive from Palm Springs on Tuesday (20) with setting up to start immediately. The next day both matinee and evening performances will be given. The show will lose a day.

Jack Knight, press agent for Beatty for seven years, has been in the city for two weeks and is to be joined by Mae Hong, who will handle stories. Shirley Carroll is again handling radio and television promotion with two remotes already set for early in the run. On

(Continued on page 76)

Cole Enlarges; Name Personnel

HUGO, Okla., March 10.—Building is in progress at the George W. Cole Circus quarters here in preparation for the April 5 opening date.

Show will be enlarged by addition of five trucks back and one ahead. A new big top is being built by Central Canvas Company, and it will be an 80 with two 40s and a 30. Show previously used a 70. Another middle piece is being added to the Side Show top and two more banners are to be used. Midway will feature a rhino again this season. This was mistakenly called a hippo recently. New to the midway will be a pony ride. One of the new trucks is a five-compartment cage, giving the show a total of 15 compartments, and new cage animals and lead stock have been added.

Manager Herb Walters recently returned from Sarasota, where he visited Ringling and Cristiani quarters. He also bought an alligator. Personnel of the show will include Walters, manager; Floyd Hill, agent; Bill and Jackie Wilcox, with Sam Price, advance; Mr. and

(Continued on page 76)

Kitchener, Ont., Sets Sports Show With Roy Lisogar

KITCHENER, Ont., March 10.—Kitchener's first sports show will be at the Arena April 18-21, with building manager Bob Crosby as chairman. Production will be by Roy Lisogar.

Talent will include Patsy Hubbard, fly casting; Chief Split Cloud, marksmanship; Hank Hanson, ski jump; Willie Necker, retrievers; Bill Fontana, log rolling; John Yano, deep sea fishing, and Roy Seward, comedy.

Ontario's lieutenant governor is scheduled to take part. Several give-aways are scheduled. The show is sponsored by the Lions Club and the fish and game association.

CAROUSELS—ORGANS KIDDIE RIDES—TRAINS
Complete line. Write for catalog and terms.

H. E. Ewart Company
707 East Greenleaf Street
Compton, California

ILLINOIS FIREWORKS
World's Largest Manufacturers and Exhibitors.
"Known Everywhere"
Catalogue mailed upon request. Write or Call
Box 792, Danville, Ill. Phone 1716

Early Arrival In Los Angeles Set for Beatty

LOS ANGELES, March 10.—The Clyde Beatty Circus will arrive here March 20, opening the following day for a 12-day run on a new lot near the Coliseum at 39th Street and Vermont Avenue.

Jack Knight, press agent, has started the newspaper publicity. Mae Hong is expected to join him in the story department. Shirley Carroll is again handling radio and television promotion.

Mrs. Carroll has scheduled "Sheriff John's Breakfast Brigade" to be televised over KTTV from 7 to 8 a.m. on opening day from the menagerie tent and the backyard. A second remote is scheduled for Sunday (25) when KCOP will televise for 90 minutes from 11 a.m. to 12:30 p.m. Show is a tie-in with the automobile dealer sponsor.

Beatty will open in Deming, N. M., on March 15, with a matinee only. The next day the show will play afternoon and night in Tucson, followed by Casa Grande, Ariz.; Yuma, and Palm Springs, Calif.

The show is expected to arrive here in the forenoon on Tuesday (20) with setting up starting immediately for the opening the next day.

Capell Adding Rides to Unit

HOPE, Ark., March 10.—H. N. (Doc) Capell announced here this week that he will expand the street circus which he operated last fall to include carnival equipment.

To be billed as the Shop-O-Rama Circus and Carnival, the show will have a Merry-Go-Round, Ferris Wheel and six kiddie rides plus two major rides that will be booked and five shows, 20 concessions and the circus unit.

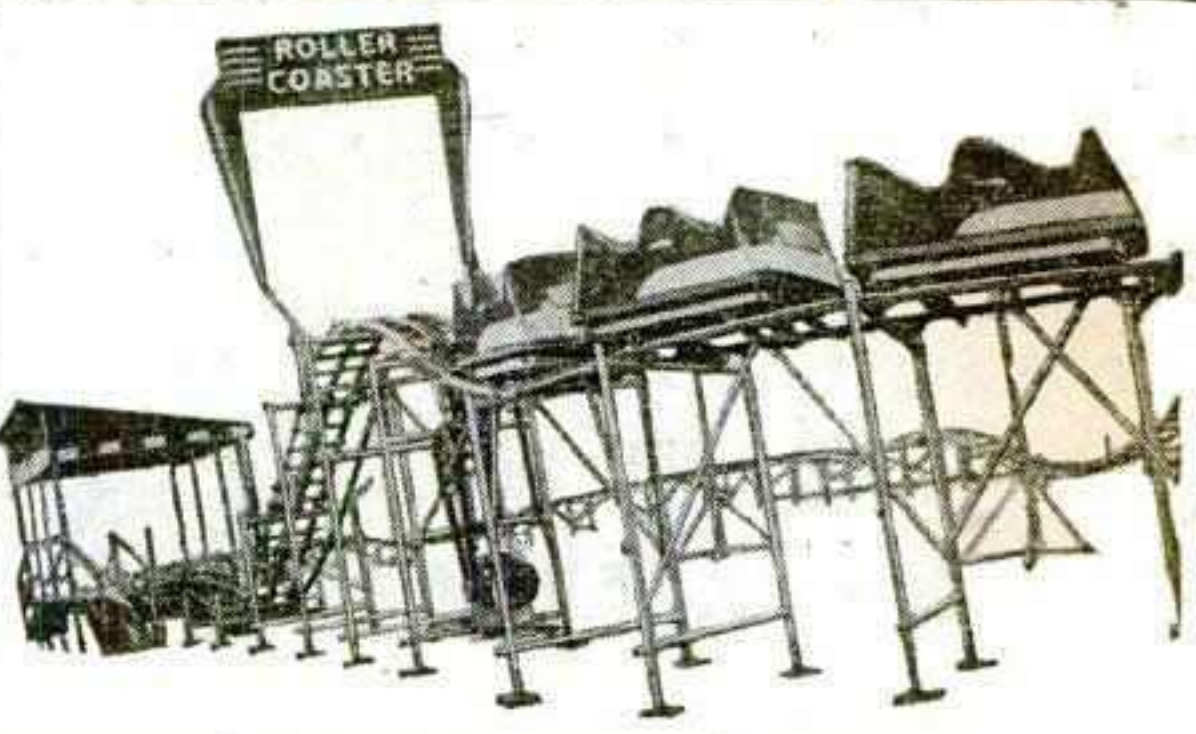
It will play two and three towns a week using merchants' auspices. It will be billed with special paper and will use postal heralds. Kids' day promotions will be used. Circus acts will work on the 30-by-30 stage and in a ring.

Kid Long on Mend After Operations

OCALA, Fla., March 10.—Claude H. (Kid) Long, 83, veteran circus and minstrel agent, is convalescing at his home, 1636 East Adams Street here, after two recent major operations at a Fort Lauderdale, Fla., hospital.

Widely known in the circus field thru his long association with a number of the major shows, Long was also a prominent figure in the minstrel field years ago. He was agent of the old Barlow Bros.' Minstrels from 1893 to 1897, and later agented the Al G. Field Minstrels for seven years.

Long also is a veteran of the old tab show days. For many years he piloted tab units over the old Gus Sun, Joe Spiegelberg and other tabloid circuits and for a number of years operated his own tab show billed as "Buzzin' Around" and "Sittin' Pretty."



"BEST INVESTMENT I'VE EVER MADE"

So says John R. Lewis, Zelienople, Pa., who adds:
"The Roller Coaster was my top ride this season. Four men put it up in four hours at every date."

Frank and Martin Walsh, Maple Springs, N. Y., report:
"The Allan Herschell Roller Coaster was our biggest money-maker this summer, even beating every other ride in the park. Forty percent of the riders were adults."

Bernie Arent, Bernard & Barry Shows in Canada, says:
"Best Roller Coaster I've seen. The new pick-up is fast and smooth. And the cars are really comfortable for adults."



Talk with men like these three successful operators. Discover for yourself the pride, pleasure and profit to be derived from owning a money-making Allan Herschell Roller Coaster. Two sizes: 36'x102' and 51'x107'.

ALLAN HERSCHELL COMPANY, INC.
"World's largest manufacturer of amusement rides"
104 Oliver St. Phone: Ludlow 4300
NORTH TONAWANDA, NEW YORK

"NATIONAL" RIDES ACCLAIMED FOR REPEAT BUSINESS

Rides built by National over 40 years ago are still in operation and considered too good to replace.

- National Is Famous for . . .**
- ★ Complete Kiddielands
 - ★ Century Flyer (Miniature Train)
 - ★ Trackless Train (No Rails Needed)
 - ★ Comet Jr. (Roller Coaster)
 - ★ Kiddie Buggy Ride (10-Horse De Luxe)
 - ★ The Pony Trot (10 or 20 Ponies)
 - ★ Kiddie Ferris Wheel (For Safety and Profits)
 - ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
 - ★ Funhouses (Designed for Big Profits)
 - ★ Mirror Mazes (An Old Favorite)
 - ★ Laughing Mirrors (Require Little Space)
 - ★ Old Mills & Mill Chutes

Write for Descriptive Circulars
NATIONAL AMUSEMENT DEVICE CO.
BOX 488, VAF Phone MEIrose 2646 DAYTON 7, OHIO

TUBS-O-FUN RIDE

Sensational new 48 passenger Kiddie-Adult Ride. Many operators report \$50.00 to \$60.00 per hour with this ride. High quality extra heavy duty construction.

HAMPTON AMUSEMENT COMPANY
Portage Des Sioux, Mo. (Phone: Skyline 3-2381)

5 POPULAR . . . PROFITABLE . . . PREFERRED

MINIATURE TRAINS

For Parks and Kiddielands — Capacities 14 Children to 240 Adults!

Write for FREE details

MINIATURE TRAIN CO. Rensselaer 1, Indiana

SKEE-BALL

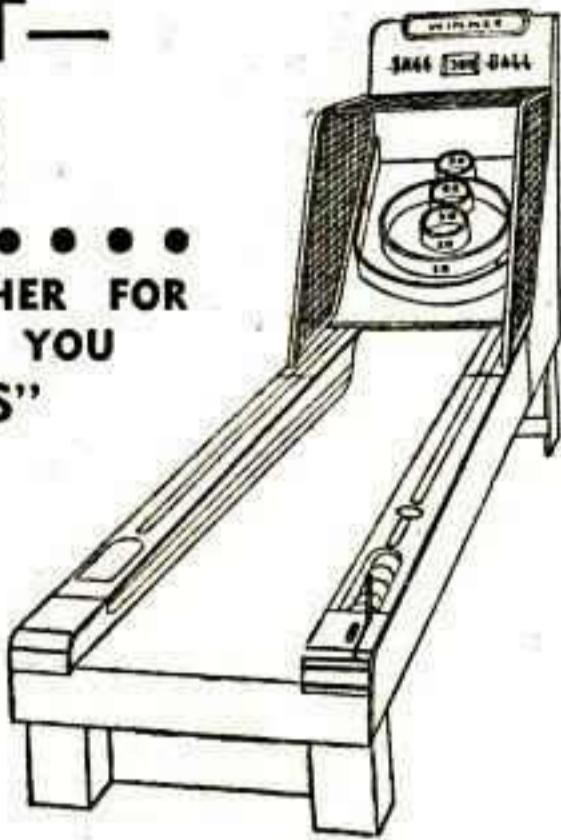
REG. U. S. PAT. OFF.

DOESN'T COST— IT PAYS

.....
WHEREVER FOLKS GATHER FOR
FUN AND RELAXATION YOU
COLLECT "DIVIDENDS"
EVERY DAY, YEAR AFTER
YEAR.

FOR A "BLUE CHIP"
INVESTMENT, BUY
SKEE-BALL

.....
SOLD ONLY BY
PHILADELPHIA TOBOGGAN CO.
130 E. DUVAL STREET PHILADELPHIA 44, PA.
Serving the Amusement Industry Since 1904



Interest, Sales Near Peak At Toy Fair

NEW YORK, March 10.—Heavy attendance and buying marked the annual American Toy Fair here this week. The 10-day event opened Monday (5) at the New Yorker and Sheraton-McAlpin Hotels.

About 6,000 buyers crowded the exhibits on Monday and shot sales up an estimated 10-15 per cent over last year. Inclement weather on Tuesday thru Thursday (6-8) held attendance down but exhibitors were confident that sales would top last year. The annual toy volume is set at \$1,250,000,000.

Dolls and summer inflatable items continued to sell well. Orders were reported light for stuffed toys and plastic items. Department store buyers appeared to be especially interested in \$1 to \$3 items.

Mills Staffers Coming in; Acts Sail From Britain

JEFFERSON, O., March 10.—More Mills Bros. Circus staffers are arriving at winter quarters to join those already here as the show moves into the final weeks before opening. Season starts April 21.

English girls, clowns and press agent were to leave Britain Thursday (8) aboard the ship Seven Seas, and they will arrive in New York on March 17.

Mayme Ward has made new wardrobe and is awaiting arrival of personnel for fittings. Paul and Jinx Nelson are expected here soon. Charles Brady, superintendent for 16 years, is working over the equipment. Band leader Frenchy Le-Bouf is expected to arrive shortly. Bill Lee has been lettering trucks.

Three contracting agents have been working, Manager Jack Mills said, and promotional men have been doing well. Show will have two press agents ahead this season.

HUGO, Okla., March 10.—Tex Carson Circus, managed by Jack Moore, is scheduled to try a 50-cent admission this season, with pit shows and other midway attractions assembled to make up the difference in per capita spending.

John Foss is to be agent for the opera.

Clyde Completes Texas Route; Inks Shreveport

OKLAHOMA CITY, Okla., March 10.—Clyde Bros. Circus has completed its Texas route, Owner-Manager Howard Suesz said here, and crowds were excellent in most spots.

He also announced that agent Tom Parker has signed to play the Shrine temple at Shreveport, La., and four of its clubs. The date has been played by Bailey-Cristiani and Gil Gray in the past several years.

Acts on Clyde Bros. for the dates in Texas included the St. Leons (9), teeterboard; the Antaleks, perch; Howard Baby Elephants, worked by Eddie Akins; Kohlman Duo, double traps; Billy Powell, wire; Henderson's Chimps; Sensational Kays; pony drill; Flying Valentines; Iris, finger stand; Lona's Pets and Patty's Canines; Montes De Oca; Mike Gasca; Skating Carltons; Fancher Pierce and Tex Maynard; and clowns Jack LaPearl, Lem Keeler, Toto, Jack Harrison, Mikey and Cookie.

Cowall Sports Show Opens in Columbus

COLUMBUS, O., March 10.—Third annual Dispatch-Journal Sports, Vacation, Travel and Boat Show will be held at the State Fair Coliseum here March 16-25.

Show director Ben Cowall announced acts will include Tree Toppers, Nova Scotia Guides; Patsy Hubbard, Swede Fuller and Dogs, Chief Evergreen Tree, the Shooting Linds, Sandy the Seal, and Monte Blue. Advance tickets are being sold thru the stores of exhibitors.



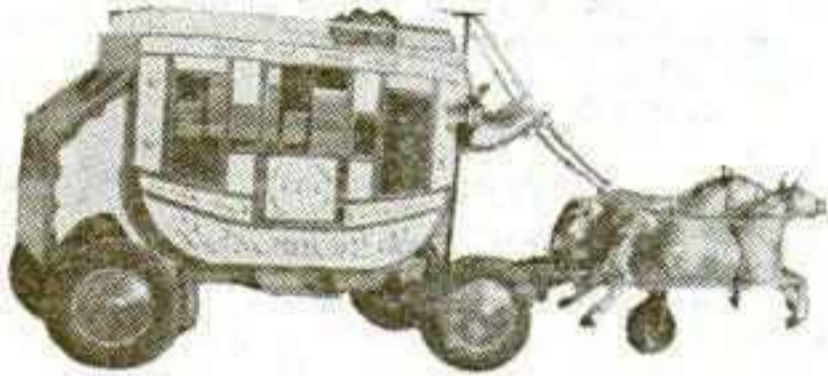
BIG PROFITS
with **SOFT**
ICE CREAM
Sani-Serv DIRECT DRAW
DAIRY FREEZER
WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE-INDIANAPOLIS, IND.



SNOW BALL
Ice Shaver
A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

WANTED
(SIX) CANADIAN SPORTSMEN'S SHOWS
April 15 till June.
ACTS: Seal, Sporting, Circus, Water, Aerial, Animal, Comedy and Stage.
Send photos—complete details—best prices.
Roy Lisogar, Director
7 McDougal Court Bldg.
Edmonton, Alberta Phone 43954

STAGE COACH RIDE



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

HAMPTON AMUSEMENT CO. PORTAGE DES SIOUX, MO. PHONE: SKYLINE 3-2381

More Popular than ever!

THE CONSISTENT DODGEM

FIRST IN POPULARITY, PERFORMANCE
AND PROFITS.

SMALL AND LARGE INSTALLATIONS
EQUALLY SUCCESSFUL!

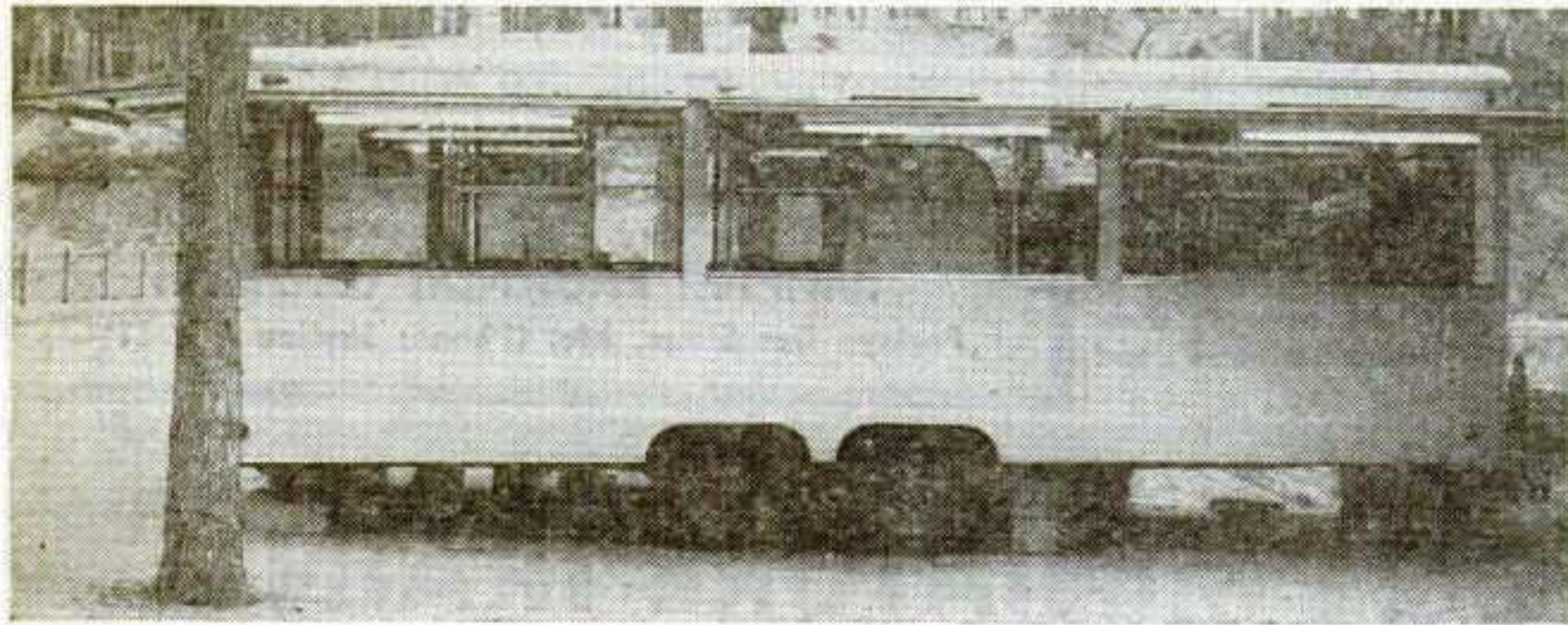
STATIONARY PORTABLE
WRITE OR WIRE



DODGEM CORPORATION LAWRENCE, MASS.

GIVE TO DAMON RUNYON CANCER FUND

Bartone's Better Buy CONCESSION TRAILER



25 ft. long—7½ ft. wide—9 ft. high

Steel, aluminum and stainless steel construction. Tandem axle with 4-wheel electric brakes

Eight aluminum side panels, 3' x 7', that swing up with openings completely enclosed in glass windows and screens for clean, efficient, sanitary serving. Also equipped with popcorn, peanut and Mills ice cream machines, stainless steel counters, sink and lavatory. City inspected 110 and 220 single phase electrical wiring.

\$10,000 F.O.B. Erie, Pa. Terms cash.

BARTONE'S TRAILERS

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Phone 0-9110

WORLD'S FASTEST THRILL RIDE

THE SPINAROO



Sensational new adult ride requiring space 30x42, eight tubs have a total capacity of 48, requires only one man to operate. This large, elaborate portable ride suitable for either park or carnival operation. Write today for complete information.

KING AMUSEMENT CO. Mt. Clemens Michigan

THE TILT-A-WHIRL Ride

Standard Equipment Features for 1956



* FLUORESCENT LIGHTING

- * Fibreglas Car Tops
- * Enclosed Reduction Gears
- * Steel Fence Rails

P. O. Box 306 Phone: 4-6362 SELLNER MFG. CO. Faribault, Minnesota

A FAMILY RIDE



Our steam or compressed air operated trains gross more the second, third and fourth year than the first. Hauls from 15 to 100 people at every trip. Your customers like real train operations. Compressed air operations are really simple to operate.

OTTAWAY AMUSEMENT CO.
224 W. DOUGLAS
WICHITA 2, KANSAS

FOR SALE

Completely portable, full-size Spillman Speedway with 8 German Hot-Rod Cars. 5 cars in perfect condition, 3 cars needing minor repairs. Ride has just concluded successful engagement at Tampa Fair. Price, less transportation, \$12,400.00.

B. A. SCHIFF & ASSOCIATES
901 S.W. 69TH AVE. Phone: 87-0555 MIAMI 44, FLA.

BIG MONEY . . . SMALL COST
Round, six-sided and scalloped molds of cast aluminum, 4" commercial size. Here's a deal you can add to your present operation with very low investment. They'll pay for themselves in the first hour of operation. Each mold complete with wooden handles and formulae. Also complete line of Floss Machines, Popcorn Equipment and Supplies and Kiddie Rides. If you haven't received a 50th anniversary catalog—Write for it.
3916 SECOR RD. CONCESSION SUPPLY CO. TOLEDO 13, OHIO

when answering ads . . .
Say You Saw It in The Billboard

Iowa State Mulls Name Attractions

DES MOINES, March 10.—The possibility of adding name attractions to the night grandstand revue at the Iowa State Fair was disclosed here this week by Lloyd Cunningham, secretary. He officially announced that contracts have been signed with Barnes-Carruthers Theatrical Enterprises to again produce the show for six nights.

Earlier the board had announced it was opening the '56 fair one day earlier, starting out on Friday, August 24 instead of Saturday as in the past. The run will close with

the Sunday show instead of running thru Labor Day. In line with the new dates, the 4-H and FFA livestock shows have been switched from the end of the fair to the opening to hypo the first two days of the run.

The board earlier closed with Olson Shows to provide the midway attractions, signed the Cremer Rodeo for five performances and awarded six auto race programs to National Speedways. Tournament of Thrills will have a Monday afternoon thrill show date and two afternoons will be devoted to harness racing.

The fair board upped its budget for the '56 exposition, setting aside \$638,194 as compared with \$606,000 spent last year. Contracts are scheduled to be let this month for a new communications building expected to cost in the neighborhood of \$225,000. The structure will be used as a radio-TV headquarters and will include wiring for colored television.

Austin, Minn., To Revive Old Dobbin

AUSTIN, Minn., March 10.—The Mower County Fair this year will revert to the horse-and-carriage days with a new Horse Vehicle Museum. Bids are currently being received for the structure, which will be 40 by 80 feet, P. J. (Pete) Holand, secretary, announced.

The museum will be named after Richard T. Rahilly, who, until his death last month, was a board member 13 years and president of the fair for three terms.

Other construction will include an addition to the Poultry Building, a new 50 by 90-foot 4-H exhibit building and remodeling of a former exhibit building into a Dairy Industry Hall.

The fair's program is being tied in with the county's 100th anniversary and Austin's centennial.

FAIR Celebration, Centennial Committees
Chairmen, Contact
JIMMIE DOWNEY
for
ACTS — VARIETY SHOWS — GRANDSTAND ATTRACTIONS
JIMMIE DOWNEY
7733 Arthur Ave., St. Louis 17, Mo.

Unique
THE MILODEES
Hand balancing by the Heavyweights available for Fairs, Circuses, Parks, Celebrations, Night Clubs.
Southern & Midwest Committees, contact:
CHARLES ZEMATER AGENCY
32 W. Randolph St. Chicago, Ill.
New England Committees, contact
AL MARTIN AGENCY
Bradford Hotel Boston, Mass.
THE THREE MILOS
America's Outstanding Aerial Act also available with above act.

I WANNA SEE THE **Aut Swenson** THRILLCADE JUMBO OF ALL THRILL SHOWS
R. O. BOX 1553 SOUTH SIDE STATION SPRINGFIELD, MISSOURI
Opening for Alternate Car Loop Rider

For Your Fair . . .
Book
THE MALKO TROUPE
Flying Trapeze Artists
MIKE MALKO
P. O. Box 322 Bloomington, Ill.

DISPLAY FIREWORKS OF DISTINCTION
Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone
Continental Fireworks Co.
R. R. 24 Jacksonville, Ill.
Phone R-4913 or 1351

Illinois State Ups Livestock Premiums 148G

SPRINGFIELD, Ill., March 10.—The Illinois State Fair this year will post an additional \$148,000 in premium money to be paid Illinois breeders of purebred or registered livestock, Sillman J. Stanard, director of agriculture, announced.

The Illinois Purebred Livestock Breeders' Association, now known as the Land of Lincoln Purebred Livestock Breeders' Association, supported the appropriation which will double the premiums offered on livestock in recent years.

The Land of Lincoln awards are as follows: Junior livestock show—\$25,000; beef cattle—\$25,000; dairy cattle—\$25,000; dual purpose cattle—\$8,000; swine—\$25,000; sheep—\$15,000, and light horses and ponies—\$25,000.

The premium list covering the new awards will be included in the '56 State Fair catalog, Stanard said, and special entry blanks will be used.

Sullivan Band Set for ESE

SPRINGFIELD, Mass., March 10.—Mickey Sullivan's band has been contracted for the Eastern States Exposition. The pact, signed by Jack Reynolds, fair manager, calls for the musical group to play for the acts and also for the band leader to emcee the annual Governor's Night show on opening Saturday, September 15.

Sullivan reported his bookings for outdoor engagements already exceeding those held last year, his busiest season.

Iowa Park, Tex., Elects Officers, Sets Attractions

IOWA PARK, Tex., March 10.—The Texas-Oklahoma Fair and Southwestern Oil Exposition elected Gordon G. Clark as president of the '56 fair and renamed T. Leo Moore as executive vice-president and general manager. Taylor George was named secretary and C. E. Birk treasurer.

Victory Exposition Shows, owned by the Vandike brothers, will provide the midway attractions for the 11th year. Featured entertainment will again be free shows in the auditorium. Dates are September 24-29.

WINTER FAIRS

California
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.
Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lermann.
Fahokee—Fahokee Fair, March 12-17. A. E. Earley.
Williston—Levy Co. Fair, March 25-30. O. C. Belotti, Mgr., Box 741.

Regina Expo Plans \$99,665 Surplus in '56

Estimates 473G Income; Expenses To Total \$373,885

REGINA, Sask., March 10.—Surpluses of \$99,665 on the year's operations and \$61,330 on the summer fair are anticipated in the 1956 budget of the Regina Exhibition Association. Surpluses of \$148,888 on the year and \$93,656 for the fair were recorded in 1955.

The exhibition board estimates that revenue this year will be \$473,550 and expenditures \$373,885, compared with \$506,681 and \$357,794 last year.

Summer fair revenue is expected to be \$306,600, as against actual revenue last year of \$327,556, and fair-time expenditures are estimated at \$245,270, as against the 1955 outlay of \$233,900.

Estimated figures for the summer fair are as follows: Main gates, (Continued on page 61)

Free Show on 4 Days Set At Middletown

MIDDLETOWN, N. Y., March 10.—A free grandstand will be offered on four of the nine operating days at this year's Orange County Fair, marking a major switch in policy for the local event. The fair dates are August 4-12.

Scheduled for free viewing on Monday, Tuesday, Thursday and Friday, is "Midwestern Hayride," booked thru the GAC-Hamid office. The personnel, which must return to Cincinnati on Wednesday for a telecast, will be replaced on that day by "TV Discoveries," also booked thru the Hamid office. A charge will be made for this and other grandstand attractions, which will include stock and big car races, an automobile thrill show and afternoon and night performances of the Black Diamond Rodeo on closing Sunday.

Premiums will total \$11,000. Cattle housing is being revised so that all animals will be in wooden structures.

Lethbridge, Alta., Earmarks \$30,000 For Renovations

LETHBRIDGE, Alta., March 10.—Renovations costing \$30,000 will be made to the grandstand at the fairgrounds in time for this year's Lethbridge and District Exhibition. The city will spend \$15,000 on the (Continued on page 61)

New Orleans Event Sets April Dates

NEW ORLEANS, March 10.—The State Negro Fair and Festival of Louisiana will be held April 12-15 in Rosenwald Center. Jackson V. Acox is executive secretary.

IMPERIAL, CALIF., HITS RECORD GATE

Chalks Up 89,838 During 11-Day Run To Beat 1955 Count by Over 10,000

IMPERIAL, Calif., March 10.—The California Mid-Winter Fair closed here Sunday (4) with a record attendance of 89,838, which was 10,205 more than for the same nine days last year. Fair weather, added attractions and general prosperity in the valley were credited by D. V. Stewart, secretary-manager, for the increased interest and revenue.

The fair got off to a good start and continued to pile up attendance. The first Sunday (26) set a new one-day record with 16,409, beating the same day in '55 when the visitors totaled 13,324. At the end of the first five days of the run, the turnstiles were 3,801 ahead of the same 1955 period.

Following its usual policy, the event featured the Festival of Nations with each of the nations that pioneered the valley being honored on scheduled days. Displays by local residents also gave the fair added color.

Three kids' days were held with free admission to those in the city

and south of here on Monday (27) and those to the north on Tuesday. The gates were thrown open to the moppets again on the second Saturday (3) between the hours of 10 a.m. and 3 p.m. Rides of (Continued on page 61)

Allentown to Be Locale of Musical Fest

ALLENTOWN, Pa., March 10.—The Allentown Music Festival will be staged at the Allentown Fairgrounds this June, for the first time in its four-year history. Announcement came following a festival committee meeting. In previous years the festival was produced in the Allentown High School Stadium.

Reason for the change, said a committee spokesman, is that "the all-round facilities seem to fit better into the setup. There is better seating capacity in case of rain." Date for the festival will be Tuesday, June 26, with the next day as rain date.

Plans call for the performers to include four Allentown bands, under Albertus Meyers. Proceeds of the festival will go toward the work of the Lehigh County Retarded Children's Society.

Orange Show Opens Under Clear Skies

SAN BERNARDINO, Calif., March 10.—The 41st National Orange Show opened here under clear skies Thursday (8) for a 11-day run and using the theme of "Show Business."

The stagers, presented in the Swing Auditorium twice daily, are following out the theme under the direction of the local Scheppers Bros. Theatrical Agency. Among the headliners are the Sportsmen's Quartet, in for the first three days. Tennessee Ernie Ford is scheduled for two shows Tuesday (13). The program is featuring recording artists.

The Frank W. Babcock United Shows are making their initial appearance here on the midway. The equipment includes the two Babcock units plus the Velare Bros. Rotor and Dave Bradley's Whirly Bird.

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* **WORLD'S GREATEST HYPNOTIST** *
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* "Your appearance was reflected in our increased attendance at the show. It is not our policy to repeat an act, but we would have no hesitation to book you again for next year's show because of the unique character of your attraction." *
* **H. W. BUCK, Producer** *
* Trailer Life & Sport Show, Los Angeles, Calif., Feb. 14, 1956 *
* **Publicity: J. Brandon, 430 W. 24th St., New York, N. Y.** *

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"Speedy" Babbs, Presents
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The newest and most unusual of stage acts. Beautiful costumes, with Stroblite and magnesium Rocket Finale. Send for photos and brochure. Some open time available. Book through your agent or Wm. Shilling, 1560 Broadway, New York 36, N. Y., or direct c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
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Palisades Steps Up Promotional Efforts

NEW YORK, March 10.—Promotional effort tied in with the coming season was stepped up this week by Palisades (N. J.) Amusement Park.

Park staffers with publicist Bert Nevins met with Irving Rosenthal to blueprint and amplify tie-ins already in the works. The collaboration with National Comics, publishers of the Superman group of comics, will additionally result in a 100-foot painted board on Broadway. The sign is now being readied, along with an additional painted board which will also herald park features and location.

The park comic book ads, ranging in size from one-third to one-half page, are scheduled for 45 separate editions and will be circulated nationally.

Bakery Prizes

A tie-in with the Fisher Baking Company will result in one of the game concessions awarding bakery merchandise, ranging from bread to cake, to winners. The Peerless

Camera Company, one of the biggest area photo chains, will sponsor its fifth consecutive outing at the funspot. The tie-in annually results in thousands of photo-bugs taking over the park.

Plans are also in the works, Rosenthal said, to stage a Republican and Democrat outing, one each on the final two days of the season. Since this is a political year it is expected that interest will run high.

Park billing is already noticeable thruout the metropolitan area. In the past it has often coincided with the billing efforts of the Ringling circus but this year the gaudy sheets advertising the park have splendid hits all to themselves.

Radio Schedule

Radio will again be used heavily to plug the funspot. Both WMGM and WMCA are on schedule. In addition the park has scheduled a number of 10 and 20 second spot announcements on WRCA-TV, the NBC channel.

The Lions clubs in New Jersey will jointly sponsor a Miss Universe competition at the park. Ray Heatherton, the Merry Mailman, will again be tied in with the park's kiddie operation.

The Scrambler, new to the park, is now being erected. The Round-Up is expected in within the week. Jack Ray has designed the front for the Hollywood show and it is now being built under the supervision of Joe McKee and Joe Rinaldi.

NAAPPB, DISNEY SET MEET DATES

CHICAGO, March 10.—Dates for the NAAPPB's summer session meeting at Walt Disney's Disneyland Park, Anaheim, Calif., have been set, NAAPPB Secretary Paul H. Huedepohl said this week.

Members will be guests at Disneyland on September 18 and 19, he said, with the 20th also a possibility for the meeting. The sessions will include not only Disneyland but also the fun zone at Long Beach and the movie area at Hollywood.

Willow Grove Adopts Film Promotion

PHILADELPHIA, March 10.—Joseph A. Helperin, general manager of Willow Grove Park, has produced and directed a 16mm. color and sound film documenting the story of the park. Narrated by radio and television announcer Paul Taylor, the film is available, free of charge, to schools, churches, community, fraternal and industrial organizations.

To insure its widest possible use, the park also furnishes projection equipment for those groups which lack these facilities. The film runs 22 minutes.

'56 LOOMS BIG

Winter \$\$ Forecast Rockaways' Season

NEW YORK, March 10.—Part-time winter operation, altho strictly at the mercy of the weather, is an accurate tip-off on the business potential of the warm weather season, according to Dick Geist of Rockaways' Playland.

The earnings of Operation Snowball, as the part-time activity is designated, this year indicate an excellent summer season. The winter earnings were the best since 1952 when Snowball was started. The grosses, a study of the records show, have accurately reflected the regular season operational experiences.

In 1952 Snowball earnings were good and the regular season turned out the same way. The winter earnings increased considerably in 1953 and the summer earnings reflected these gains in percentages strikingly close. In 1954 a slight winter decline pointed the direction of future earnings.

The park's fiscal year ends March 1. A study instituted by Geist at the end of the last accounting period resulted in the interesting comparison of figures. The experiences this winter indicate an over-all gross increase of between 5 and 10 per cent over last year, Geist said.

The park is on virtual full-time weekend operation now, Geist said, with the Roller Coaster set to open today. Next weekend the Cuddle-Up will be the last of the major rides to go into operation with the exception of the Rotor which will not open until April 1.

Geist also noted that the financial study showed that the break-even point in operation was advancing steadily. This, he noted is due to a continuing rise in operational costs. The possibilities of economies in operation are limited by the rising costs of materials and general maintenance, some of which have been spectacular in recent years.

Pyro, Act Plans For Ocean View Told by Cooper

NORFOLK, March 10.—Schedule for fireworks, free acts and special hours of operation were announced this week by Dudley Cooper, of Ocean View Amusement Park here. He revealed the funspot will open March 31.

Fireworks schedule starts with opening day and then includes April 14, May 5, May 19, May 30, July 4, August 4, August 18 and September 3, he said.

First special event will be the annual Easter Parade Contest on April 1, followed by an Easter egg roll on April 2.

Ocean View will open daily at noon April 2-8 for spring vacation, then revert to 6 p.m. openings until school closes.

Practice of using free acts this season will be delayed until after school terms are completed. Thus free acts will be started on June 4.

Pennsy Okays Sports Group Incorporation

FEASTERVILLE, Pa., March 10.—A Pennsylvania charter for incorporation has been granted to the Participating Sports Association, Vernon D. Platt, president, announces.

Platt said the grant ranked in importance with the group's continuing fight against the levying of federal admission taxes on private recreational operations.

The incorporation of the group, he said, would lead to a larger membership since many operators were reluctant to join in the past because of this lack. The move was delayed because of lack of funds. The success of the 1955 convention made the move possible. There are 200 dues-paying members, Platt said.

The 1956 meeting, which will be held September 23-24, will include a sportsman's show.

Massapequa Zoo Gate Up

NEW YORK, March 10.—After operating with a dime gate for several years, the Massapequa Zoo, in suburban Massapequa Park, has doubled its admission price. Gate is now a modest 20 cents a head, whether adult or child. Operators report only a few mild comments on the increased gate price.

The spot was established at the former Frank Buck Jungland site when that part of Long Island was almost desolate. The sector, however, is now teeming with homeowners and the Grimaldi family finds itself in the position of running a neighborhood business. Hence, the low gate which existed since the park's inception.

Gate does not apply to the roadside Kiddieland, as the zoo enclosure starts at the Kiddieland's rear. In operation last weekend was the Schiff coaster brought up from defunct Woodside Park, Philadelphia. The Grimaldis also bought a ticket booth and 25 benches at Woodside. Coaster did very well the first two days.

Repeat business is very good, as the low price and large animal compound enables local families to turn their kids loose for long periods to occupy themselves. Picnic tables are provided for those who prefer to bring their own food. Mike Grimaldi reports arrangements have been made for addition of an elephant from Sumatra.

Mil-\$ Pier Adds Skooter; Opens Weekends March 17

ATLANTIC CITY, March 10.—A Skooter is being added to the attractions at the Million-Dollar Pier. The cars and other equipment were purchased from Woodside Park, Philadelphia. The cars were new last year, Max Tubis, pier manager, said.

A building, 45 by 72 feet—the largest that can be erected because of space limitations—is now under construction. It will be all new except for some of the decorative features which are also being transferred from Woodside. The finished unit will be able to accommodate 20 cars.

A dark ride will also be added, Tubis said. Room for this will probably be made thru the elimination of all, or part, of the bathhouse accommodations.

Ride units will start weekend operation beginning next Saturday (17). Full weekend operation is scheduled to begin Palm Sunday. All equipment is in excellent shape with Charlie and Cy Holliday having been active thruout the winter months.

The business outlook was described as good by Tubis. An estimated 700 to 900 motel rooms have been added in the area since last fall. These accommodations, which are expected to attract lower income, but still well-heeled, families, should aid boardwalk operations.

New super highways in New Jersey cut the driving time to this resort by an hour and more. The easy access is expected to attract additional thousands of people.

Continue Names At Totem Pole

NEWTON, Mass., March 10.—New owner Douglas Farrington is continuing the policy of names at the Totem Pole Ballroom, Norumbega Park.

Farrington signed Jerry Vale for this weekend. Don Cherry will be featured March 16-17; Joni James, April 6-7, and Les Elgart's orchestra, April 13-14.

Gillette Bros. Plan Up-State N. Y. Funspot

PITTSFIELD, Mass., March 10.—The Gillette Bros., long time carnival attractions operators headquartered here, announced plans for the construction of a full-scale amusement park at Lake George, N. Y.

Already acquired are 19 acres of land on Route 9 at a point described as only a few thousand feet from the heart of the recreation center. It is planned to open by June 20.

Planned units include a Merry-Go-Round, Ferris Wheel, Rolloplane, Chairplane, Flyoplane, Caterpillar, Little Dipper, Moon Rocket. Game concessions and a roller rink will also be included.

Insurance Meet in N.Y.

NEW YORK, March 10.—Members of the insurance committee of the National Association of Amusement Parks, Pools and Beaches will hold their annual meeting with John Logan Campbell, insurance representative, here Wednesday (14) at the Hotel New Yorker. Jerry Price is chairman.

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more punch than ever . . .
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Special 1/2 Price introductory subscription offer **see page 36**

Kissel to Sport Three New Rides

CINCINNATI, March 10.—Ralph Kissel, co-owner of Kissel Bros.' Rides here, reports he will soon receive delivery of a Tilt-A-Whirl from Sellner Manufacturing Company, Faribault, Minn.

In addition, Kissel has ordered a Ferris Wheel from Smith & Smith, Springville, N. Y., and a G-16 Miniature Train from Miniature Train Company, Rensselaer, Ind.

These will bring Kissel's complement of rides to 24 major and kiddie devices for the 1956 season. Kissel rides have played the Cincinnati area for many years.

Dallas Club Okays New Building Plan

Scheduled for July Completion; Committees Selected for 1956

DALLAS, March 10.—The Lone Star Showman's Club of Texas this week received membership approval of plans to purchase a plot of ground and begin immediate construction of a new clubhouse for July occupancy.

Plans for the structure, which were drawn up and okayed some time ago, will provide the club with twice the space it now has. A special building committee was named to include Jack Lindsey, Joe Murphy, Ed Meek, Herman Palmer and W. A. (Junior) Schafer.

The site to be purchased was located by President Chuck Moss, who also announced pledges totaling \$2,500 had been made by Margaret Pugh, Bob Harris, Ed Meek, Jack Lindsey, Cotton Wheeler, Jack Ruback, Grace Tinder, W. A. (Junior) Schafer, Earl Malone, Katie Little Eutah, John Anderson,

John Pool and President Moss. A new television set will be donated by Roy (Pepsi) Jones.

The official list of committees and other appointments were released this week by the club. Included were:

Board of Governors—Bonny Allard, Beth Anderson, Ira Burdick, Simmy Carroll, Millie Cepak, J. L. Chambers, Herb Crangle, Edna Hacker, Bob Harris, Milly Hudspeth, Paul Juhlin, Mary Ellen Liberman, Jack Lindsey, Ketta Lindsey, Alyne Morency, Joe Murphy, Sally Murphy, Tobe McFarland, Marie Obluck, Margaret Pugh, Helen Rees, J. E. Rees, Curley Reynolds, Jack Ruback, T. C. Sands, J. D. Taylor, Pat Templeton, Tommie Tidwell, Grace Tinder, Curley Vernon, Mabel Welshman and Jess Wrigley.

Cemetery—Katie Little Eutah, chairman; Ketta Lindsey, Margaret Pugh, Helen Rees, Pearl Vaught. Press—Kathy Kearns, chairman; Martha Moss, Grace Tinder. Membership—Herman Palmer, chairman; Robbie Ponton, George Smith, Frank Stockdale, Mildred Taylor. Trustees—Beth Anderson, chairman; Millie Cepak, Ed Enslin, Joe Murphy, T. C. Sands, Mabel Welshman. Finance—Jack Lindsey, chairman; Bonney Allard, Beth Anderson, Bob Harris, J. E. Rees. House—Herman Palmer, chairman; Madeline Chambers, George Smith, Clara Stockdale, Ann Summers. Sunshine—Frances Palmer, chairman; Ed Meeks, Martha Moss, Hattie McFarland, Ida Smith, June Reynolds.

Entertainment—Mildred Taylor, chairman; Marie Carter, Edna Hacker, Red Kearns, Ketta Lindsey, Bobby McGough, Robbie Ponton, Margaret Pugh, Marguerite Smart, George Smith, Mabel Welshman. Ways and Means—Bob Hammond, chairman; J. L. Chambers, Neil Fletcher, Ben Hyman, Curley Reynolds, Jack Ruback, Helen Schafer, W. A. (Junior) Schafer.

Bayou Bought By Saddlemire

PAHOKEE, Fla., March 10.—Jack O'Haver, general agent of Glades Amusement Company, reports that the Bayou State Shows, formerly owned by Paul H. Miller, has been purchased by Jerry Saddlemire, owner of the Glades organization.

O'Haver said that the entire Bayou outfit is en route to Florida to join the new owner.



J. GEORGE LOOS has been awarded the contract to supply the midway attraction at the annual Washington Birthday Celebration at Laredo, Tex., thru 1960. The award followed closely on Loos' successful operation at the recent celebration which marked the 39th time he has filled the Laredo contract.

H. Fera Buys United Amuse.

PROVIDENCE, March 10.—Harold Fera has purchased the United Amusement Company from A. April. He will rename the organization Fera Bros. Shows and will operate in this area.

Equipment purchased by Fera, who has operated with the J. C. Harlacher Enterprises for many years, included a Merry-Go-Round, Chairplane and Venetian Swings.

April sold his Ferris Wheel and transportation to Julie Laresi of Bristol, Conn. Kid Hope of Bristol, R. I., purchased a kiddie ride.

Some Shows Brave March, Others Aim for Early April

NEW YORK, March 10.—An apparent reluctance to get under way during the past two seasons seems to be going out of fashion—except for most of the railroaders—as a number of traveling units have already announced early April openings with a few even taking a gamble on March, either to catch pay days or school holidays.

It may be that the solid last half of 1955 is regarded as an omen for a good beginning this year that is prompting haste on the part of some. It may be, too, the realization that the tantrums of the weather can't be beat since they respect no time or season. Last year, for instance, there were a number of possible routes which were favored by good weather in early April or May, altho later pummeled by the unpredictable elements.

The James E. Strates Shows will continue to take chances with an early April opening set for Wash-

Gooding Inks Pilgrim, Negro Unit Producer

COLUMBUS, O., March 10.—Dick Pilgrim, New York producer, has been contracted by the Gooding Amusement Company to produce its 1956 Negro revue, Floyd E. Gooding, president, disclosed this week.

Currently an agent and producer of shows for theaters and

COLUMBUS, O., March 10.—The Gooding Amusement Company this year will have ride units at 229 fairs, celebrations and still dates, Floyd E. Gooding, president, announced here this week. To fill all of the many engagements, Gooding will operate as many as 11 units and go into 12 States.

clubs thruout the U. S. and Canada, Pilgrim is a veteran producer. He served for three years as assistant co-ordinator and producer of Negro talent for U.S.O. camp

shows and has had his own disk jockey show in New York City.

Titled "Jazz-O-Rama," the revue he will produce for the Gooding organization is to include a precision line of girls, plus some top comedians, singers, dancers and a band. The show is to be housed under a new top and will have all new scenery and costumes.

Gooding also announced this week that he has contracted Milo Anthony to furnish two grind shows for the '56 season. Anthony will present Ward's Pinheads in one of these. The other will be a giant reptile show.

Dates recently signed by Gooding are the Nelson, O., Parade of the Hills and the East Tennessee District Fair, Newport, Ky.

EQUAL '55

Report Fla. Fairs Okay For Stephens

DADE CITY, Fla., March 10.—This week's Pasco County Fair promises to go down as another gratifying stand for the C. A. Stephens Shows. Earl Miller, general agent, said business as a whole compares favorably with 1955 records.

With fairs at Punta Gorda, Clermont and Brooksville behind them, the show still has the Auburndale Legion Fair; Levy County Fair, Williston, and Phosphate Fair, Mulberry yet to go before heading North for the summer and fall season in Georgia, Tennessee, Virginia, West Virginia and Kentucky. Ten fairs in this territory, running from August thru November, are reported contracted.

Previous to this stand the show played the annual Colored Elk's Fair at Daytona Beach. The Kid's Day was the best of the season and the date was a winner. Owner Stephens tagged it as one of the best in its class.

Equipment Listed

The show carries 9 rides, 4 shows and 30 concessions for these winter spots. John Terry is business manager and has 3 concessions working. Others are Teddy Cole, glass pitch; Vangel Ballam, french fries; Bill Stephens, cook house; Johnny Palmer, fish pond; Red Mack, jewelry; Ernest Kapuni, photos and Gattis' three units.

S. E. Weller has two shows, a What Is It? and an illusion show. Harry Fink has a two-headed baby grind show. Joining at Daytona was Marietta Allison's Chinatown attraction.

21. T. Units Set Preems Easter Week

NEW YORK, March 10.—Both I. T. Show units will be in full operation Easter week, Phil Isser, general manager, announced this week.

The Number 1 unit will show at 153d Street and Jamaica Avenue in Queens. The Number 2 unit will show in the same area.

Isser, who only recently returned from a lengthy stay in Florida, said all of the show's equipment will be tested at the Long Island winter quarters beginning Monday (26). No major refurbishing is needed since all units were put in excellent shape before storing.

PCSA Skeds Kick-Off Fete

LOS ANGELES, March 10.—The Pacific Coast Showmen's Association will stage its annual going-away party here March 21, Sam Dolman, chairman, announced this week.

The event will be held in the clubrooms with the kick-off at 6:30 p.m. A charge of \$1 will be made for the corned beef and cabbage dinner, dancing and entertainment, Matt Herman, co-chairman, disclosed.



WHEN MOE LEVINE, OWNER-MANAGER OF MONTE YOUNG SHOWS, recently received the degree of Master Mason in Los Angeles, he had the support of 10 other veteran outdoor showmen who represented nearly three and a half centuries of service in the business. Showmen in the photo and the years spent in the business include (front row from the left): L. Eddie Roth, former show owner and currently owner of Kiddy Town at Ocean Park Pier, 45 years; Harry C. Seber, Girl Show producer, 45; Robert Downie, Pacific Coast Showmen's Association vice-president and former canvas firm owner, 30; Levine, 30; Worthy Master of the Lodge; Al Flint, PCSA executive secretary, 25; Meyer Schloss, former circus auditor, 40. From the left in the back row are Arthur Andersen, concessionaire on West Coast Shows, 35; Al (Red) Cohen, concessionaire, 25; Marshall Brown, concessionaire, 20; Jack Glassman, concessionaire, 25, and Joe Mead, concessionaire, 20.

Sweeney Inks Kansas City Auto Races

KANSAS CITY, Kan., March 10.—Al Sweeney's National Speedways, Inc., will operate three days of IMCA auto races at the Lakeside Speedway here this year, W. C. Connor, manager, announced. Speed events in the past have operated under AAA sponsorship. All three races will be of the big car variety and are scheduled for April 29, July 4 and Labor Day. Jerry Marlatt, former head of Sweeney's outdoor advertising crew, has been named director of attractions at the oval. The speedway is one segment of an amusement center organized by the Bennett Construction Company. Other attractions include a 2,000-car drive-in theater, kiddieland, swimming pool, picnic area, golf course and a private country club.

'Circus' Program For Holywood TV

HOLLYWOOD, March 10.—The television show, "Circus," will debut here Thursday (15) over KTLA with a full hour performance each week from 6 to 7 p.m. under the co-sponsorship of Swift Packing Company and Bell Brand Products. The television production will be live from a 90x120-foot big top installed on the station's parking lot on Sunset Boulevard. A KTLA spokesman said the budget for the performances was "very substantial." The productions will be staged and directed by Klaus Landsberg, station director. The top was installed by Jimmie Wood, general manager of the Pan American Amusement Corporation. Pan American will also book the acts, with the program being changed weekly.

Bleachers for 800 patrons have been installed. While the performance will be free, hot dogs, peanuts and popcorn will be sold to provide the "authentic" atmosphere. All of the acts will be presented in one ring.

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Stock Concessions—pre-war rates.

All letters answered.

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Arma, Kansas

Winter Quarters

Virginia Greater

SUFFOLK, Va., March 10.—The work program in preparation for opening has been stepped up. Bob Millikin has his crew refurbishing the three kiddie rides. Leo Matina is sewing and patching canvas. James Secrist is overhauling all cook house equipment. Tom Coley, a newcomer, joined. Manager Rocco has a 20 by 30 top serving as a dining tent.

Bud and Betty Monroe arrived from Miami. Their son, Jimmy, remains in Florida studying Electrical engineering. Bud will return to Miami to pick up a Roller Coaster. Besides the coaster, the Monroes will operate candy apples, popcorn and cotton candy.

Visitors included Sam Stallings, local postmaster; Harry P. Taylor; Bum Bradshaw; Bill Sanders, American Tent Corporation, and C. A. Bosselman, Suffolk Auto Racing Association.

W. C. (Bill) Murray reports the dates for the show promoted Keller (Va.) Fair are August 27-September 1. Bill Hoxie writes from his Fairmont, W. Va., home that he will join three weeks in advance with his side show equipment.

Polack Eastern's Staff Announced

BLUEFIELD, W. Va., March 10.—Staff of the Eastern unit of Polack Bros. Circus includes Bessie E. Polack and Louis Stern, managing directors; Sam T. Polack, general agent and business manager; K. Krenkel, executive assistant to Mrs. Polack, and Betty Proper, auditor.

Also included are Harold Voise, company manager; William B. Naylor, press representative; Henry Kyes, musical director; Dick Slayton, announcer; A. E. Howell, purchasing agent; Fred Proper, concession manager; Lester Parker, props; Paul Kaye, wardrobe; Gene Randow, producing clown, and Viola McLeod, secretary.

Autry Buys Land For Rodeo Stock

DENVER, March 10.—Gene Autry has acquired 19,000 acres of ranch land for use in raising more rodeo livestock. Harry Knight, manager of Autry's rodeo company, will operate the land as the Flying A Ranch.

Revive Auto Racing At Celina, O., Track

CELINA, O., March 10.—Auto racing this year will be revived at the Mercer County Fairgrounds with a still date set for April 15, W. A. Archer, fair secretary, announced this week.

The speed events will be staged by Dr. A. B. Zimmer and Paul Harper, this city, under the Central States Racing Association banner.

NEW DEVELOPMENTS:

Electric Pizza Oven Shortens Baking Time

CHICAGO—An electric pizza oven that is said to bake a pie in five minutes, has a capacity of 12 pies and can turn out one a minute, is being manufactured here. The manufacturer points out that the five-minute baking period is possible because of the oven's high temperature and its fast heat recovery after refrigerated dough is placed in it. The high heat range permits the unit to be used for other baking operations and for most roasting operations.

The ovens are insulated on all six sides. Exterior is in stainless steel veneer or all stainless-steel finish and they can be banked or stacked with other oven sections for space-saving.—Hotpoint Company, Commercial Equipment Department, 227 South Seeley Avenue, Chicago 12.

Compact Ice Maker . . .

EMPORIUM, Pa.—An ice-making machine that occupies less than a square yard of floor space and can be fitted under a counter, has been introduced. The manufacturer claims the unit can produce up to 350 pounds of ice per day. Ice particles are chipped into many different small shapes which dissolve and pack together for quick cooling.—Emporium Industries, Inc., Emporium, Pa.

Big Capacity Barbecue Oven . . .

DES MOINES—A line of barbecue ovens with capacities ranging from 22 to 45 pounds of beef, pork or ham, has been introduced here. The units come in porcelain or chrome exteriors and all are fully enclosed to retain the heat.—Garvis Manufacturing Company, 210 Court Avenue, Des Moines 9.

Counter Soup Service . . .

CAMDEN, N. J.—A counter soup service that can heat two servings at one time is being sold here in Camden. Features of the unit include push button electric timers and a rack that holds 48 cans of soup. An opener is attached to the unit to save steps.—Campbell Sales Company, Camden 1, N. J.

Sandwich Unit Has Work Counter . . .

PHILADELPHIA—A complete sandwich unit that includes a work counter and refrigerator space below has been introduced. The unit has a removable cutting board and

The Aldo Cristianis are preparing to return to Mills Bros. . . Don Edwards and Joe Hodges Hodgini, of Ringling, have visited Billy Griffin, Harry Dann, Manuel Barragan and Happy Davis on Cristianis Bros.

eight insets covered by a swing-back hood. Toaster stand, water cooling unit and push-back serving faucet are features of the item.—Star Metal Manufacturing Company, Trenton Avenue and Ann Street, Philadelphia 34.

Simple Straw Dispenser . . .

LOS ANGELES—A straw dispenser that is recommended for small fry customers, is being manufactured here. Thru simplified design, a youngster can obtain an unwrapped straw one at a time without difficulty. It works on a gravity principle and each side acts independently. Models are available for 6½, 8½ regular or 8¾-inch jumbo straws.—Duplex Straw Dispenser Company, 511 N. La Cienega Boulevard, Los Angeles 48.

CARNIVAL WANTED

For the FEAST OF OUR LADY OF ASSUMPTION August 13 to 18, Hammonton, N. J.
RALPH SANTILLI
221 French St., Hammonton, N. J.

JACK SETTLE

Are you, or not, going to be with me. Please answer immediately c/o The Billboard, Cincinnati 22, Ohio.
WM. BEJARANO

OUR CARNIVAL

Last year was not big enough. We need a top-notch carnival attraction for August 14 and 15. Contact
R. L. THOMSON
Chamber of Commerce
Charles City, Iowa

PRODUCING AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW BANNERS

Snap Wyatt Studios
Rt. 3, Box 559, Tampa, Fla.
(Phone: 44-2733)

GLADES AMUSEMENT CO.

WANTS FOR MARION COUNTY FAIR, OCALA, FLA., MARCH 19-24
FLORIDA'S LAST BIG FAIR FOR THE SEASON

Hanky Panks of all kinds.

SHOWS—Such as Old Mill, Glass House, Snake or any good frame show.

RIDES—Can use Scrambler or any Ride not conflicting.

Lot will be laid out Saturday morning. This show then jumps to South Carolina, North Carolina and Virginia for a full route of fairs and celebrations.

PAHOKEE, FLA., this week.

JERRY SADDLEMIRE, Owner

JACK O'HAYER, Gen. Agent

NOLAN AMUSEMENT CO.

OPEN APRIL 12 TO 21—SPRINGFIELD, OHIO

CONCESSIONS: Can place Concessions of all kinds. SHOWS: Committee money only. RIDES: Will book any Ride not conflicting. HELP: Want Foremen and Second Men for Wheel, Merry-Go-Round, Octopus, Tilt, Flying Scooter, Loop, Swing, Coaster and Kid Rides. BILL GARNER, write. ELECTRICIAN AND RIDE SUPERINTENDENT. For Sale or Trade—Auto, Train, trailer-mounted Jeep Ride.

FRED NOLAN, Route 2 South Zanesville, Ohio

GEORGE CLYDE SMITH SHOW

OPENING EARLY IN MAY

Wanted—Custard, Candy Floss, Ball-Games, Photos, High Striker, Slum Spindle, Buckets, Swingers, Hoop-La, Basket Ball, Glass Pitch, Pitch-Till-You-Win, Cork Gallery, Penny Pitch, Balloon Darts, Penny Arcade, Snake Show, Monkey Show, Side Show, Wildlife. Let me hear from Clifford Mitchell, Willie Brown, Agents for office Hanky Panks, General Ride Help, Truck and Tractor Drivers. Winter Quarters open April 1. All replies:

GEORGE CLYDE SMITH SHOWS
P. O. BOX 521, CUMBERLAND, MARYLAND

TIVOLI EXPOSITION SHOWS

OPENING IN APRIL

WANT FOR FIRST-CLASS ROUTE OF 18 FAIRS AND CELEBRATIONS,
BEGINNING IN JUNE

SHOWS: High-class Girl Revue, Fun House, Monkey Show, Big Snake, Mechanical or any other well-framed Shows. CONCESSIONS: Penny Arcade, Ball Games, Scales and Age, Lead Gallery (Short or Long), Pitch Games. All legitimate Concessions open except Bingo, Popcorn, Floss and Snow, Photos and Bear Pitch. Let us hear from you!

Contact H. V. PETERSEN, Mgr.
P. O. BOX 742, JOPLIN, MO.

WANTED RIDES FOR WELL-ESTABLISHED PARK

SEASON NOW OPEN

Will book or lease Major and Kid Rides of any description. Good spot for Octopus, Rockplane or any money-getting Ride. Also can use Fun House. Don't leave your equipment locked up, let it work for you.

FRED LE GRAND

Jacksonville Beach, Fla.

LAST CALL

G. & B. SHOWS WANT

OPEN APRIL 6, MASON, W. VA.

Photo, Scales, Glass Pitch, Ball Games, Mitt Camp, Slum Spindle, Swinger, Buckets, Cake Bottles—any Concession working for stock. Winterquarters now open. Want Wheel Foreman, Help on all Rides, also Bingo Help. Will book set of Kiddie Rides.

All replies to GEO. BROAS

627 30TH ST., PARKERSBURG, W. VA. Ph.: Garfield 2-1254 (no collect calls)

NOW BOOKING

For 3d ANNUAL CIVIL DEFENSE EXPOSITION

Opening April 11, Willard Park, State & Washington Sts., Indianapolis, Ind.
Paul Miller, 1006 Fletcher Ave., Indianapolis, Indiana
Telephone: Melrose 21978
Can place Agent and reliable Man to take care of Concessions, a Builder.

Wanted—CONCESSIONS—Wanted

Hanky Panks all open, April 2 thru 8, during Shrine Circus, Cincinnati Gardens, Cincinnati, Ohio.

Write H. Reed, P. O. Box 83

Newport, Ky.

Phone: Colonial 1-4449 between 6:00 and 7:00 p.m.
For Sale: Short Range Shooting Gallery.—Larry Gospodaski, come in April 1.

for a "bigger show" you'll want the

Billboard

The NEW Billboard . . .

out March 24 . . . packs

more punch than ever . . .

and packs it into a new,

easier to read and easier

to use package. You'll

love it!

**NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE**

Special 1/2 Price

introductory subscription offer

see page 36

R-B Advance Gets Under Way in N. Y.

Increase in Posting Set; Route Mirrors '55; Davies Joins Press, Smith in Contracting

NEW YORK, March 10.—Ringling Bros.' Circus began to make its approaching appearance in Madison Square Garden felt this week with newspaper ads beginning in last Sunday's (4) editions and the arrival of Paul Eagles, general agent.

Sunday's ads followed the pattern set last year with an artistic line drawing of a girl on an elephant for art work. But the lineage involved was only one-fifth, or less, of the full and half-page splashes of a year ago. The ads carried the usual coupons but notably refrained from listing a single act or attraction.

The three-inch ads spotted in the dailies carry more circus flavor with a tiger head denoting action. Again, no features of any kind are mentioned.

Davies Joins Press

Still absent, but likely to go to work on the metropolitan press in a week's time, is Zac Freedman and his crew, which now consists of Bill Dall, who is signed to handle New York and aim for national hits on behalf of the Big One for a total of four months, and Harry Davies, due to join in a week's time. Davies, one time Ziegfeld office boy, is a road show agent who has handled the touring companies of "Tea and Sympathy" and "Anniversary Waltz," among others. He has not handled any Broadway shows, having functioned chiefly in the West, and has no circus background.

Eagles has his activities well blueprinted. As a secretarial aid he has Bill Taggart, who has been around the show for a couple of years, having been on the front door and advance ticket sales.

The proposed route, up to Chicago, has been submitted. The same major cities are carded for the same number of days. Interest in New England will remain about the same as last year, with the possible addition of a couple of dates. The show will return to Long Island for a two-day showing.

Weather Strikes St. Paul Date

ST. PAUL, March 10.—Declines in attendance and receipts for the first three days of the Shrine circus in Municipal Auditorium were attributed to weather.

Opening Monday (5), attendance that day and the next was on a par with figures of 1955, but Wednesday (7) took a nose-dive because of bad weather. Attendance figures for the first three days totaled 24,700 as compared with 28,640 for the same period last year.

Receipts for the period were \$29,000, a \$4,000 decline from the \$33,000 in the till at the same time in 1955.

The 22-act show is the Orrin Davenport package, with Davenport in St. Paul directing the presentation, which runs 2¼ hours for matinees and 10 minutes longer evenings. Preston Lambert assists Davenport as equestrian director and emcee.

Earl Eide is general circus chairman for the Shrine, with the production running thru Sunday (11) for 15 performances.

Obert Miller Okay

DALLAS, March 10.—Obert Miller, general manager of the Al G. Kelly & Miller Bros.' Circus, is recuperating in a hospital here from an operation of last week.

after an absence of one year. Canada is out.

Smith on Contracting

George Smith has been named a contracting agent. The veteran circus exec joins Leon Pickett and Doc Hall in this department.

Billing is expected to be up as much as 60 per cent over last year, Eagles said. This does not apply to lithos and cards, however.

The billing will get under way Monday (12) with Clyde Carlton, superintendent, in charge. Four trucks were scheduled to arrive late this week. Billers new to the show are Pat Patterson and Sam Oken. Others are Sydney Foote, Henry Kober, Joe Bernstein, Louis Savo and Joe Brown. Brown will help bill New York and then function as a banner puller.

No new designs are planned, and there apparently is ample paper, up to 24-sheets, in stock ready for use. The Valdo clown head and leopard bills are slated for heavy use.

Hunt Adds Strongman; Strengthens Program

NEW YORK, March 10.—A strongman, Jack Walsh, will have a feature spot in the 21-display program planned for Hunt Bros.' Circus.

H. T. Hunt said that Walsh, who holds records in weight lifting and has been featured on several television shows, including Steve Allen's "Tonight," will lift an elephant in his main display of strength.

Walsh will probably appear in the main performance and also form the nucleus of the concert. Routines have already been worked out and Hunt expects the appearance of the strongman and his stunts to be nothing less than sensational. The elephant on a platform will weigh out at around 5,000 pounds.

Some 50 acts will show in the 21 three-ring displays, Hunt said. New features include Hoover's Lions, Knit Troupe, Happy Spitzer; Great Rennes, one-finger equilibrist; Marian France, aerialist; Wilson's dogs; Camerons, perch; Lumsfords and Aerial Arvida.

Hunt announced that Ray Thompson would have the Side Show and that June Badger would be in charge of all lead and cage animals in the menagerie.

Mrs. Rieffenach Dies in Chicago

CHICAGO, March 10.—Maria Enders Rieffenach, 80, of the Rieffenach bareback riding act, died at a Chicago hospital Friday (2). Funeral services were held Wednesday (7).

Her parents operated the Circus Enders in Hungary until about 1905, when the family joined the Sarrasini Circus, touring Europe. Booked by John Ringling, the family came to this country in 1922.

They were with Ringling-Barnum 1922-1938, followed by three years in which they played fairs and special dates. They also were with the Zacchini show in that period. From 1941 thru 1943, the family was with Cole Bros.' Circus. The act then dissolved and members quit riding. One son, the late James Rieffenach, however, then joined the Poodles Hanford act.

Survivors include two daughters, Mrs. Maria Jahn and Mrs. Rosie Bruce, and a sister, Mrs. Paula Belaci, all of Chicago. Mrs. Bruce's late husband, Clarence, was a member of the riding act. Mrs. Belaci was a member of the Five Belacis, which played vaude. Another daughter, Berta, died earlier.

Both King Units Name Acts, Bosses

MACON, Ga., March 10.—Advances crews of both the Eastern and Western units of King Bros.' Circus will leave Macon for the road March 23, co-owners Arnold Maley and Floyd King have announced.

At the same time they revealed that practically all staff members and all other personnel have been contracted for the two shows. Both shows will have big tops of about the same capacity. Seats for the second big top were completed in quarters here last week.

Arnold F. Maley will be manager of the Western unit, with Ira M. Watts, superintendent. Other staffers on this unit will be James Hirschberg, treasurer; Mrs. Leona Watts, secretary; Hughie Hart, front door; F. C. Fisher, inside tickets; Charles Zerm, side show manager; Mal Fleming, legal adjuster; Red Larkin, concessions; Phil Escalante, equestrian director; A. Lee Hincley, bandmaster; Teddy Porter, side show bandleader; Bert Pettus, elephants, and C. M. (Red) Miller, electrician.

Floyd King will be manager of the Eastern unit, with Al Moss, superintendent. Other staffers for this unit include Vicki King, front door; Slat Beeson, purchasing agent; Matt Laurish, equestrian director; Joe Rossi, bandmaster; Carl Tyler, side show manager; Norman Anderson, concessions and hippo pit show; J. H. (Doc) Simpson, 24-hour agent; Ted Gallup, elephants; Charles Browne, wildlife; Napoleon Reed, cookhouse, for his 32d year with a king

show; Dave Murphy, inside tickets; Louis Neismaster, transportation; Whitey Thorne, electrician; Jelly Roll Rogers, side show bandleader, and Bill Webb, pony ride.

Acts for 2 Shows

Acts on Western unit will include the Suarez Troupe (5), riding, teeterboard and bicycle acts; Carlos Ricca, juggling; Rodriguez Troupe (9), bar act, head balancing, iron jaw, wire and cloud swings; Tony and Inga Smaha, horse trainers; Francis Duggan, contortion; William Rodgers, cloud swing; Walcott's dogs, Harry Rooks, head balancing, and clowns Tommy Whiteside, Jimmy O'Donnel and Jan Vinicky.

Acts on the Eastern unit include Alberto Zoppe Troupe (7), riding act, aerial, triple iron jaw, and three lady principal riders; Signorina Ruggera, upside-down ladder and slide-for-life; Matt Laurish, horse trainer; Mary Laurish, trained dogs; Eddie and Helene Hendricks, wire act, single trapeze; and iron jaw; Lolita Perez, wire act; DeRiskie Troupe (6), head balancing, acrobatics, juggling, featuring Gayle DeRiskie, head balance on trapeze; Great Rocketto, cannon act, hippodrome races; Edward Hodgini and Company, comedy auto, and clowns Bozo Ward, Charles Hilderra, Frank Hunter, Henry Brown, Charles E. Browley, Royston Smith and Chick Yale, with table rock.

Visitors at winter quarters recently included Charles Hunt, and Mr. and Mrs. Charles Hunt Jr., en route from Florida to their New Jersey winter quarters; Franco Richards, owner of Ring Bros.' Circus; Mr. and Mrs. A. Morton Smith, Gainesville, Tex.; Mr. and Mrs. Jake Mills, en route to Florida; Johnny and Marguerite Weikle, Lexington, Ky.; Joe Gilligan and Enoch Brafford.

Rehearsals for both units will start in Macon on April 3, and first performances are set for April 7. While one show is tagged "Eastern" and another "Western," Maley and King said they would both remain east of the Mississippi River and play substantially the same territory.

King, who is routing both shows, said the complete advance rosters will be announced in a few days.

Three Early Shrine Stands Contracted for Cristiani Show

SARASOTA, Fla., March 10.—Cristiani Bros.' Circus will play two days for the Shrine at Key West and will follow with a day at Opa Locka as part of a five-day Shrine affair. The latter also will include name bands, "Dancing Waters," fireworks and other events. West Palm Beach opening also is for the Shrine.

The Cristiani show has 37 trucks in quarters, it was reported. Included are a new range wagon, combination stake driver and water wagon, Sanguin canvas spool wagon and others, painted red and white with gold trimming and letters.

New big top is a 110 with two 40's and a 50, and it is equipped with all new seats, a new marquee and aluminum poles. Side Show has new canvas and will include

menagerie animals. Dining top also is new.

Show has a decorated sound truck which will make town bally along with 10 elephants under direction of Steve Fanning. Tie-in with auto dealers will be used.

Bill car, managed by Elmer Kaufman and using six men, opened February 29. Show starts at West Palm Beach Monday and Tuesday (12-13).

Kansas City Opens Strong; Topeka Big for Hamid-Morton

KANSAS CITY, Mo., March 10.—Hamid-Morton Circus got in a good 8,500 opening attendance Tuesday (6) to kick off its six-day stand here in 84-degree

weather. Wednesday (7) was hit by a drop to 20 degrees plus snow. Bob Morton said that the advance sale, handled by Howard Y. Bary, was within \$20 of last year's, and business was expected to be jam-up over the weekend.

Show came here from Topeka, where it was sold for a flat fee to the Shrine. Opening Thursday (1) was fair, Friday (2) was to strong attendance, and the Saturday business was big. A morning show was a turnaway, while the two regular shows were nearly capacity.

Morton said the Shrine in Topeka grossed \$20,000 after a promotion of only two and a half weeks. The show, however, was in at cost, he said. The Wilno cannon act was omitted because it could not be taken into the building, and the seal act was out to play a previous commitment.

Morton said that the show is definitely ahead of last season at this point. After Kansas City comes Wichita. The show closes in Wichita on March 18, and on March 20 it is to open in Washington, D. C., a 1,300-mile jump.

Earlier Morton said he was optimistic about business in the Middle West but that he was apprehensive about how shows would fare in the East this season.

for a "bigger show" you'll want the

Billboard

The NEW Billboard . . .
out March 24 . . . packs
more punch than ever . . .
and packs it into a new,
easier to read and easier
to use package. You'll
love it!

NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE

Special ½ Price introductory subscription offer
see page 36

CHARLES KYLE
Pays top money for real sponsors anytime, a few available dates are open for the Attractions. Celebrations, too! Or consider associate partner.

FOR SALE
Cuts and Mats, Recordings of Battle Scenes for "Across the Pacific," "The Battle of the Bulge," "The Battle of the Coral Sea"—goes well for any outdoor spectacular; "The Top O' the World" Circus Revue title for Television or the Radio rights—the works for \$5,000. Come and get it—one score will more than make it up. Address
CHARLES KYLE
General Delivery, Tampa, Fla., or call—Phone Tampa 2-9893, for interview.

FOR SALE
★ ★ ★ **Lena** ★ ★ ★
Gentle, trained female elephant.
\$2,000 Cash
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PHONE MEN
Starting new Radio Safety Deal. Want only sober, hard-hitting men. 25% comm. daily, 30% if you are over quota. Call
BILL REYNOLDS
4-9866, Box 670, Knoxville, Tenn. (Sorry, no collects)
Les Brown, come on in. Deal is okay, I'm here. A. G. McLohon.

PHONEMEN
For California Dates. Write, don't phone. No collects. Room opens March 26th.
MICKEY BLUE
Aahmes Temple, 297 13 St. Oakland, Calif.

PHONEMEN
Phones ready — Cards — Draw Daily — Sober Men. Call Columbus, O. AMherst 8-6223. (No Collects, Please)

2—PHONEMEN—2
No office promoters or temperamental prima donnas. Just two good operators who can cut it for \$150 per day. This is a third-year spot, carded, ready to go, with cut-offs to producers.
F. J. KELLY
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2 PHONEMEN
of high caliber who can keep it up. No lay-offs. Four good towns to follow.
Phone 53701, Springfield, Mo.
W. G. PHILLIPS
No collect calls. (Previous ad wrong number, call again.)

TWO PHONEMEN
Circus Deal, Banners and Tickets. Excellent sponsor. No collect calls.
Contact
B. B. SIEGRIST
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Phones in—none for drunks. America's most sought-after attraction. Powerful and popular sponsor. Com. ads. 25%; tickets, 20%. Bill and Bea, contact. Wire or write
CLIFF DARLING
c/o Lodge Hall, 2nd Fl. 906½ Market St. Chattanooga, Tenn.

PHONEMEN—NOW
Office ready. Usual pay daily. Road show; all season's work. Plenty spots booked.
Phone Lanier Hotel, ask for
MR. MACK
Asheville, N. C.
Can use good Agent.

UNDER THE MARQUEE
John Lower Jr., Chambersburg, Pa., former drummer on the Mills Bros.' and King Bros.' circuses, recently bought an air calliope, according to Harold Moore, of Reading, Pa.
Bill Montague, CFA publicist, writes that in the vote by which Sarasota was selected for the March convention, three other cities also were considered. They were Chattanooga, Hollywood and Tacoma. Seattle, he said, was not in the running.
Happy Kellems completed the tour of the Gene Autry show and then worked the sports show at the St. Louis Arena. Show was booked by Barnes-Carruthers, and handled by Randy Avery. Kellems says the Autry show did very well.
Charles B. Schuler is handling press for movies in the East. After several weeks for United Artists "Alexander the Great," he switched to Columbia and handled the premier of "Hot Blood" at Hartford, Conn., and publicity at Springfield, Mass., and Hartford, Conn., for "Picnic." He'll handle the same film in other cities.
Milt Spece, former trouper and fan, writes from Great Bend, Kan., that the Hutchinson News-Herald recently carried a feature story recalling the death of May Jackson, a Barnes show rider, there in 1915, and the steps by troupers since then to keep the grave decorated.

One of Pat Anthony's lionesses escaped at the final performance of Hamid-Morton in Memphis. It got outside the building, but re-entered and Anthony held it at bay until a shifting cage was brought.
Charlotte Walch is working in the Bandy Greyhounds act on the the Polack Eastern show. . . . AGVA rep Wilson Storey caught Hamid-Morton in Milwaukee. . . . A motorized library, Bookmobile, in Wisconsin is featuring circus books next month.

Bill Green, press agent for Cinerama, took off last week for a Western vacation.
Earl Chapin May, circus author, is in Fort Lauderdale, Fla., working on a yarn about performers and spine ailments. . . . Charles and Mamie Baker, clowns, were in Miami en route to Puerto Rico for six weeks with the Hollywood Aqua-Circus, opening March 1. They also will make Rink Wright's Omaha Shrine date.

Ray Bickford, Bernardstown, Mass., clown reports that the Augusta (Me.) Clown Alley club, entertained kids at the Springfield, Mass., Shrine hospital recently. Joining with the Stanley McCurdy group was Yorkie the Clown, Camden, Me., who was Bickford's guest. They viewed Roy Arnold's model circus. Bickford's picture appears in the March issue of Friends magazine.
Wayne Guthrie's Indianapolis News column, which has touched on circus subjects frequently in recent months, saluted Peru and Jerry Mugivan in a recent issue. . . . Don Mareks, El Cerrito, Calif., fan, clowned for the Boy Scout dinner recently.
Mickey McDonald stopped off in Chicago last week. He will make St. Paul and Sioux Falls, S. D., for Orrin Davenport and then join Gil Gray. . . . Otto Zange, McKees Rock, Pa., visited the Davenport show at Cleveland. . . . Joe Gangler is playing school dates and similar events around New York with his llama, donkeys, dogs and monkeys.
J. Paul Ashbrook, Campbellsville, Ky., caught Polack Western at Louisville. . . . Milwaukee Journal recently carried a yarn about Albert Sigsbee, former agent.
Acts working at the John Ringling hotel in the past several weeks included Seguras, Carmenas, Marilex, Adonos, Antoinette Bisbini, Centesimo Catarzi, Alphonse De Jonghe, Dave Murphy and Munoz. . . . Louisville Courier-Journal reporter made up like a clown for Polack Western and did a story with pictures for his paper, reports Fred Ballard.
Don C. Hayman, who is with Calkins Newspapers in Pennsylvania, is planning to be in Los Angeles to handle personal publicity for Clyde Beatty. This will be his ninth season in that work. Jack Knight will handle press for Beatty's show.
Racine, Wis., fans Jack Guill, Charles Tiede and Warren Langlois, along with Jake J. Disch, caught Hamid-Morton in Milwaukee. . . . The Milwaukee Journal carried a color photo showing Elizabeth Cosmo with a part of Frank Cain's 40 paper clown heads.
R. J. Green, formerly with circuses and later in the drive-in-the-

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In the Big Annual
SPRING SPECIAL
A Feature thru which you can Economically SELL—TRADE or BUY all types of Collectors' Items pertaining to the Circus and Shows of the Past . . . Rare Photos—Prints—Posters—Lithographs—Route Sheets and Cards—Back issues of The Billboard—White Tops—Sunburst Wheels—Wagon Models—Miniatures—Anything of a Historical Nature.
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Regular Classified Ads . . . Display Classified Ads . . .
set in usual want-ad style, one larger type permitted and displayed to best advantage. No illustrations or cuts permitted.
20c a word—Minimum \$4.00 1 inch (14 agate lines) \$14.00
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FORMS GO TO PRESS MARCH 29
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SAN FRANCISCO, CAL.

TRAILER BUS
MUST SELL—\$1,995.00. BUS ORIGINALLY COST \$12,500.00.
Designed by Brooks Stevens and built by the Linn Trailer Corporation. The bus body is constructed over steel tubing and has no principal framing. The interior is solid oak throughout; having a layout of twin beds in the back; shower, commode and wash basin self-contained. Ample drawer and closet space. Kitchen consists of sink, stove and Electrolux (gas) refrigerator. All fixtures are stainless steel. In front there is a 6' cushioned innerspring lounge that is equivalent to a double bed. In the cab part there are two bucket seats with full vision all the way round. Mechanically perfect with a rebuilt low mileage Ford truck motor. Front wheel drive that has been aligned and reconditioned. It is equipped with two 30-gal. tanks and two 50-gal. water tanks that are pressurized with a compressor that works off the motor. The unit is wired throughout for six or 110 volt system. Overall length: 25 feet. Height (from ground to top): 7 feet 10 inches. Width: 6 feet 4 inches.
ATLANTA TRAILER MART, INC.
1780 STEWART AVENUE, S.W., ATLANTA, GA. Telephone: POplar 1-8888

TOMMY SCOTT SHOW WANTS
Contracting Agent who can book auspices. Show consists of Western picture stars, recording artist, circus and vaudeville act and complete magic show. Show has been organized for years. Past four years under telephone promotion. This one does not go broke every six weeks. Will give the right man year-round work. Contact
PAUL F. FORRESTER, General Agent
RUFUS GARRETT HOTEL, EL DORADO, ARKANSAS
P.S.: Benny Kowler, answer.

6 SALESMEN
PUBLICATION—RADIO—TV
Want high-class Telephone Salesmen with proven backgrounds. Immediate draw plus commission and bonus if you can produce. No others need apply. Good Working conditions with established firm.
Contact: **TOM RYAN**
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ASTORIA, OREGON
Traveling Shows permitted only on approval of Astoria Regatta Association
WANT HIGH TYPE CIRCUS IN MONTH OF JULY. Contact:
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Dance Contest Boosts Sunday Night Biz 40%

DETROIT, March 10. — With rink business up 40 per cent because of Sunday evening skate dance contests proving so popular at Arcadia Rink here, operator Bill Holleman is now scheduling another dance contest solely for junior dance skaters.

This will provide skaters who have reached age 15 the opportunity to perform in competition with others within their age bracket instead of the competition they now meet from all age groups in Sunday contests. This is also designed to give them practice for appearances in State meets.

Holleman has set the Saturday evenings of March 10 and 24, April 14 and 28, and May 12 for the junior contests. The Sunday contests and junior contests are under the management of Joseph and Rose Blavatt, Robert Kraft and Stanley Walsh.

Amateurs from all over the State are coming to the Sunday night contests to compete, on a point basis, for the honor of having their names on a trophy which will be placed on display at the Arcadia. Forthcoming contests call for competition in the continental waltz, March 18; the Blues, April 8, and tangos on May 6 and 20.

Holleman reports that since start of these contests, Sunday evening attendance has increased considerably and is proving of benefit to not only the rink, but to skaters, who are finding it an excellent means of gaining exhibition experience and poise to prepare them for sterner competition of regional and State meets.

Spencers Set Operation in W. Palm Beach

DETROIT, March 10. — Members of the Roller Skating Rink Operators' Association of Michigan, at their Monday (5) meeting, bid farewell to two members, Min and Harper Spencer, operators of the Rollercade, Flint, Mich. Mr. and Mrs. Spencer announced at the meeting their immediate departure for Florida where they will take over operation of a rink at West Palm Beach.

If the rink, formerly owned by Don Wilson, proves successful, the Spencers will make their home in Florida. They are leaving their Flint operation in the hands of Adrian and Genger Fournier, who have been Rollercade pros for several years. Members of the RSROA will gather at Rollercade this weekend for a party which Mr. and Mrs. Fournier are giving for the Spencers.

At the Monday meeting at Pauls Restaurant, the Michigan RSROA discussed plans for the State meet. Action on a definite program will be taken at the May 7 meeting, also to be held at Pauls, Plymouth at Telegraph roads.

RSROA Takes In Nine Spots

DETROIT, March 10. — Nine rinks have joined the Roller Skating Rink Operators' Association, it was announced this week by Robert D. Martin, RSROA secretary-treasurer, at headquarters here.

The rinks and their operators are Wheeling (W. Va.) Rollercade, Mr. and Mrs. Clarence Reynolds; Holiday Rink, Fort Worth, George Bergin; Oceana (Va.), Rink, William E. White and E. R. Meeks; New Dexter Rink, Miami, Maude S. Francis; Arena Gardens Rink, Allentown, Pa., Joseph Bonenberg; Oak Lawn (Ill.) Recreation Center, Mr. and Mrs. William Boyce; Ankeny Skateland, Des Moines, Mr. and Mrs. Harold Rowland; Roll-A-Way Club, Newark, O., Virgil Griffith, and Chautauqua Skateland, Franklin, O., Louis H. Thompson.

SAN ANTONIO'S SOUP-FISH NIGHT

SAN ANTONIO, March 10.—The Starlighters Club of North St. Mary's Roller Rink will hold its formal skating party April 9. Members will wear tuxedos, evening gowns—and skates. This event will be the club's sixth annual affair.

TO FAIREST

J-A Queen Getting Trip To Bermuda

NEW YORK, March 10. — An all-expense luxury cruise to Bermuda aboard the Furness Line flagship Queen of Bermuda, a pair of Chicago "Gold Medalist" precision skates with Hyde boots, a Bulova 17-jewel wrist watch, and the Durante trophy have been posted for the girl named "fairest of them all" in the 16th annual N. Y. Journal-American Skate Queen contest at Empire Roller-drome, 200 Empire Boulevard, Brooklyn. Eliminations will be on Saturday evening, April 7, with finals the next Saturday night.

Runner-up prizes, to be awarded down to twelfth place, include five additional Bulova watches and a half dozen Chicago-Hyde ball-bearing skate sets.

Since the contest involves no test whatsoever of skating skill, girl is eligible to enter whether she belongs to an amateur association or not. Rules provide only that contestants appear on skates for the judging, which will be based solely on charm, natural attractiveness and personality. Last year's winner was Pat Krzeminski, 19, who entered from the Paramus, N. J., Rink.

Entry blanks for the 1956 running may be obtained at Empire or by writing to Bill Love, Skating Editor, N. Y. Journal-American, 220 South St., New York 17, N. Y.

Incorporation By PSAA; Set Member Drive

FEASTERVILLE, Pa., March 10.—Incorporation of the Participating Sports Association of America, an organization of roller rink and pool operators dedicated to fight the present inequity in the admissions tax law which exempts governmentally owned rinks and pools while taxing private operations 10 per cent, was announced this week by President Vernon D. Platt at PSAA headquarters here. Also announced was a campaign

UNDER THE MARQUEE

• Continued from page 69

ater business, has bought the Walton dogs and ponies. . . Fred T. Ballard writes that J. Allen Damaby, formerly with Buffalo Bill and with circuses, and friend of such circus personalities as Dexter Fellows and Al G. Barnes, now is in Evanston, Ill., and plans to retire.

Mable Stark, working her tiger act with a Japanese circus, lays claim to a record of 77 continuous weeks of work, with nearly six months still to go under the contract for the act.

Band leader Mickey Sullivan spent Thursday (1) with Merle Evans and his musicians at Rochester, N. Y. He also met Col. Harry Thomas and the Ortons as well as Red Floyd, former Ringling drummer who is now with Evans on the Davenport dates.

The Wall Street Journal is researching a story on circuses. Other periodicals are also showing interest to coincide with the coming of spring and the Ringling opening at Madison Square Garden. Features are being developed for both the New York Times Sunday magazine and the Scripps-Howard newspaper chain.

Circo Romano recently ended an extended run at Port of Spain, Trinidad, B. W. I. Acts included the Flying Skaters of the Ozon Family; the Four Saltas, flying trapeze; Senorita Janet, wire act and the Leon Family.

ROADSHOW REP

Billy Terrell, the former repster now living in Roseland, La., is recovering from a recent heart attack, according to his wife, Babe. The attack was a recurrence of an ailment that has plagued Terrell in recent years. He remains under strict supervision of his doctor.

Solo performer J. L. Londergon has been working in the Laramie, Wyo., area, mostly with schools. Londergon reports a tightening of restrictions by school authorities in regard to traveling shows, but that music gets by okay. Since that is his forte, he has encountered no particular trouble. He also does some club work.

Allan Bellevue, who is promoting amateur dates in Rhode Island, is mulling the idea of moving toward Montreal with a solo show for French-speaking groups. . . . George and Ellie Whitte report good biz in the Pipestone, Minn., area with their three-act dramatic show. Earlier they encountered fair business in Ontario and poor grosses in Northern Michigan. Their destination is Los Angeles.

Solo performer Ernest Poole has been keeping busy in New Hampshire and Maine with his one-man protean show called "Plays of Yesterday." He works under auspices. . . . Hugh McClennan has been promoting minstrel shows in the Corey, Pa., area, but is mulling the idea of giving it up because "sponsors of any class have been harder to get than in previous years."

Writing from Tampa, Henry Lavine says: "Am trying to get the kinks out of my aching legs while

to create PSAA chapters thruout the country and to solicit an enlarged membership so that a majority of the country's rinks and pools will be united within a strong central organization for mutual benefits. Platt pointed out that up to now the membership from Pennsylvania and New Jersey has carried on the bulk of association activity because of the proximity of those States to Washington. It is felt that local chapters will give a broad segment of members an opportunity to get together for monthly or quarterly meetings.

Following the recent Mexico City marriage of Santiago Fillis Atayde and Gloria Caudillo, both of Atayde Bros.' Circus, friends on the show feted them at a party in one of the city's leading restaurants. The new lywed's honeymooned at Acapulco. Performers on the show recently gave a birthday party for Mrs. Aurilio Atayde. Among the gifts were flowers from Albert and Judy Spiller, Spiller's Seals.

Bill Baker, of The Fairfield (Ia.) Daily Ledger and treasurer of the Ray Cassel Tent, CFA, recently did an article with pictures on clown John (Chuckles) Facer before the latter left to join the Beatty show in Deming, N. M.

Jeff Murphree and Charlie Lewis have been signed to clown on the Thomas N. Packs Western unit being readied at Gainesville, Tex., under the supervision of Bob Stevens. Murphree has been working dates for Orrin Davenport and Lewis has been at his home in Pittsburgh helping his mother, who suffered a foot injury recently. . . . The Aerial Alcidos, Sid, Kay and Janee, have completed 12 weeks at the Hollywood Park, Cuba, and have signed to play 10 more weeks on the island. They recently visited the Valencenos, of the Santos y Artigas Circus, and Jeff Taylor, of the Gaba-Foto-Miliki Circo. The Alcidos will return to the States in June to work parks and fair dates.

my nephew, Willie Lavine, is carrying on with the small trick I have in Western Canada. From the tone of his recent letters, I gather that he has been snowed under most of the past month. . . . The Grant Family Show, in the Laramie, Wyo., sector in recent weeks, has been doing only fair business, due to the cold weather. The Grant show came from Canada thru the Dakotas, where poor business was also encountered due to bad weather. Grant is en route to California. In Rumford, S. D., Grant bumped into Oscar Hood, who has a solo show. He, too, was headed for the Coast. Grant reported that Hood put on an excellent show.

Allan A. Worthing is promoting burnt cork shows in the Portland, Ore., area. . . . The Carol Players arrived in Sacramento recently after a 100-day east-to-west jaunt on which the show managed to get some money. En route west the show did 16 local spot engagements in towns in which the show was laying over while awaiting bookings.

E. F. Hannan writes: "I have a letter from Henry Cawley, old-time minstrel and vaude performer, that reads: 'I was pleased to read your piece about Al Martz. You might have mentioned Ed Kelley. He booked many of the acts going into the Howard and Austin & Stone's, as well as talent for road and rep show.' . . . Chet Wright, who put 42 years in the med, black-face and rep business, retired five years ago and now lives in Bradford, N. H.

DRIVIN' 'ROUND THE DRIVE-INS

Edward Joseph, Austin, Tex., was elected president of the Texas Drive-In Theater Owners' Association at their annual meeting held in Dallas, a two-day session which more than 450 operators attended. Sheet Noret, Lamesa, was elected vice-president; Wayne Long, Monahans, second vice-president; Rubin S. Frels, Victoria, third vice-president; Dick Landsman, San Antonio, secretary, and Tim Ferguson, Grand Prairie, treasurer. Joseph succeeded Charles Weisenburg.

C. D. Leon has announced the start of construction of a 1,200-car twin drive-in at Abilene, Tex. It is expected to be completed in June or July. . . . Sahara Drive-In, Big Springs, Tex., has been opened by Tom Griffing. . . . A moviethon is to be staged in San Antonio by Statewide Drive-In Theaters at its Alamo and South Loop 13. . . . Arthur Landsman, president of the circuit, stated that the moviethon will consist of four top features with no charge. The audience will be asked to donate, with proceeds to be turned over to a campaign here for a children's hospital.

In an apparent move to offset inroads on family trade by outdoor theaters, Carim E. John, of the Strand Theater, a conventional theater in downtown Willimantic, Conn., has disclosed start of family night admissions on Mondays, with a \$1 charge per family, regardless of number of children.

Anthony Albino has been elected president of the Groton Open-Air Theater, Inc., which operates the Groton (Conn.) Open-Air Theater. He succeeds Harry Picazio Jr., who becomes treasurer. Isadore Fishbone was elected vice-president and J. Lawrence Peters will serve as secretary. A March 9 reopening was slated for the theater.

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MERCHANDISE TOPICS

Presto Enterprises, R.F.D. 4, Box P-778, Muskogee, Okla., presents what it calls the amazing Presto-Sphere, a small engine enclosed in a three-inch globe that operates continuously, using light as its source of power. The product is five inches tall, requires no lubrication and provides what the firm claims is a lifetime of continuous motion. If your operation needs something to catch the eye, a few dozen of these Presto-Spheres on display will make an attention-getting set-up that stops crowds, the firm says. Prices on different models will be sent, but send \$1.50 at once for sample, the firm urges.

Operators who need seven-ounce amber jars with plastic tops should contact Warner Sales Company, Shelbyville, Tenn. The firm has 100,000 of these jars for immediate delivery and will send samples and prices on request.

G&S Manufacturing Company, 514 Deaderick, Nashville, opens the season with the Som-Umbrella hat which it offers in two price ranges. The Som-Umbrella has a universal headpiece and leaves the hands free. It is available in red and white, blue and white, green and white and pink and black. The No. 150 may be had at \$12 per dozen (retails \$1.95), and the No. 100 at \$7.50 per dozen (retails at \$1). Jobbers, distributors are

asked to inquire about quantity prices.

The Miracle Cross is reported still popular by Providence Ring Company, 49 Westminster Street, Providence, R. I. When you place the jeweled center of this cross to the eye the Lord's Prayer is seen. Set with 12 brilliant cut stones, the Miracle Cross may be purchased in either nickel silver finish or gold finish. Also featured is a skull head ring in gold finish, set with two red brilliant eyes, at \$2.50 per dozen or \$27 per gross.

David N. Elsasser & Company, P.O. Box 37, Hollywood, Fla., is inviting inquiries on Mexican hats and a host of other items. This firm specializes in direct shipments of large quantity orders at import prices. A postcard will bring you complete information.

"Personalize with goldmark" is the latest idea for premiums and giveaways by Frisco Pete, 226 South Wells Street, Chicago 6. One compartment of a double cellophane bag contains a simulated silver bracelet with leather ID tag. The other compartment has a strip of 24-kt. goldfoil. Any ballpoint pen may be used to impress the wearer's name in gold letters upon the tag. Frisco Pete will imprint your name on these cellophane bags.

PIPES FOR PITCHMEN

By BILL BAKER

FROM TAMPA . . . J. M. Trigg reports the sudden and horribly tragic death of Jim and Maybelle Garrett near Homestead, Fla., February 22. According to Trigg, the Garretts had just started out on a fishing trip to Key West, Fla., with some relatives from Bluffton, Ind. Near Homestead they had a head-on collision with an oil transport. Jim was decapitated, thrown from the car and run over. Maybelle, who had a arm torn off and suffered head and internal injuries, died en route to a Miami hospital. Her sister and brother-in-law are still in very serious condition in Miami. Jim and Maybelle will be greatly missed by everyone who knew them.

JOE JOBLOTS . . . penning from Topeka, Kan., infos that Joe Marks, Tommy Brice and Tony Dateo, renowned novelty impresarios formerly connected with Novelty Enterprises, are now breaking in a new juggling act. Personal manager and advance agent will be Lefty Shapiro, also formerly connected with Novelty Enterprises.

THE LATEST DJSPATCH . . . from Jack (Bottles) Stover reads: "Billy (The Kid) Dietrich and B. V. (Spud) Mangum are now in and around Hagerstown, Md., looking for the folding cabbage. W. O. (Lost John) Meade, Harry Lee Solomon and Yours Truly are

holding down the home front. Glad to hear that E. C. Pardee, George Lunsford and Clyde and Heavy Fokner are battling a thousand down yonder way. Kindly page my old friend Dan Rice in or around Baltimore. We will be up that way soon. Best of luck to all the boys."

FIVE YEARS AGO . . . in the realm of pitchdom: H. P. Coffey had just taken over the post as circulation manager of "Beverage Journal" out of Milwaukee. . . . Jim Brown, the circus clown, was sighted working flying saucer balloons at the Farmer's Market, Riverhead, L. I., N. Y. . . . Larry Friedman was working glass cutters to successful turns at the Broad and Market streets corner, Newark, N. J. . . . Fred Adler was working combs and mice at a good location in Kingsport, Tenn. . . . Jack (Bottles) Stover and Billy (The Kid) Dietrich were exchanging handshakes with the marks in the Shenandoah Valley. . . . Morris Kahntroff had just joined the international set. He was in Johannesburg, South Africa, preparing to take off for London and the Festival of Britain. . . . Joey Marx, Isidore Segal, Dick Sidel, Modoc Stein, Bill (Horse Thief) Weiss, Barney Kaplan, Al Jackson, Jack Ruben and Blackey Monette were making preparations to work the Kentucky Derby. . . . Myrtle Hutt was clicking with punch needles at a number of spots in San Francisco.

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Sells on sight; everyone wants this quality item for home use. Cast of finest highly polished Alcoa aluminum, size 8"x13". For frying or broiling—steaks, chops, fish, ham, bacon, fowl, etc. Food will remain sizzling hot when served on these platters, retaining all their natural juices, flavor and goodness. Can also be used over direct flame, electric grill or barbecue. \$27.00 per doz. sets F.O.B. Los Angeles. Sample \$3.00. Write for circular. Fully guaranteed.
U. S. INDUSTRIES
5959 Venice Blvd., Los Angeles 34, Calif.

THE OUTLOOK FOR SHOW BUSINESS IS

BETTER THAN EVER AND....

The Value of The Billboard's 1956 SPRING SPECIAL Dated April 7

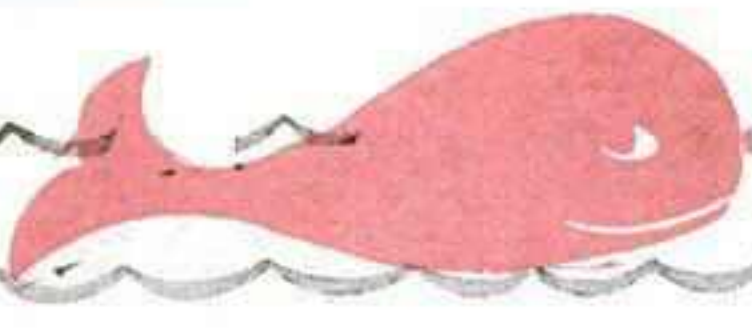
As An Advertising Medium For You Will Be...

GREATER THAN EVER....



TIMELINESS

Planned perfectly to reach ALL YOUR POTENTIAL CUSTOMERS before the Outdoor Season officially opens.



ASSURED READERSHIP

Complete List of 1956 Fair Dates, Pulse of the Kiddieland Operation, More Money from Food & Drink Concessions PLUS other statistical information and Special Features sure to give this Special maximum reader interest and frequent-reference value.

NEW FORMAT

The "new" stitched and trimmed Billboard is scheduled to make its debut just two weeks prior to the Spring Special. These mechanical improvements will certainly give the Spring Special and your advertisement in it longer life and greater effectiveness.

The outdoor Picture is Bright and Every Active Advertiser Catering to the Needs of This Great Market Should Experience His Greatest Year.

PROMOTION

Pre-publication publicity mailing of more than 100,000 pieces will immediately boost our circulation and create a terrific newsstand demand. Newsstand distribution will be increased 6,000 copies and this Special Issue will remain on the stands at least two weeks to give everyone ample time in which to purchase a copy.

Population of the U. S. is 167 million, 8% over 1950. Average wage in 1950 was \$59; expected to go to \$78.50 in 1956. The work week has been shortened during the past five years. result . . .

More people with more time and more money to spend on all types of Outdoor Amusement in 1956.

What This Means To You . . .

Game Concessioners, Bingo Operators, Novelty Workers, Demonstrators and Pitchmen will certainly be in the market for new and novel merchandise items to flash up their stands and to use as prizes and premiums.

Yes . . . Show Business is in for a great season in 1956, and this year can also be your BIGGEST by starting a regular schedule of advertising with a large effective ad in the SPRING SPECIAL . . .

RESERVE SPACE TODAY!



CINCINNATI 22, OHIO
2160 Patterson St.
DUmbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831

You're always in the shade with the Sensational

Son-um-brella

Instantly adjusts to fit everyone in bright assorted colors with white lightweight construction, water repellent. It'll be a hit with the entire family. Cash in on all weather sales that can be yours!

Available in following color combinations: RED and WHITE—BLUE and WHITE—GREEN and WHITE—PINK and BLACK.



U. S. Pat. Pend.

No. 150, \$12 Doz. No. 100, \$7.50 Doz.
 Retail at \$1.95 Retail at \$1.00

No. 100 is not water repellent
JOBBERS, DISTRIBUTORS write, wire or phone for quantity prices.

G & S Mfg. Co.
 Dept. B
 NASHVILLE, TENNESSEE

Photo Expansion Idents from \$3.00 Doz. Basketballs, Footballs; Square, Round and Heart-Shaped Discs on 2 1/2" chain with spring ring \$3.25 Doz., \$36.00 Gr. Bracelets to match, \$36.00 Gr

Engagement Rings \$3.00 Doz.
 Wedding Rings 1.63 Doz.

SEND FOR CATALOG

For Engravers, Store and Fair Workers, Ring Demonstrators

25% deposit with all C.O.D. orders. Include postage with prepaid orders.

McBRIDE JEWELRY CO. 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.



BUY NOW AND SAVE!

QUALITY PLUSH TOYS

FREE CATALOG! We have a deal for you! Write for gross prices.

FOB NYC

21x14" POODLE \$24.00 doz.

12" Bouncing Dog \$10.80 doz.
 12" Floppy Dog 10.80 doz.
 11" Plush Scotty 6.00 doz.
 15" Sitting Doll 6.50 doz.
 28" Cotton Stuffed Bear 21.60 doz.

No extra charge for samples.

18 Pieces (3 of each) **\$19.93**

ACE Toy Mfg. Company
 122 W. 27th St. N.Y. 1, N.Y.



Beautiful Genuine Dupont Plastic

NEW False Plate

MADE FROM YOUR OLD LOOSE PLATE One Day Service.

No Impression Needed

AT LAST—a new, revolutionary False Plate Duplication System that saves you money! Actually transforms your old, loose, uncomfortable, cracked or chipped plate into a new, comfortable fitting, lustrous natural-pink or lightweight Dupont Plastic Plate, using same teeth or with new, natural-shaped, matched teeth. Once again—you may know false plate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced.

Plates Repaired \$5.00

Upper or Lower

30-DAY MONEY-BACK TRIAL

Write today for FREE details and simple instructions to follow, if plate is loose, to MAKE IT COMFORTABLY TIGHT—for our duplication without cost to you. Highest prices paid for Dental Gold.

ALL-STATE DENTAL LABORATORIES
 22 W. Madison St., Dept. 862, Chicago 2, Ill.



Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY

Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-5677

NEW 18" PENNETTE

100 feet only \$4.00 pptr.
 124 PENNETTES
 6 Bright Colors

Satisfaction Guaranteed
 Discount on 3 or more

MYRLO COMPANY
 2168 W. 25th, Cleveland 13, O., Dept. B



HEART DISC CLOVER NECKLACES

\$16.50 Gross and up

Miller Creations

Originators of the All Aluminum Idents.
 1730 SO. AVALON AVE. CHICAGO 19, ILLINOIS
 Phone WAInfall 8-8855
DAY AND NIGHT SERVICE



GRASS SEED

Free of Crabgrass—"A blend of laboratory tested Seed." High Germinating.

5 lb. Clear, heavy plastic bag \$1.00 per bag

EXCELLENT BLEND OF SEED FOR FINER LAWN

In 5 lb. Box \$1.50 per box

25% dep. with order, bal. C.O.D., F.O.B. Chicago.

Write for FREE Listing

C & G Sales 1180 Milwaukee Ave. Chicago 22, Illinois

FREE WHOLESALE CATALOG

NATIONALLY ADVERTISED BRANDS for Gifts and Premiums

Appliances Jewelry
 Luggage Cutlery
 Housewares

LEHIGH SPECIALTY Co.
 826 N. BROAD ST., PHILADELPHIA 30, PA.
 POlar 3-3299


NEW NOVELTY MOUSE HATS

EVERY KID WANTS ONE!

\$3.75 DOZ.
 \$42.00 GR.

25% deposit with order, balance c.o.d.

SCHATTUR NOVELTY CO.
 144 Park Row, New York 7, N. Y.



COMING EVENTS

Alabama
 Birmingham — Better Homes Exposition, May 15-20. Patrick J. O'Toole, Chamber of Commerce Bldg.

Arizona
 Chandler—Southside Sheriff's Posse Rodeo, March 29.
 Mesa—Rawhide Round-Up, March 21-23.
 Phoenix — World's Championship Rodeo, March 15-18.
 Phoenix—Spring Horse Show, April 21-22.
 Safford—Safford Rodeo, March 23-24. Mrs. Max Smith.
 Tucson—La Fiesta de Los Vaqueros and Rodeo, Feb. 22-28.

Arkansas
 Des Arc—Prairie Co. Livestock Show, April 26. B. E. Wray.
 Forrest City—St. Francis Co. Jr. Livestock Show & Sale, May 10. John R. Stipe, Box 269.
 Little Rock—Home Show, April 29-May 3. Mrs. Judy Disongh, 206A Louisiana.
 Little Rock—Little Rock Horse Show, May 10-12. Jack Rice, 7201 Asher.
 Little Rock—Arkansas State Horse Show, May 10-12. Mrs. James M. Wren, 4364 Kenyon St.

California
 Los Angeles—Sportmen's Vacation, Boat & Trailer Show, April 12-23.
 Napa—Napa Valley Horse Show, May 6. Mrs. Wilhelmina Glancy, P. O. Box 726.
 Oakdale—Oakdale Rodeo, April 8.
 Oakland—California International Home & Garden Show, April 21-29. John I. Hennessy, 277 West MacArthur.
 San Diego—San Diego Home Show, March 24-April 1.
 San Diego—Spring Fair of Modern Home Ideas, April 24-29.
 San Francisco—General Motors Motorama, March 24-April 1.
 San Francisco—Grand National Jr. Livestock Expo and Arena Show, March 24-28. Porter Sesnon, c/o Cow Palace.

Colorado
 Denver—Denver Home Show, May 13-19. Lee Lantz, Home Builders' Assn.

Florida
 Clearwater — Fun-n-Sun Celebration, March 10-17. Edward Young, chairman of Funland Zone, Tarpon Springs.
 Daytona Beach — Volusia County Home Show, March 17-21. Jean MacDuff, Pilot Club.
 Opa-Locka (Miami)—Arabian Nights Festival, March 15-19.
 Ruskin—Pia. Tomato Festival, April 26-28. W. D. Miller.
 Sebring—Sebring Rodeo, March 23-24. R. L. Stokes.

Georgia
 Dawson—Terrell Co. Centennial, April 15-21. L. J. Ferguson.

Illinois
 Chicago—National Premium Buyers Exposition, March 19-22.
 Chicago—All Wisconsin Resort and Travel Show, March 24-28. Art Huebner, Hotel Sherman.
 Kankakee—National Home Show, March 14-17. E. J. Smith.
 Springfield—National Home Show, May 2-6. 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
 Wichita—Wichita Auto Show, March 16-18.

Kentucky
 Louisville—Kentuckiana Home & Improvement Show, April 7-15. Joseph Brooks, Jefferson-County Armory.

Louisiana
 New Orleans—Negri Fair, April 11-14.
 Shreveport—Holiday in Dixie Spring Festival, April 25-29. Able C. Goldberg.

Massachusetts
 Boston—New England Spring Flower Show, March 11-17.
 Boston—GM Motorama, April 19-29.
 Fall River—National Home Show, May 1-6. John W. Daly.
 Springfield—National Home Show, April 10-15. John W. Daly.

Michigan
 Bay City—Better Homes Show, March 16-21. Jack Davis, P. O. Box 12.

Mississippi
 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.
 Forest—Southeast Miss. Dist. Livestock Show, March 15-17. Mrs. Myrtle Goodwin.
 Greenwood—Delta Dist. Livestock Show, March 22-25. E. H. Blackstone.
 Hattiesburg—South Miss. Dist. Livestock Show, March 12-14. N. S. Hand.
 Port Gibson—Southwest Miss. Dist. Livestock Show, March 19-21. E. C. Newman.
 Sardis—Northwest Miss. Dist. Livestock Show, March 26-28. Lee H. Thompson.
 Tupelo—Lee Co. Livestock Show, March 23-24. W. J. Pernel.
 West Point—Northeast Miss. Dist. Livestock Show, March 29-31. E. E. Wooten.
 West Point—Clay Co. Livestock Show & Fair, March 29-31. H. B. Converse.
 Yazoo City—Yazoo Co. Livestock Show, March 46. W. G. White.

Missouri
 Ava—Kiwanis Jr. Livestock Show, April 28-29. Phil H. Pettit.
 Clinton—4-H Egg Show, March 31. Ed Wiggins.
 St. Joseph—St. Joseph Barrow Show, March 15. Webb Embrey.
 St. Joseph—Buchanan Co. Dairy Show, May 19. Webb Embrey.
 St. Joseph—Interstate Jr. Dairy Show, May 26. Webb Embrey.

Nebraska
 Lincoln—Lincoln Home Show, March 23-25. Peggy King, 418 Trust Bldg.

New Jersey
 Tenack—House, Garden and Hobby Show, March 19-17.
 Westfield—Union Co. House, Garden & Hobby Show, April 28-May 5.

New Mexico
 Albuquerque—250th Anniversary Celebration, June 17-23. Franciscan Hotel.

New York
 Jamaica—Long Island Home Show, May 1-6. Vincent C. Rottkamp, Catholic War Veterans, Whitman Hotel.
 New York—International Home Building Expo., May 12-20.
 New York—International Antiques Exhibition & Sale, May 26-June 3.
 New York—International Philatelic Show, April 28-May 6.
 New York—National Photography Show, April 28-May 6.
 New York—International Automobile Show, April 28-May 6.
 Syracuse—Syracuse Builders' Exchange Show, April 5-10.

North Carolina
 Winston-Salem—National Home Show, April 22-27. Lloyd A. Goodin.

Ohio
 Canton—National Home Show, March 13-18. E. J. Smith.
 Columbus—Midwest Sports, Vacation, Travel & Boat Show, March 16-23. Ben Cowall.
 Dayton—Do It Yourself Show, April 6-8. Ward Colony, Publicity Service Bureau, 133 Warren St.

Oklahoma
 Oklahoma City—Greater Capitol Hill Home Show & Jamboree, April 4-7. Jack Wright, 113 W. Commerce St.
 Oklahoma City—Greater Okla. Home Show, April 15-22. Gus Fields, Biltmore Hotel.
 Oklahoma City—Oklahoma City Rodeo, April 22-25. Lee V. Sneed.
 Oklahoma City—Southwest American Exposition, April 22-29. James C. Burge, State Fairgrounds.
 Oklahoma City—Standards of Perfection Livestock Show, April 22-29. Dr. A. E. Darlow, Okla. A.&M. College, Stillwater.
 Oklahoma City—Do-It-Yourself Show, April 22-29. James C. Burge, State Fairgrounds.

Tennessee
 Ashland City—Legion Centennial, May 2-5. Bud Hallums.
 Lawrenceburg—Lawrence Co. Strawberry Festival, May 13-14. G. H. Lehnert.
 Morristown—4-H Pat Calif Show and Sale, March 20. Jesse E. Francis.
 Newport—Spring Festival, May 3-5. Jack Vinson, Cocke Co. Fair.

Texas
 Corpus Christi—Buccaneer Days, April 12-29. Jack Lindsey, Route 4, Box 694, Dallas.
 Cuero—Cuero Stock Show, April 4-7.
 Dallas—Garden Center Flower Show, March 19-18. 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 23-29. Grover Godfrey, 102 Walnut Hill Village.
 Houston—Houston Sports, Boat & Travel Show, March 17-24. Martin P. Kelly, United Sports & Vacation Show, First Nat'l Bank Bldg., St. Paul 1, Minn.
 Poteet—Strawberry Festival, April 12-14.
 San Antonio—San Antonio Home Show, May 20-27. Irving Wayne, 103 D Paradise Lane.
 Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.
 Waco—National Home Show, May 2-6. Horace Black.
 Whitney—Lake Whitney Sport Show, April 13-22. P. O. Box 922.
 Wichita Falls—National Home Show, April 4-8. Lloyd A. Goodin.

Utah
 Salt Lake City—National Home Show, May 20-27. Brunow R. Hall.

Virginia
 Richmond—Jr. Stock Show and Sale, April 10-11.
 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. Spokane—Jr. Livestock Show, May 1-4. P. R. Gladhart, Box 2184, Old Union Stockyards.

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.
 Edmonton—Spring Horse Show, May 23-26

British Columbia
 Vancouver—National Home Show, April 25-May 3. John W. Daly.

Manitoba
 Brandon—Manitoba Winter Fair, April 2-6

Ontario
 Kitchener—Sportsmen's Show, April 13-21.
 Toronto — Canadian Nat'l Sportsmen's Show, March 8-17.

Saskatchewan
 Regina—Winter Fair and Light Horse Show, March 26-30.
 Saskatoon—Bred Sow Show and Sale, April 10.
 Saskatoon—Light Horse Show, May 16-19. S. N. MacEachern
 Saskatoon—Bull Show & Sale, April 11

Polack, Beatty

Continued from page 55

the opening day, she has scheduled "Sheriff John's Breakfast Brigade" television show over KTTV from 7 to 8 a.m. in the menagerie tent and back yard. Show has a strong kiddie appeal and was recently nominated for an Emmy award.

Second remote TV show is set for Sunday (25) when KCOP will put on 90 minutes in a tie-up with an automobile dealer sponsor.

Sam Ward has been on the job here for the Shrine to follow his usual procedure of contacting the more than 20,000 members of the Al Malaikah Shrine Temple, under whose sponsorship the show plays.

Polack will return to its regular spot, the Shrine Auditorium. Beatty, however, is set for a new location on the parking lot of the Los Angeles Coliseum at 39th and Vermont Avenue. Each other year Beatty has played the famed lot at the corner of Washington Boulevard and Hill Street. Some years ago the lot was sold for the construction of a furniture mart and isn't available this year.

Beatty opens Thursday (15) in Deming, N. M., playing only a matinee performance. Show then plays Tucson, Casa Grande, Ariz.; Yuma and Palm Springs, Calif., before Los Angeles.

PULL-A-PARTS

The Season's Biggest Sellers!

The beads that you break to create new styles. Convert them to bracelets, chokers, ropes, belts, berets, etc.

PEARL S (12 mm., 30"), white, red, blue \$6.75 doz. \$78.00 Gr.

MOONSTONE, ass't colors \$4.50 Doz. \$48.00 Gr.

Other DELMAR-SPOJAS Specials

Three row rhinestone expansion bracelet \$ 8.00 doz.

Four row rhinestone expansion bracelet 10.00 doz.

Pearl button earrings 1.25 doz.

Tailored ass't earrings from \$1.75 up

Wedding and engagement rings (6 doz. on tray) \$10.50 tray

Terrific Kiddie Birthstone Sets \$4.00 doz.

25% deposit, balance C.O.D.

DELMAR-SPOJAS NOVELTY CO.
 19 West 34th Street, New York, N. Y. Wisconsin 7-9910

HOUSE TO HOUSE MEN

PREMIUM BUYERS

WAGON JOBBERS

CARNIVAL MEN

Make That "Easy Buck" with these sensational values

\$39.95 List Large 12" Electric SKILLET with Westinghouse Thermo. \$7.50 ea. in Sample Lots of 6 \$8.25

G.E. Equipped COOKER-FRYER Large 6 Qt. Capacity \$39.95 \$6.75 ea. in Sample List Lots of 6 \$7.25

All Mds. UL approved and guaranteed by Good Housekeeping — All Orders C.O.D. —

DANAL SUPPLY
 1228 Vine St. Cincinnati, Ohio

PUNCHBOARDS

LOWEST PRICES ALWAYS

1000 25c Charley Board Prof. \$50.00 \$1.10

1000 5c Double Fin Prof. 24.00 1.15

1440 5c Barrel Board Prof. 18.00 1.59

1440 10c Barrel Board Prof. 36.00 1.67

1000 25c Charley Tk. Prof. \$52.00 \$1.79

1000 5c J.P. Boards Prof. 24.00 1.98

1000 5c J.P. Girdle Boards, Prof. 28.00 2.49

Ticket Deals, etc.

DELUXE SALES CO., BLUE EARTH, MINNESOTA

AMAZING STONE

World's finest, imported, brilliant, steel-hard, blue-white Imitation Diamond! Will send One Carat (\$5 Value) and Catalog of Ring Mountings for only \$1. under Money-Back Guarantee! You'll be thrilled and delighted—Order NOW!

NATIONAL JEWELRY CO.
 Dept. 34, Wheeling, W. Va.



we MANUFACTURE all

BASEBALL — TIPS

Write For Low Prices

Gam Sales Co.

1321 SO. ADAMS ST.
 PH. 4-1451 PEORIA, ILL. S

SINGER ONE-STOP

Ops Pick Disks Via Superm'k't System

CHICAGO, March 10.—Singer One-Stop, one of the leading operator record outlets in the city, is up to its ears in new schemes to make disk buying easier for operators.

Recently moving into larger quarters, the firm decided to do away with over-the-counter sales and concentrate on the super-market technique. And that's just what happened, from pushcarts to hold records to open shelved stock. Because operators seemed to like

the idea of helping themselves, being able to shop as fast or as slow as they pleased, the partner brothers—Fred, Joe and Ted Sipiara—began shopping around for still other ways to help the operator help himself.

Space Saver

Records in Singer's are on open shelves along both side walls, the disks stacked in their original boxes. On the front of the box both tunes are printed in large letters. To save space the 45's are stacked on the top of the 78's.

All records are carried in label groups. A large sign above each section of records lets operators know in a glance where they can find the label they're after. There are two exceptions: Special seasonal tunes and old favorites.

About a month before a particular seasonal holiday, Singer sets up a special section on its shelves. At present, it's records for the Irish.

(Continued on page 96)

Juke Dime Play Doldrums Pass In Twin Cities

Minneapolis Hits 50% Mark; St. Paul Ops Near 75% Dime

MINNEAPOLIS, March 10.—Juke box dime play eased out of the doldrums in Minneapolis this week.

Alarmed because the recent dime play move suddenly began to drag its heels as a result of nickel snipers moving into 10-cent spots, a number of operators met here this week to discuss the problem.

Operators who already were operating on dime play related the reaction they were receiving from their locations to those who were still on a nickel.

"We accomplished something," said one operator, "and tho it will

(Continued on page 101)

Set L. A. Assn. Meet March 13

LOS ANGELES, March 10.—The regular meeting of the California Music Merchants' Association, Los Angeles division, was postponed this week so George A. Miller, president and general business manager of Music Operators of America, could be on hand to report on copyright legislation. The meeting will be held next Tuesday (13).

According to Ben Chemers, local business representative, Miller will talk to operators about his recent trip to Capitol Hill with Sidney Levine, legal counsel of MOA. Chemers added that a buffet supper will be served at the conclusion of the meeting.

ICC OKAYS 6% RAILROAD FREIGHT HIKE

WASHINGTON, March 10.—Music operators, distributors and manufacturers can expect to pay approximately 6 per cent more when shipping phonographs and equipment as a result of new ruling by the Interstate Commerce Commission.

The ICC, which has been studying a proposed 7 per cent freight boost, gave railroads the green light on a general 6 per cent increase last weekend. The new rates were to go into effect Wednesday (7).

As a result of the ICC ruling, motor carriers are expected to follow with a similar increase.

SEEBURG PLEA TO INDICTMENT IS NOT GUILTY

CHICAGO, March 10.—The J. P. Seeburg Corporation will plead not guilty to the Federal Grand Jury indictment returned last Friday charging restraint of trade, Thomas L. Thomas, of Kirkland, Fleming, Green, Martin & Ellis, Seeburg attorneys, told The Billboard this week.

The firm is not required to file an appearance until March 22, 20 days following the date of the indictment.

According to Earl A. Jinkinson, head of the local anti-trust division, the civil action, which was returned at the same time as the indictment, naming Seeburg and 31 Seeburg distributors and carrying identical charges, will probably see no action until after the federal case has been settled.

Tho both the civil suit and the indictment carry the same charges, dismissal of one does not necessarily mean that the other will be dropped automatically. Thomas explained that in an indictment the defendant must be proven guilty without a shadow of doubt on all points, whereas a civil case handles each point separately.

Trial date for the indictment will probably be postponed until sometime next fall or winter.

Attorneys representing Seeburg distributors have not been named as yet.

The Federal Grand Jury investigating anti-trust activities in the juke box industry is continuing, Jinkinson said.

Northern Music, Ohio Distrib, Is Dissolved

CLEVELAND, March 10.—The dissolutor of Northern Music, Inc., Wurlitzer distributor with offices here and in Columbus, was announced this week by Herb Wedewen, firm president.

C. L. Hopkins, partner who managed the Columbus office, is reported to be keeping the Wurlitzer line in that city under the firm name Century Music.

The appointment of a new distributor to handle the Wurlitzer line in Cleveland had not been made at press time.

Wedewen said he would announce his future plans, tho he indicated that he would remain in the coin machine business, sometime next week.

'56 MOA Convention Begins Taking Shape

Miller Schedules Op Forums, Outlines Exhibit Information for May 6-8 Fete

OAKLAND, Calif. March 10.—The 1956 Music Operators of America convention, to be held May 6-8 at the Morrison Hotel in Chicago, began to take shape this week as George A. Miller, president, announced plans covering exhibit space information, music operator forums, business meetings and convention hours.

All exhibit details will be handled either from the association's Morrison Hotel headquarters, which will be headed by Larry Marvin, MOA convention co-chairman, or from the MOA national headquarters in Chicago on April 1.

According to Miller, the number of inquiries received from manufacturers regarding exhibit space information, earmarks this year's convention as the biggest in MOA's history. He said that the four phonograph manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—had already confirmed space.

The music operator forums will

be held following regular operator business meetings and in the evenings from approximately 8:15 to 9:30. Business meetings are scheduled from 10 to noon, with forums following from 1 to 2:15.

Five operator forums are slated to be held. They are:

1. "The Advantages of Percent-

(Continued on page 97)

James Robson Named Veep at Plymouth Corp.

UMO of Mich. Secy Tackles New Job; Will Keep Route

DETROIT, March 10.—James Robson, secretary of the United Music Operators of Michigan, resigned from his association office Monday to become a vice-president of Plymouth Motor Corporation, a division of Chrysler Corporation. Robson announced his appointment and rendered his resignation during the organization's monthly meeting this week.

Robson, who has been with Plymouth for many years, was formerly in the firm's public relations department and in charge of personnel.

Approximately five years ago he

(Continued on page 101)

Jury Hearings Resume Friday In Ill. Probe

CHICAGO, March 10.—Following two weeks of inactivity, the Federal Grand Jury investigating alleged violations of the Hobbs Act (anti-racketeering) in Northern Illinois will resume hearing witnesses next Friday (16). Among those subpoenaed are several tavern owners in McHenry County and Anthony Peroti, head of the Du Page Novelty Company and a reputed racketeer.

The investigation, an outgrowth of charges of forceful tactics being used to acquire juke box locations in McHenry County, enters its sixth week. Since launched, two other counties—Du Page and Boone—have been brought into the investigation.

Meanwhile, Lake County, also in Northern Illinois, carried on its own grand jury investigation of similar charged violations there. The Lake County grand jury heard two Northern Illinois operators Monday. Both were officials of the Music Operators' Association of Northern Illinois.

In Du Page, Sheriff Stanley Lynch has requested States Attorney William Guild to draw up a licensing ordinance which would

(Continued on page 90)

5c Play Reigns In Birmingham; Dime Hopes Up

BIRMINGHAM, March 10.—Nickel play on juke boxes here is still king pin, but the possibilities of going to dime-a-disk are getting stronger all the time.

According to local operators, better than average play has off-set rising costs to some extent and thus reduced the necessity of the increased price.

However, special taxes and additional equipment cost increases, as well as higher labor and shipping costs, could easily turn the tide. Operators are currently taxed on each juke box, each record used and even needles.

One operator declared that he would stay on nickel play as long as he could because he liked giving customers the 5-cent bargain. He added, however, that when dime play did move into Birmingham it would probably do so almost overnight, the move being an economic necessity.

Op Contract Wins Court Injunction Against Location

ROCKFORD, Ill., March 10.—Circuit Judge Albert S. O'Sullivan Wednesday (8) granted the Mid-West Distributing Company, headed by Louis Casola, a temporary injunction against one of the firm's locations for breach of contract.

The location, Finnegan's Cottage in suburban Loves Park, is alleged to be displaying a coin-operated pool table belonging to another operating company—a violation of contract with Mid-West.

The injunction seeks to prevent alleged violation of contractual agreements.

coin operators will want the

Billboard

**NEW SIZE
NEW STITCH & TRIM
EASIER TO READ
MORE FOR EVERYONE**

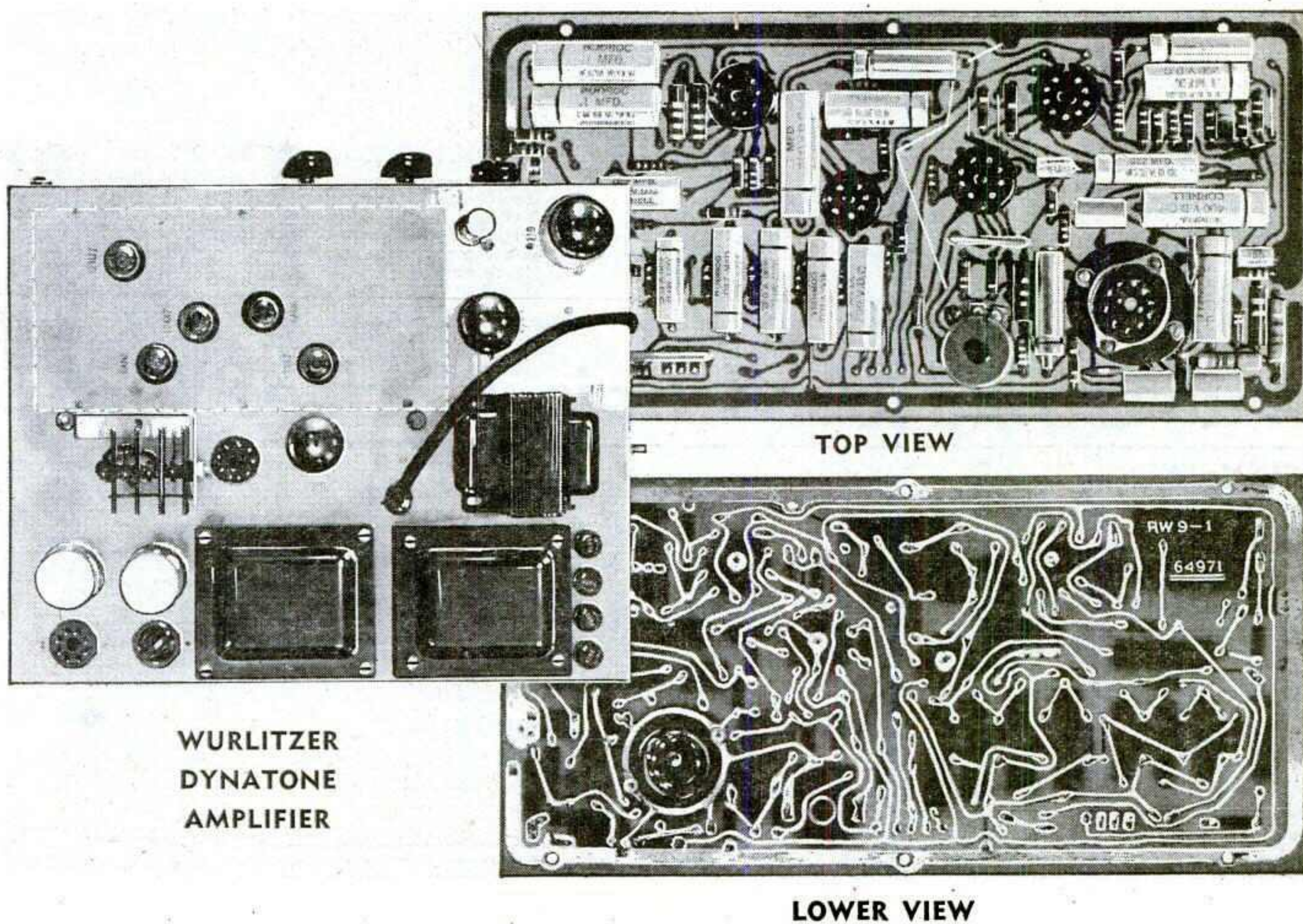
The NEW Billboard . . .
out March 24 . . . packs
more punch than ever . . .
and packs it into a new,
easier to read and easier
to use package. You'll
love it!

Special 1/2 Price

introductory subscription offer

see page 36

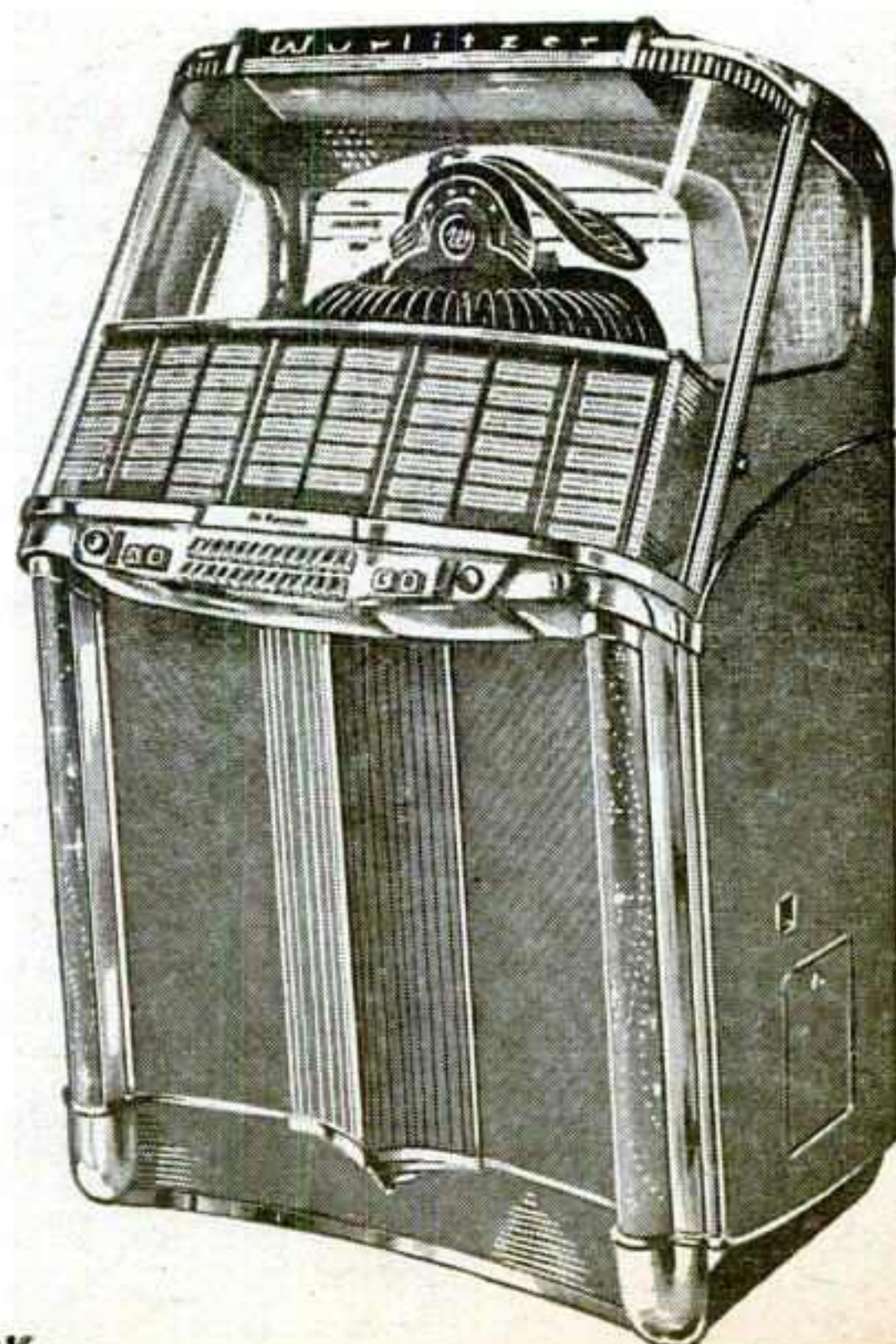
ANOTHER WURLITZER FIRST!



WURLITZER
DYNATONE
AMPLIFIER

FIRST AMPLIFIER IN COIN-OPERATED PHONOGRAPH HISTORY TO INCORPORATE PRINTED WIRING CIRCUITS

Printed wiring circuits in the powerful new Wurlitzer Dynatone Amplifier assure uniformity of vital wiring connections. The pre-amp tubes are shock mounted for longer tube life. Two big reasons why it costs less to maintain the Wurlitzer Centennial Sound System—two of many operating economies that add up to more operator profits from the Wurlitzer Centennial.



WURLITZER *Centennial* MODEL 1900

HIGHLIGHTING 100 YEARS
OF MUSICAL ACHIEVEMENT

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
ESTABLISHED 1856

Arkansas-Missouri Ops Attend Dime Play Forum

CARUTHERSVILLE, Mo., March 10.—Fifty music operators, members of the newly formed East Arkansas-North Missouri Music Association, gathered here to sit in on an open forum spotlighting the advantages of converting juke boxes to dime play.

The group heard Clarence A. Camp, president of the Southern Amusement Company, AMI distributor, tell why he thought it imperative that the change-over be made.

Camp declared, "An operator can't stay in the juke box business today on 5-cent play. A dime a tune is essential if an operator wants to remain financially healthy."

Asked how individual operators can convert their location to dime play, Camp suggested that each operator get out and call on location owners. He pointed out that EP records could be used to soften public resistance to a change and that letters to location owners, showing juke box cost comparisons, could be used to soften location opposition.

Camp also urged operators to contact their local papers and explain the juke box operator's position and why a change is necessary. "Neither the man in the location nor the man on the paper, both knowing how their costs have increased, can fail to understand your (the operator's) position," Camp stated.

Arguments for dime play cen-

tered for the most part around rising costs. Operators pointed out that records were up in price from 21 cents to over 55 cents, that juke boxes were up from a few hundred dollars to over a thousand, and that labor costs were doubled.

Operators also discussed the dime play move in Memphis, which was carried out successfully about six months ago.

Tho no decision to change over to dime play was made during the meeting, many operators indicated that they would begin talking it over with location owners just as soon as they got home.

Because the area covered by the operators is large, conversions are expected to be made at a slower pace than in some of the major cities where the change-over was spontaneous. However, one fact seemed certain as a result of the gathering, dime play is coming into the East Arkansas and North Missouri territory.

'Antigua' Leads MOA Selections On Radio Show

NEW YORK, March 10.—Nelson Riddle's "Lisbon Antigua" on Capitol was selected as top tune on "National Juke Box," the ABC radio network program prepared by the Music Operators of America tonight (10).

Regional favorites were "Marimba Merengue," with Gloria Parker on Gloro, West Coast; "Rock and Roll Waltz," with Kay Starr on RCA Victor, South, and "The Poor People of Paris," with Les Baxter on Capitol.

Voted most likely to succeed was "Too Close for Comfort," with Eydie Gorme on ABC Paramount.

Appearing on the show were George A. Miller, MOA president; Max Hurvich, Birmingham, Ala., MOA director, and William Hurlinger, Delphos, O., MOA vice-president.

Wurlitzer Begins Centennial Cards

NORTH TONAWANDA, N. Y., March 10.—The Rudolph Wurlitzer Company has started distribution of its "Centennial Membership Cards." The cards are a passport to the firm's 100th year celebration fete to be staged here August 23-25.

Membership cards are made of metal and colored in gold. Individual operator names are imprinted on the cards.

Wurlitzer distributor Raymond B. Williams, head of Commercial Music Company in Dallas, notified the plant this week that he had 27 operators and three staffers signed up to go to the event.

The centennial festivities include a tour of the plant, a giant carnival and midway, a Broadway stage-show, outdoor and indoor banquets and scenic trips to Niagara Falls.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

	HIGH	LOW	Mean Average
BALLY			
Atlantic City (5/52)	\$ 85.00	\$ 35.00	\$ 59.50
Beach Club (2/53)	135.00	70.00	110.00
Beauty (11/52)	135.00	50.00	105.00
Big Time (1/55)	395.00	290.00	325.00
Bright Lights (5/51)	95.00	45.00	65.00
Bright Spot (11/51)	95.00	40.00	95.00
Coney Island (9/52)	85.00	35.00	45.00
Dude Ranch (9/51)	145.00	75.00	115.00
Frotic (10/52)	125.00	60.00	95.00
Gayety (3/55)	325.00	185.00	225.00
Gaytime (6/55)	400.00	275.00	315.00
Hi-Fi (6/54)	165.00	95.00	145.00
Ice Frolics (1/54)	175.00	95.00	125.00
Miami Beach (9/55)	495.00	275.00	425.00
Palm Beach (7/52)	95.00	49.50	65.00
Spot Lite (1/52)	85.00	25.00	40.00
Surf Club (3/54)	175.00	90.00	135.00
Variety (9/54)	295.00	195.00	225.00
Yacht Club (6/53)	95.00	40.00	75.00
GENCO			
400 (10/53)	50.00	35.00	45.00
Golden Nugget (2/53)	85.00	60.00	65.00
Jumping Jack	75.00	35.00	75.00
GOTTLIEB			
Chinatown (10/52)	85.00	75.00	85.00
Grand Siam (4/53)	110.00	45.00	110.00
Guys & Dolls (5/53)	110.00	55.00	90.00
Hit 'N' Run (4/52)	75.00	30.00	54.50
Jockey Club (5/54)	160.00	130.00	149.50
Niagara (12/51)	64.50	45.00	64.50
Pin Wheel (11/53)	125.00	115.00	119.50
Queen of Hearts (12/52)	100.00	65.00	100.00
Rose Bowl (10/51)	110.00	89.50	110.00
UNITED			
ABC (2/52)	65.00	29.50	65.00
Cabana (3/53)	105.00	45.00	105.00
Circus (8/52)	125.00	85.00	125.00
Havana (2/54)	225.00	75.00	125.00
Hawaii (6/54)	125.00	90.00	125.00
Manhattan (4/55)	345.00	225.00	295.00
Mexico (3/53)	150.00	75.00	100.00
Pixie (9/55)	475.00	400.00	445.00
Rio (11/53)	125.00	65.00	85.00
Singapore (10/54)	165.00	40.00	125.00
Stars (6/52)	60.00	35.00	60.00
Tahiti (8/53)	125.00	60.00	80.00
Triple Play (8/55)	395.00	275.00	325.00
Tropicana (1/55)	195.00	150.00	185.00
Tropics (7/55)	125.00	50.00	75.00
WILLIAMS			
Big Ben (9/54)	165.00	145.00	165.00
C. O. D. (9/53)	115.00	90.00	115.00
Dealer "21" (2/54)	125.00	79.50	125.00
Disk Jockey (11/52)	85.00	65.00	85.00
Four Corners (12/52)	90.00	84.50	90.00
Grand Champion (8/53)	125.00	90.00	125.00
Hayburner (6/51)	85.00	50.00	50.00
Lazy Q (2/54)	125.00	95.00	125.00
Struggle Buggie (12/53)	125.00	119.50	125.00
Thunderbird (5/54)	149.50	110.00	135.00
Times Square (4/53)	89.50	74.50	89.50
Twenty Grand (12/52)	85.00	74.50	85.00

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated February 25, 1956)

ARCADE EQUIPMENT	MUSIC MACHINES	SHUFFLE GAMES	VENDING MACHINES
1. SEEBURG—Shoot the Bear	1. SEEBURG—M-100-B	1. UNITED—Leader Shuffle Alley	1. ACORN 1c or 5c
2. SEEBURG—Coon Hunt	2. AMI—Model D-80	1. UNITED—Royal	2. EASTERN ELECTRIC C-8
3. GENCO—Rifle Gallery	3. SEEBURG—M-100-C	1. CHICAGO COIN—Starlite	3. NORTHWESTERN DELUXE, 1c & 5c
4. EXHIBIT—Dale Gun	4. SEEBURG—M-100-A	2. UNITED—Imperial	4. NATIONAL M-750
5. CHICAGO COIN—Super Home Run	5. AMI—Model A	3. UNITED—Chief	4. NATIONAL 930
		3. UNITED—Cascade	
PINBALL MACHINES			
(Manufacturers with ten or more games listed below)			
BALLY	GOTTLIEB	UNITED	WILLIAMS
1. Gayety	1. Guys & Dolls	1. Singapore	1. Hayburner
2. Surf Club	1. Hit & Run	2. Triple Play	2. Times Square
3. Variety	2. Pinwheel	3. Rio	3. Lazy Q

	HIGH	LOW	Mean Average
Model C (50) 40 sel. (78 RPM)	175.00	109.50	135.00
Model D-80 (51) 40 sel. (78 RPM)	375.00	175.00	319.00
Model E-120 (53) 120 sel. (45 RPM)	595.00	400.00	495.00
ROCK-OLA			
1434 (50/51) 50 sel. (78 RPM)	295.00	149.50	225.00
1436 A (53) 120 sel. (45 RPM)	295.00	150.00	259.00
1438 (54) 120 sel. (45 RPM)	565.00	439.00	499.50
SEEBURG			
M-100-A (49) 100 sel. (45 RPM)	325.00	200.00	250.00
M-100-C (53) 100 sel. (45 RPM)	510.00	395.00	465.00
WURLITZER			
M-100 (53) 100 sel. (45 RPM)	610.00	545.00	595.00
1015 (46) 24 sel. (78 RPM)	95.00	40.00	65.00
1100 (48) 24 sel. (78 RPM)	150.00	70.00	99.50
1250 (50) 48 sel. (78 RPM)	175.00	95.00	149.50
1500 (53) 104 sel. (45-78 RPM Mix)	325.00	225.00	295.00
ARCADE EQUIPMENT			
CODE—AP—Auto Photo; B—Bally; CC—Chicago Coin; EV—Evans; EX—Exhibit; G—Genco; GB—Gottlieb; K—Keene; M—Int'l. Mutoscope; R—Roovers; S—Seeburg; SC—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling			
ABT Challenger (5/46)	30.00	20.00	30.00
Baseball, 2 Player (G)	150.00	145.00	150.00
Basketball (G)	235.00	185.00	195.00
Bat-A-Score (EV) (8/48)	179.50	125.00	179.50
Big Bronco (1/51)	375.00	299.50	350.00
Big Inning (B) (47)	125.00	85.00	85.00
Bingo Roll	350.00	275.00	295.00
Bonus Deluxe (U)	275.00	245.00	245.00
Carnival Gun (U) (10/54)	295.00	225.00	250.00
Champion Baseball (G)	395.00	350.00	350.00
Coon Hunt (S) (2/54)	195.00	139.50	175.00
Dale Gun (Ex)	89.50	45.00	50.00
Derby, 4 Player (CC) (3/52)	175.00	125.00	175.00
Drivemobile (M) (7/54)	165.00	100.00	150.00
Goatee (CC) (1/46)	95.00	90.00	90.00
Gun Patrol (Ex) (5/51)	95.00	95.00	95.00
Heavy Hitter (B)	50.00	35.00	49.50
Home Run, 6 Player (CC) (3/54)	200.00	100.00	200.00
Jet Fighter (W) (10/54)	295.00	225.00	225.00
King of Swat (W) (5/55)	375.00	345.00	345.00
Moon Rides (B) (5/54)	350.00	225.00	275.00
Pistol (CC) (1/49)	50.00	50.00	50.00
Rifle Gallery (G) (6/54)	250.00	175.00	199.50
Set Shot Basketball (Munves) (6/52)	295.00	275.00	295.00
Shoot the Bear (S)	175.00	75.00	125.00
Shooting Gallery (Ex) (6/54)	150.00	129.50	150.00
Silver Bullets (Ex) (11/49)	95.00	65.00	85.00
Six Shooter (Ex)	95.00	75.00	95.00
Sky Gunner (G) (9/53)	150.00	115.00	125.00
Sky Rocket (G) (5/55)	425.00	375.00	425.00
Space Ranger (Deco) (3/54)	295.00	295.00	295.00
Space Ship	350.00	185.00	325.00
Sportland (Ex) (11/51)	300.00	150.00	225.00
Sportsman (K) (11/54)	285.00	195.00	275.00
Standard Metal Typar (F. S.)	395.00	275.00	295.00
Star Shooting Gallery (Ex) (9/54)	245.00	99.50	150.00
Super Home Run (CC) (3/54)	249.50	150.00	225.00
Super Jet (CC) (4/53)	395.00	185.00	395.00
Super Sluggo (U) (7/55)	395.00	350.00	395.00
Telequiz (T) (1/49)	100.00	99.50	99.50
Voice-O-Graph (M) (4/46)	395.00	350.00	395.00
Wild West (G) (2/55)	395.00	350.00	395.00

	HIGH	LOW	Mean Average
Acorn 1c or 5c	\$ 9.95	\$ 8.50	\$ 9.95
Eastern Electric C-8	155.00	60.00	100.00
Keene Electric (9 col.)	135.00	85.00	85.00
National M-750	115.00	110.00	110.00
National 918	95.00	75.00	75.00
National 930	110.00	95.00	110.00
National 950	125.00	110.00	125.00
Northwestern 39, 1c	9.50	7.50	7.95
Northwestern Deluxe 1c & 5c	12.00	9.95	11.95
Northwestern 49, 1c	12.50	12.00	12.00
PX (8 col.)	115.00	95.00	115.00
PX (10 col.)	125.00	115.00	125.00
Silver King 1c			
Ball Gum	7.50	7.45	7.45
Silver King 5c	8.50	7.45	7.45
Silver King Hot Nut	9.95	9.00	9.00
Stoner Candy (6 col.)	135.00	80.00	135.00
Stoner Candy (8 col.)	165.00	110.00	110.00
Topper-HMS 1c & 5c	9.95	8.95	8.95
Victor Model V, B/G Wheel	9.50	8.50	8.50
SHUFFLE GAMES			
Ace Bowler (CC) (9/50)	\$235.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	175.00	115.00	125.00
Arrow (CC) (5/53)	365.00	295.00	335.00
Banner (U) (8/54)	265.00	195.00	245.00
Bikini (K) (6/54)	410.00	150.00	195.00
Bonus Bowler (K) (3/54)	175.00	125.00	125.00
Bonus Score Bowler (CC) (4/55)	355.00	345.00	345.00
Capital Deluxe Shuffle Games	385.00	225.00	365.00
Capitol (U) (6/55)	350.00	260.00	345.00
Carnival (K) (5/53)	125.00	65.00	125.00
Cascade (U) (2/53)	85.00	60.00	75.00
Century (K) (6/54)	225.00	200.00	225.00
Champion (B) (5/54)	225.00	195.00	225.00
Chief (U) (11/53)	170.00	110.00	135.00
Classic (U) (6/53)	125.00	50.00	95.00
Clipper (U) (5/55)	325.00	240.00	325.00

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with the mean average listing.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

How to get the **BIG** coins... for the **BIG** take

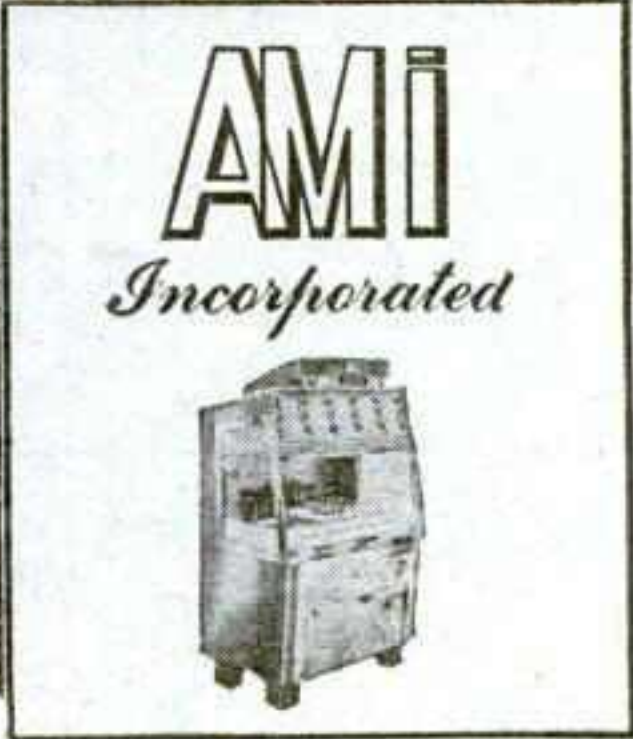
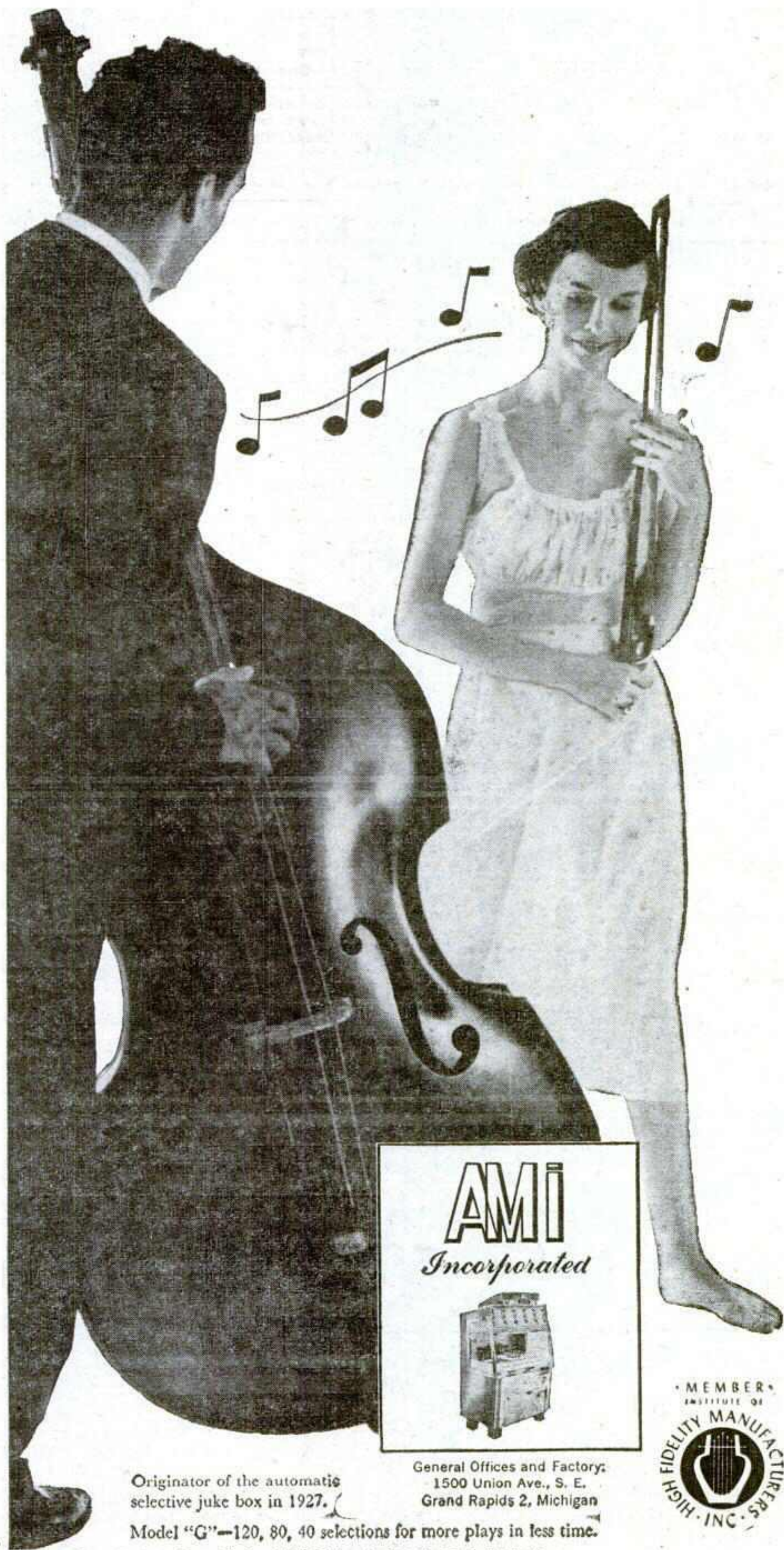
*big take operators
don't fiddle around!*

They go after the *big take* with AMI "G" . . . the *one* juke box that has what it takes to keep the big coins clinking into the cash box.

Exclusive multi-horn high-fidelity reproduction gives that really *live* sound . . . instant visibility of *all* titles prompts more plays by more players more often . . .

Cut yourself in on the *big take* . . . with AMI.

Factory set for 10c play — and worth it!



Originator of the automatic selective juke box in 1927.
Model "G"—120, 80, 40 selections for more plays in less time.

General Offices and Factory:
1500 Union Ave., S. E.
Grand Rapids 2, Michigan



Licenses: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

11,000 PIES A DAY

Pizza Venders Ready For Production Soon

NORTH HAVEN, Conn., March 10.—Pizzas, at the rate of 11,000 a day, are expected to roll off the assembly lines of the Pie-O-Matic Corporation here April 15, while the machine that dispenses the pies automatically is scheduled to be produced at a Long Island City, N. Y., plant at the rate of 25 a week by the same date.

The Pie-O-Matic venture, first large-scale effort to vend pizzas,

is centered in three headquarters. The baking will be done here. Manufacturing will be handled by the Eugene Karol Industries in Long Island City. Sales headquarters will be in Farrell, Pa., where A. J. Manaco is general sales manager.

Right now, Louis Cenotti, president and treasurer, and Albert Bellucci, secretary, are in North Haven supervising the construction of the pizza plant.

\$75,000 Plant

Completion date is tentatively April 1, with full production expected to start two weeks later. Cost of plant and baking equipment is an estimated \$75,000.

The brick exterior and tile interior building will have 3,500 square feet of floor space on the ground floor and another 3,500 square feet in the basement. Manufacturing will be confined to the main floor, while the basement will be used for freezing and storage.

Location Tests

Five machines will be location tested in the New Haven area in a few weeks. Locations will include industrials, office and trans-

(Continued on page 85)

Eastern Sales Open House in LA Mar. 14-17

LOS ANGELES, March 10.—Lunch-O-Mat Corporation of America and Eastern Electric Sales will hold open house here for four days starting Wednesday (14), Lawrence Reiss, head of the combined distributing companies, said. Food and refreshments will be served on each of the four days from 10 a.m. to 4 p.m.

Reiss, who was instrumental in the development of the Lunch-O-Mat from a financial point, said the company will handle Eastern Electric vending machines in California, Oregon, Washington, Arizona, Nevada and Alaska.

Associated with Reiss in the company, which will offer assistance on installation as well as complete service including catering, are Harry Galin, formerly with Rowe Corporation and with Reiss since 1945, and Aubrey Stemler, who was district sales manager for the Electro cigarette machine. Galin will handle some sales as well as serve as adviser on mechanical and installation projects.

The firm is located at 1014 North LaBrea.

Lewis A. Jaffa, vice-president of Eastern Electric, Inc., conferred with Reiss this week and assisted in the setting up of the new distribution facilities.

Production Set On Aspirin Unit

BALTIMORE, March 10.—National Enterprises here soon plans to go into production on an aspirin vending machine, according to Jerome Schuman, president, who has checked with the legal requirements in the 48 States and Canada regarding the dispensing of the product.

The unit is 13.75 inches high and 5 inches wide and weighs 7.5 pounds. It will list for \$17. Capacity of 96 plastic vials of four aspirin tablets each.

According to the manufacturer, each vial is marked and labeled according to regulations of the Pure Food and Drug Act.

Candy and Tobacco Trades To Honor Pinney, April 18

NEW YORK, March 10.—Richard C. Pinney, president of the H. E. Shaw Company, Worcester, Mass., tobacco distributor, will be guest of honor at the annual \$100 per plate dinner of the Tobacco, Candy and Allied Industries on behalf of the National Conference of Christians and Jews, April 18, at the Waldorf-Astoria Hotel.

Chairman of the event is Julius Strauss, president of the General Cigar Company. Co-chairmen are Paul M. Hahn, president, American Tobacco Company; William J. Halley, president, P. Lorillard Company; Harley W. Jefferson, president, Waitt & Bond, Inc.;

Emery M. Lewis, president, Brown & Williamson Tobacco Corporation; Alfred E. Lyon, board chairman, Philip Morris, Inc.; J. Whitney Peterson, president, United States Tobacco Corporation; and Samuel J. Silberman, president, Consolidated Cigar Corporation.

Associated chairmen are Leonard Dalsemer, Lord Baltimore Press; Henry M. Duys, H. Duys & Company; Lewis Gruber, P. Lorillard; Robert Z. Greehe, Rowe Corporation; Bernie Horowitz, Waitt & Bond, Inc.; Ira Katz, Metropolitan Tobacco Company; Carl E. Kuhlman, Autokraft Box Corporation.

(Continued on page 83)

SOMETIMES IT JUST DOES PAY

CINCINNATI, March 10.—The thief who stole \$649 from a parked truck here doesn't know how lucky he was. Earl Liming, Batavia, O., driver-salesman for Stern Vending Machine Company, parked behind a store to service a cigarette machine. While he was gone, a thief broke into the rear of the truck and took a canvas bag containing \$649 in quarters. The truck is wired with a burglar alarm system that sets up a jangling clamor when the rear door is opened—but Liming had forgotten to turn it on.

Expect 500 at N. J. Banquet

NEWARK, N. J., March 10.—Some 500 operators, suppliers, distributors, manufacturing representatives and their guests are expected to fill the Terrace Room of the Masque Theater Building here at the first annual banquet of the Automatic Merchandisers' Association of New Jersey.

According to Edward Dierickx, name Broadway talent will provide the entertainment, with dancing until 2 a.m.

Rainwear, Photo Bulbs Vended in Copenhagen

COPENHAGEN, Denmark, March 10.—Three new items have made their appearance in vending machines specially designed for their presentation and sales. The items are lightweight plastic raincoats, rain hats and photo flash bulbs. The machines are basically the same as the packaged coffee vending machines designed to be attached to the outside, or inside, walls of stores.

The Automat Service firm is installing and servicing the plastic items venders, and the first installations were made this month in the Central Railway Station. Automat Service is the vending machine branch of the Borge Kruse coffee firm, which has packaged coffee vending machines in practically all of the railway stations of Denmark.

Evidently the firm is enlarging its field, as the plastic items machines carry both the name plate of Automat Service and the name of a large department store, which provides the rainwear items.

Packed Separately

The raincoat and rain hat are packed separately in quite small cartons and dispensed from a single machine, with two coin slots and space for two 20-high stacks—one for each item. Coats sell for 30 cents and hats for 15 cents. Four of the machines have been set up at good points in the railway station, which seems to be a popular location for trying out new machines.

The flash bulb vender is of the same type, with two stacks, but is geared for more display, the front panels being almost entirely of glass. It seems vulnerable to theft or vandalism, but one has been on nighttime operation for several weeks in front of a store in a rather rough section of late-hour bars and dance halls and so far does not appear to have been molested.

As a matter of fact few persons would risk breaking into any venders, as most of them are equipped with alarm signals. Also such

(Continued on page 84)

Ohio Cig Ops Convert To Meet Tax Increase

CINCINNATI, March 10.—Cigarette venders here and throughout Ohio are converting machines for the State's 1-cent tax increase which went into effect Monday (5).

John Keller, manager of Western Vending Machine Company, Inc., said his firm and most other operators are converting from the single-price 25-cent system to a two-coin combination.

Regulars will require a quarter and king size and filter cigarettes 30 cents to operate the machines. Change will be inserted in individual packages. He said most firms

Du Grenier Names E. T. Howard, Inc. As New Agency

NEW YORK, March 10.—The E. T. Howard Company, Inc., here this week was named as advertising agency for Arthur H. Du Grenier, Inc., Haverhill, Mass., manufacturer of vending machines.

According to Arthur L. Lippman, Howard vice-president, the agency's new slogan for Du Grenier products will be "Vend-Ability With Dependability." Howard is currently working on advertising and promotional plans for the entire line.

Du Grenier makes cigarette, candy, five-pack cigar, sandwich and pastry machines.

Va. Legislature Mulls Vending Machine Bills

RICHMOND, Va., March 10.—Three bills relating to coin-operated machines have been introduced in Virginia's General Assembly now in session, but it appears only one major change will be made in State license tax laws.

That change, in a bill introduced into the Senate by Sen. Earl A. Fitzpatrick, Roanoke, would benefit mainly the bottlers of soft drinks who lease vending machines to business locations.

As the law now stands a bottler who leases or rents a machine is subject to a \$3 license per machine. If he operates the machine himself the tax is one over-all fee of \$20 plus registration fees and 20 cents on each \$100 of gross sales over \$2,000, no matter how many machines he has. The bill would make the over-all fee apply on leased or rented machines.

Minor Changes

Two other bills would keep all licenses on coin-operated machines at the same figures, making only minor changes. Both are in committee and are given little chance of ever getting out, thereby leaving the tax laws the same.

One inserts only the word "private" before gains that shall be taxable, making the way clear—should it become law—for charity organizations to go tax free as operators of machines.

The other would add newspaper vending machines to the list of those exempt from tax. Now those machines pay \$25 a year plus fees, and will continue to do so for at least the next two years.

License Set-Up

Thus, with no change in sight, Virginia license taxes on coin machines are as follows: \$25 for all amusement games; \$5 for each music machine; \$3 for vending "agricultural products, soft drinks or cigars"; \$5 for candy venders in moving picture or other theaters; \$10 for candy venders in other locations.

Cigarette machines will pay \$3; weighing machines or those selling "shoe strings, chewing gum, peanuts, peanut candy or postage

stamps" pay \$1; each miniature pool table carries a \$10 yearly levy; baggage or parcel checking will be charged at 15 cents for each receptacle; 1-cent amusement games is \$2; 1-cent vending machines is \$1; and \$3 licenses are required for vending machines used solely for "peanuts, peanut candy, and peanut sandwiches and creme sandwiches."

Exempt from tax are machines selling individual sanitary drinking cups or drinking cups and natural water and washing machines. Also no tax is charged on candy venders owned by any State agency.

PM to Exhibit Cig Making Unit at NATD

NEW YORK, March 10.—Operators attending the convention of the National Association of Tobacco Distributors in Chicago this week will have the opportunity to see how cigarettes are made.

Philip Morris, Inc., will install and operate the first actual cigarette machine ever exhibited at the show. The unit and a crew of three to operate it have been sent from the Louisville plant.

PM executives from the New York office attending the show are O. P. McComas, president; Joseph F. Cullman III, executive vice-president; Ray Jones, George Henn and George Weissman, all vice-presidents; J. R. O'Connor, national sales manager; J. R. Latham, Ross Millhiser and Hugh Cullman, brand managers for Philip Morris, Marlboro and Parliaments respectively; J. C. Bowling, public relations; Michael Keith, sales promotion manager; John Gaynor, field promotion manager; Charles Saunders, Parliament sales manager; Joseph Cahn, director of military sales, and William Kittleman, credit manager.

Dairy Industry Show Date Set

NEW YORK, March 10.—The 20th Annual Dairy Industries Exposition will be held in Atlantic City October 28-November 3, it was announced this week.

The show will be held concurrently with major international and national dairy conventions at various Boardwalk hotels.

Participating groups will be the Dairy Industries Society International, the Dairy Industries Supply Association, the International Association of Ice Cream Manufacturers, the Milk Industry Foundation.

(Continued on page 84)

Investment Firm Reports On Auto. Canteen Operation

NEW YORK, March 10.—A comprehensive report on the Automatic Canteen Company of America has been prepared by the investment firm of Glore, Forgan & Company.

While much of the survey dealt with information previously covered in the Canteen annual report, as well as material quoted from Vend magazine, it did list sales figures made public for the first time.

For example, in 1946 candy and penny goods accounted for 93 per cent of Canteen sales. Last year, they accounted for only 34 per cent of the combined sales of Canteen and The Rowe Corporation combined.

Beverages Same

Carbonated beverages were 7 per cent of total sales in both 1946 and

1955. Coffee, not vended in 1946, was responsible for 8 per cent of the firm's sales. Cigarette sales were negligible in 1946; last year they accounted for 48 per cent of the firm's sales.

Before the Rowe purchase, Canteen had about 275,000 machines on location. Of the 36,000 machines acquired in the Rowe purchase, about 33,400 were cigarette units.

Biggest growth, tho, was in coffee machines, which the firm began operating in 1949. For the year ended October 1, 1955, hot coffee vending sales had topped \$9,000,000.

For the five years ended October 1, 1955, Canteen had spent more than \$8,300,000 on new equipment. Retail value of merchandise vended rose from \$28,700,000 in 1946 to \$112,063,000 in 1955.

Simmons to Pepper

DALLAS, March 10.—John C. Simmons has been named national advertising manager of the Dr. Pepper Company.



MEETING MARCH 6 AT THE WALDORF-ASTORIA, New York, for a luncheon conference, leaders of the Tobacco, Candy and Allied Industries completed arrangements to aid the brotherhood program of the National Conference of Christians and Jews with a dinner honoring Richard C. Pinney, president, H. E. Shaw Company, Worcester, Mass.

EMPTIES MACHINES FASTER! LEAF Rain-Blo BALL GUM NEW! Red-Hot "Ball of Fire" Bubble Gum! LEAF BRANDS, INC. 1155 N. Cicero Chicago, Ill.

★ OPERATORS ★ INCREASE PROFITS BY USING YOUR PRESENT CAPSULE VENDERS TO DISPENSE OUR FAST-MOVING ASPIRIN AND VITAMINS. ASPIRIN CAPSULES—Ideal in night spots, gas stations, taverns, bus stations, etc. Retail at 10¢. Packed 6 to a capsule. Per 1,000 Capsules...\$28.00 Postpaid

VICTOR'S TOPPER 1c BALL GUM MACHINE \$13.25 each \$12.75 100 or more AMERICA'S FINEST BALL GUM VENDOR VICTOR'S FIVE STAR BABY GRAND \$13.25 each 1/2 Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr. 860 North Ave., N.E. Atlanta, Ga. Phone: EMerson 4300

GENUINE FOREIGN COINS! the wonderful new "MONEY-MAKER" for VENDING MACHINES THEATER MATINEE "Giveaways" ADVERTISING AND PREMIUM USE \$6 to \$15 per thousand coins

ROYAL COIN CO., INC. World's Largest Supplier of Foreign Coin and Currency. Dept. B2, 47 West 46 St., N. Y. 36, N. Y. Tele: JUdson 6-4689

Candy, Tobacco

and William B. Lewis, Liggett & Myers Tobacco Company. Also, Joseph Kolodny, National Association of Tobacco Distributors; Wilfred C. Palmer, National Folding Box Company; Philip Shorin, Topps Chewing Gum, Inc.; Sidney P. Voice, Consolidated Lithographing Corporation, and Robert B. Walker, American Tobacco Company.

Marlboros Boxed 60 to Container

NEW YORK, March 10.—Philip Morris, Inc., manufacturer of Marlboro cigarettes, announced this week that the size of the shipping container for the box-pack brand has been changed from 50 to 60 cartons.

"POP CORN SEZ" 40, 10c Vendors, top condition, ready for location. Best offer will take 'em all! Parts in stock. F.O.B. MIDWEST POPCORN COMPANY 2421 Parallel, Kansas City 4, Kan. Phone: DRexel 1-8067



VICTOR'S NEW SUPER MART "SYMBOL OF PROGRESS IN THE BULK VENDING FIELD" U. S. Patent Pending The most versatile bulk vendor ever designed! It's a combination ball gum and capsule vendor... Or vends, in combination, 210-count gum and jumbo 15/16" (62 count) gum.



ROYAL "17" THE CIGARETTE MACHINE WITH FULL 17-COLUMN SELECTIVITY 17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.

Old Gold Kings Bows New Filter

NEW YORK, March 10.—The P. Lorillard Company, seeking to enlarge its 10 per cent share in the filter market, this week said it had developed a new and improved filter for Old Gold filter kings.

Operator Chartered

COLUMBIA, S. C., March 10.—Secretary of State Frank Thornton has issued a charter to Popcorn, Inc., here to own and sell milk vending machines, coffee vending machines and to deal in popcorn and sale of candies and soft drinks.

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 R. R. WHITEHEAD, DISTRIBUTOR 1075 Woodland Ave., S. E. Atlanta 16, Georgia

GOLD VACUUM-PLATED GOLD EGG with DUCKLING \$19.00 f.o.b. Jamaica, N. Y. per 1,000 Or: At our Distributors The time has come for SUPER-GIMMICKS — costs a bit more, but worth it. What could be better than the famous: "GOOSE that LAID the GOLD EGG," so dear to the hearts of children?

ATTENTION, VENDING OPERATORS!!! EASTERN ELECTRIC CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, PRESIDENTS, CRUSADERS NATIONAL 750, 9A

ROYAL IMPERIAL 8 Cols., 240 Cap. \$65.00 ROWE ROYAL 8 Cols., 320 Cap. \$85.00 UNEDA MODEL E 8 Cols., 240 Cap. ONLY \$65.00 Uneeda VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines" 250 Meserole Street • Brooklyn 6, N. Y. • HEgman 3-6295

AT BIG SAVINGS

BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-178 & 216 ct. 24¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Chloro-Vend Ball Gum, 320 ct. 46¢ lb.
Chloro-Vend Chicks, 320 ct. 46¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

PIONEER WILL ALLOW YOU \$8 ON ANY MACHINE

Victor's NEW SUPER MART!

\$29.50

Call Us Today!

This Offer for Limited Time Only

PIONEER VENDING SERVICE
590 Albany Ave. President 4-5358
Brooklyn 3, N. Y.

WHAT'S UP DOC?



"BUGS BUNNY"
© WARNER BROS. CARTOONS, INC.

SALES WILL BE UP with **GUGGENHEIM'S "LOONEY TUNES" CHARMS**

Get in on the Looney Tunes bandwagon! TV—MOVIES—BOOKS—GAMES—TOYS—will feature these many little characters in promotions all around the country. You'll have to watch your machines every minute to keep 'em stocked. Don't miss out! Bugs Bunny and his friends are your prescription for empties, Doc!

Looney Tunes and Merrie Melodies Series

plastic \$1.75 per thou.
color inlay 2.50 per thou.
copper plated 3.00 per thou.
silver plated 3.25 per thou.
gold finish 3.50 per thou.
gold inlay 3.75 per thou.
color plate 3.75 per thou.

AT YOUR DISTRIBUTORS OR
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

COINMEN YOU KNOW

Richmond, Va. By BEN POPE

BURGLARS HIT COIN FIRM. C. C. Connelly, owner of the Virginia Music and Novelty Company in Hopewell, Va., opened his shop much as usual Monday morning after a quiet weekend—but it had not been so quiet at the shop. Connelly found an 18-inch square hole cut in the top of his safe and \$1,800 in cash and checks was missing. The burglar, who has not been caught, apparently gained entrance thru a wash-room window, Connelly said.

Well, it's tax time in Virginia—and where isn't it?—and Tom Minor, of Minor's Music, says business has slowed down. . . . Apparently unworried by such things as taxes, Belgium has taken another shipment of juke boxes from Kenneth A. O'Connor, local Wurlitzer distributor. O'Connor says the export business is good and the 10 just sent to Antwerp will be followed by another shipment soon. . . . Jack Heatherly, a Lynchburg operator, will soon leave the hospital after suffering a heart attack, reports Robert Neslund, who works this territory for the Baltimore Seeburg distributor, Musical Sales Company.

The two-player pool table with scoreboard is beginning to catch on here, especially in the larger cities, reports Dan M. Wertz. Wertz, who previously specialized in music, has found the pool tables a fine way to start emphasizing games in his new business aims. . . . Recent visits by operators here include R. C. Bozeman, of Elizabeth City, N. C., coming to see Wertz, and M. L. Holland, of Roanoke's Valley Music Company, who stopped in to see the folks over at Roanoke Vending Company. Roanoke, the local firm with the name of its former location, reports a fine month in January. One of their big pool buyers has been the Martin Amusement Company of Portsmouth, Va., owned by Tiny Martin and Ed Creech.

Demand is still holding for the new Wurlitzer, distributor O'Connor says. Recent sales were made to Ed Williams, of the Williams Music Company here, and to Joe Richter, another local operator.

New Orleans By JACK DEMPSEY

BALLY WIVES IN FOR VISIT. Mrs. Ray Maloney and Mrs. Bill O'Donnell, whose husbands are the well-known Bally officials, were in town for the Mardi Gras fun, and from all reports they had a wonderful time. Louis Boasberg, Mr. Perpetual Motion of the New Orleans Novelty Company, says that even he couldn't keep up with them. . . . Ralph Bosworth, sales manager for the New Orleans Novelty Company, reports his firm is again doing a brisk business along the neighboring Mississippi Gulf Coast. He reports that Biloxi's Main Street looks like little Broadway.

Bob Nims, of the Lucky Coin Machine Company, is concentrating on phonographs and cigarette machines. He's turning his pin game route over to the New Orleans Novelty Company on a lend-lease basis. . . . Albert Huffine, of the Huey Distributing Company, is a dyed-in-the-wool jack-of-all-trades. In addition to distributing Rock-Ola, Bally and United Products, Al operates a large route, runs an excellent repair service, rehabilitates old equipment and tops it all off by designing and

(Continued on page 85)

PLASTIC PROCESSES
MAIN ATTRACTIONS
FOR COMING SEASON

★ GET HEPI! . . . to this
★ TRIPLE FEATURE BONANZA! ★

★ THE I'M A . . . ! ★
★ Lapel Button ★
★ Gag pins for nosy friends. ★
★ Gift with black letters. ★

★ Screw Wolf ★
★ Ball ★
★ NOW PLAYING ★
★ TO CAPACITY ★
★ SMOKEY JOE ★

★ The puffing skull: Cigaret attached to back of head. ★
★ Perfect 1¢ vending. ★

★ SEND FOR OUR NEW CATALOG ★

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation
Distributors
2029 Prospect Ave., Cleveland, Ohio
TO 1-5715
Write for prices.

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH . . . Northwestern"

PLASTIC PROCESSES FREEPORT, N. Y.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$12.50 Each

\$12.00 Each
100 or More
30 day money-back guarantee
if not satisfied.

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

"VENDING EQUIPMENT" PROVE IT TO YOURSELF

Just try a Model 49 all-product vendor on your route and see for yourself how you can make more money.

It's available in 1c, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
216 Armstrong Street, Morris, Ill.

YOUR NAME _____
ADDRESS _____

CANCER % YOUR LOCAL POST OFFICE

Give to the **AMERICAN CANCER SOCIETY**

Dairy Industry

Continued from page 82

tion and the National Association of Retail Ice Cream Manufacturers.

At the last exhibit two years ago emphasis on milk vending was heavy. Virtually every manufacturer of indoor and outdoor equipment displayed its wares. In addition, dairy operators devoted a good portion of their deliberations to the role of vending in the distribution pattern.

It is expected that a great deal of emphasis will be placed on outdoor milk vending and whether the dairy should act as operator or supplier. Ice cream vending, too, will probably come up for scrutiny.

Copenhagen Biz

Continued from page 82

machines are rated as being a worthy convenience and any tampering with these machines is usually immediately reported. The interesting angle about the new machines is that the cabinets have been designed for the display and vending of specific items and not made for the individual location, as has previously been the general custom. They are designed for route operation and servicing, such as that being developed by Automat Service, and the idea is finally taking hold and expanding, without seeming to interfere with the more general practice of store owners owning and servicing their own venders.

ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

Sample \$24.35
2 to 11 19.50
12 to 49 18.25
Bracket 1.00
Floor Stand . . 5.00

1/3 deposit, bal. C.O.D., F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

ORDER TODAY!
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5¢ \$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 5¢ Bulk. or Mds. . . . 7.45
Silver King 1c B.G. or Mds. . . . 7.45
Silver King 5c 7.45
ABT Guns 30.00
Acorn 1c or 5c 8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.27
Pistachio Nuts, Large Tulip 24
Pistachio Nuts, Vendor's Mix 47
Pistachio Nuts, Sheik 59
Cashew Whole 61
Cashew Butts, all flavors, 100 ct. . . . 45
Peanuts, Jumbo 35
Spanish 43
Mixed Nuts 85
Tobby-Lets, 520 ct. 30
Rainbow Peanuts 32
Boston Baked Beans 38
Jelly Beans 32
Licorice Gums 38
Leaflets (similar to M & M), 550 ct. . . . 40
Assorted Fruit Chunks, 100 ct. . . . 42
Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$.38
100 ct. 38
Adda Gum, all flavors, 100 ct. . . . 45
Wrigley's Gum, all flavors, 100 ct. . . . 45
Beach-Nut, 100 ct. 45
Hershey's Chocolates, 200 ct. . . . 1.40

Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Bracketts, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. . . . Write

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

YOU'LL SAY IT'S A SENSATION! THE HOTTEST ITEM EVER USED . . . IMPORTED MINIATURE CIGARETTE LIGHTER

No larger than postage stamp yet IT REALLY WORKS! Fits capsules.

ONLY \$3.00 DOZEN
Prepaid Shipment.
(For single sample send 25¢)

OHIO GUM SUPPLY CORP.
WICKLIFFE, OHIO

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

Silver King, 1c or 5¢ \$ 8.50
Columbus, 5¢ 7.50
ASCO Hot Nut, 5¢ 7.50
N.W. Bulk DeLuxe, 1c or 5¢ . . 11.95
Master, 1c, New 11.00
Toppers 8.95
Topper Cab DeLuxe, 1c or 5¢ . . . 9.95
Model V 8.50
3-Col. Hot Nut Mach., 5¢ or 10¢ . 25.00
Jewel Vendor, 5¢ 7.50
Acorn, 5¢ or 1¢ 8.95
Acorn Cabinet, 5¢ 8.95
Mills 1c Tab Gum 16.95

NEW VENDORS N.W. 49's, 1c or 5c, \$18.15. N.W. Tab Gum, 1c or 5c, \$29.95.	BAKE'S CHARM MIX. Hand-picked selection of best items from all mfrs. \$9.00 per M.
Silver King 5c Hot Nut, \$9.95. \$2.50 extra for cup dispenser.	Northwestern Model 49, 1c or 5c, \$11.95.

VENDING CANDY

Boston Baked 28¢ per lb. in Licorice Loz.
Bridge Mix
Rainbow P'nuts (Add 1c per lb. for 10-lb. ctn.)

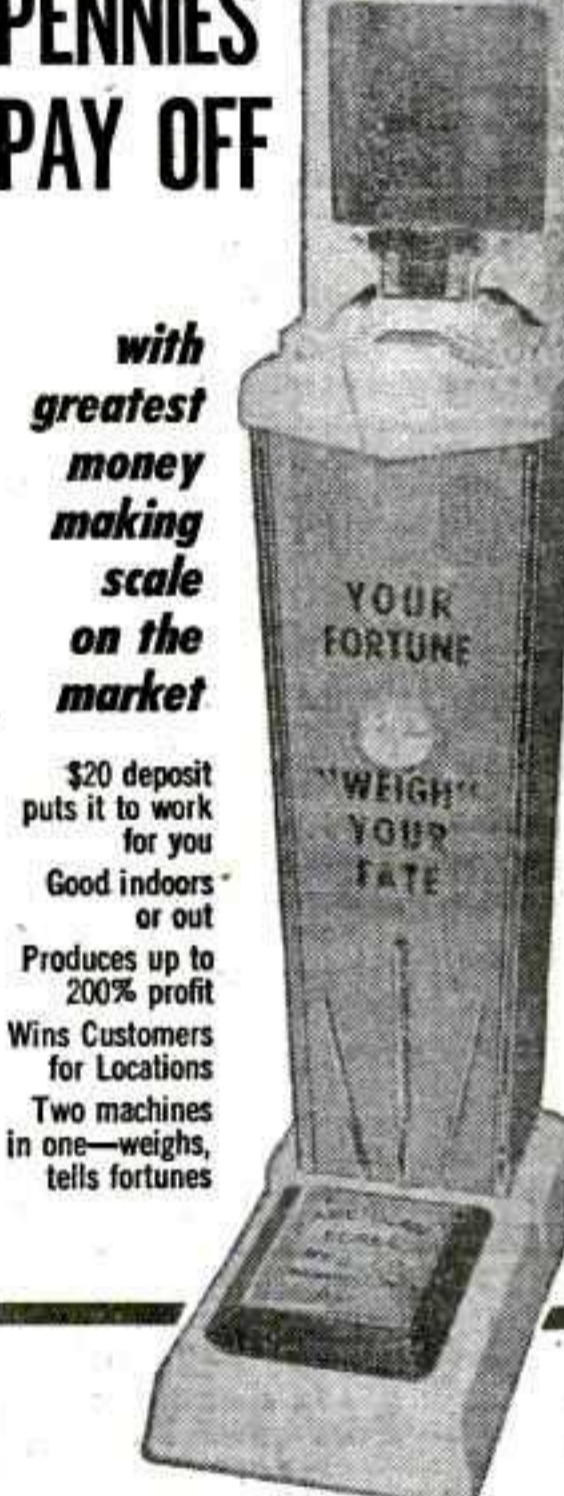
Complete line of Machines, Supplies, Accessories, Charms, Gum—Everything for the operator!
1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

PENNIES PAY OFF

with **greatest money making scale on the market**

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes



YOUR FORTUNE
WEIGH YOUR FATE

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

... guarantee Billboard advertisers a true measure of value



Concessionaires To Mull Vending

CHICAGO, March 10.—"Are you trading dollars or making a profit?" will be the theme of the Midwest Regional Popcorn & Concession Industries Conference, sponsored by the Popcorn & Concession Association, Wednesday at the Hotel Sherman.

New trends in automatic merchandising have been given a top spot on the agenda, according to Bert Nathan, PCA president and head of the Theater Popcorn Vending Corporation, Brooklyn.

Participating in the discussions will be Mel Rapp, executive vice-president of Apco, Inc., vending machine manufacturer.

Distributor of New and Used
Legal Merchandise Vending Machines



ADVANCE
Amco
SANITARY VENDING MACHINE

The finest machine for vending flat-pack products, with many exclusive features.

- Sturdy construction
- Good coin detection
- Automatic Coin return when empty
- Fits in well with other route locations
- Protected against break-in

Available for 1¢, 5¢, 10¢ & 25¢ operation
Factory distributor for all Advance Vending Machines.

For details and prices—write, wire or phone today

T. O. THOMAS CO.
8-1572 Jefferson, Paducah, Kentucky
Phone: 2-0592

MARBLE SEASON

Will soon be here—order now
Agate—Glass—Assorted Colors

- 21,000 size 9/16 \$21.00
- 50,000 size 9/16 45.00
- 17,000 size 5/8 19.00
- 40,000 size 5/8 35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

Try a bag of charms (450 to 500 charms).
\$3.20 per bag—Parcel Post Paid.

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

- STONER 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
- NATIONAL 9-13 CANDY, 162 capacity... 75.00
- ROWE 8-COLUMN CANDY, 120 capacity... 60.00
- DUGRENIER CHAMPION CIGARETTE, 11 column, king size... 65.00
- DUGRENIER "V" CIGARETTE, 7 column, king size... 50.00
- UNEEDA 6-COLUMN CIGARETTE, king size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30¢ conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRIangle 5-1857

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

COINMEN YOU KNOW

Continued from page 84

inventing new games. As one wag puts it: "Old Al keeps busier than a peg-legged man in a swamp fire."

Hilliard Bach and his Penny Arcade crew are burning the midnight oil, working in a hush-hush atmosphere not unlike the famed Oak Ridge, Tenn., plant. One of our confidential undercover agents leaked this much out: The new Arcade piece is sensational; even better than their Lord's Prayer on a Penny. The Billboard will keep you posted. . . . Bob Dupre, of F. A. B., reports a terrific response to the new 1900 Centennial Model Wurlitzer. He says everyone is looking forward to the new 200-record model. Bossman Fletcher Blalock, of the same firm, in and out of town recently on several business trips. Fletcher and his crew expect to attend the 100th anniversary celebration at the Wurlitzer factory.

Turning to outdoors sports for a moment, don't challenge Teddy Geigerman to a round on the links unless you're razor sharp with your shooting. Teddy got right up from a sick bed recently and shot championship golf. Ted is a local pin game operator. . . . Another dazzling Mardi Gras is over, and Bill Peacock is one of the many operators changing the old Mardi Gras disks, such as "High Society" and "Ram-"
(Continued on page 88)

Set Pizza Unit Promotion

Continued from page 82

sient. Distribution of machines and pizzas will be handled on a franchise basis. Tentative franchises have been granted in Connecticut, New York, New Jersey, Western Pennsylvania and Ohio.

According to Bellucci, initial runs on both pizzas and machines will be far short of capacities. He estimates that the North Haven plant, working three shifts, can turn out 33,000 individual pizzas a day.

The Long Island City plant, he added, has a production capacity of 20 machines a day.

Pizza Capitol

The machine itself is the invention of Cenotti. He got the idea in 1944 while working for a New Haven bakery. New Haven, by the way, is considered the pizza capital of the United States.

Cenotti then drew up plans, had an engineer prepare drawings and applied for a patent. The next step was to approach a large vending manufacturer (since merged with a still larger manufacturer). Cenotti was told that the machine would take seven years to develop and would cost in the neighborhood of \$1,000,000.

While most inventors would have discarded their brainchild immediately, Cenotti was not easily discouraged. He made model parts from cardboard, then finally scraped up enough cash to build a working model, with eight selections.

Cenotti worked on the pizza machine in his spare time until 1953, when, with his brother-in-law, Albert Bellucci, he organized P-O-M.

The first production model was made by Philip Jamieson, a Pontiac, R. I., manufacturer. It was ocaion tested. Recently, P-O-M shifted its manufacturing effort from Jamieson to Karol.

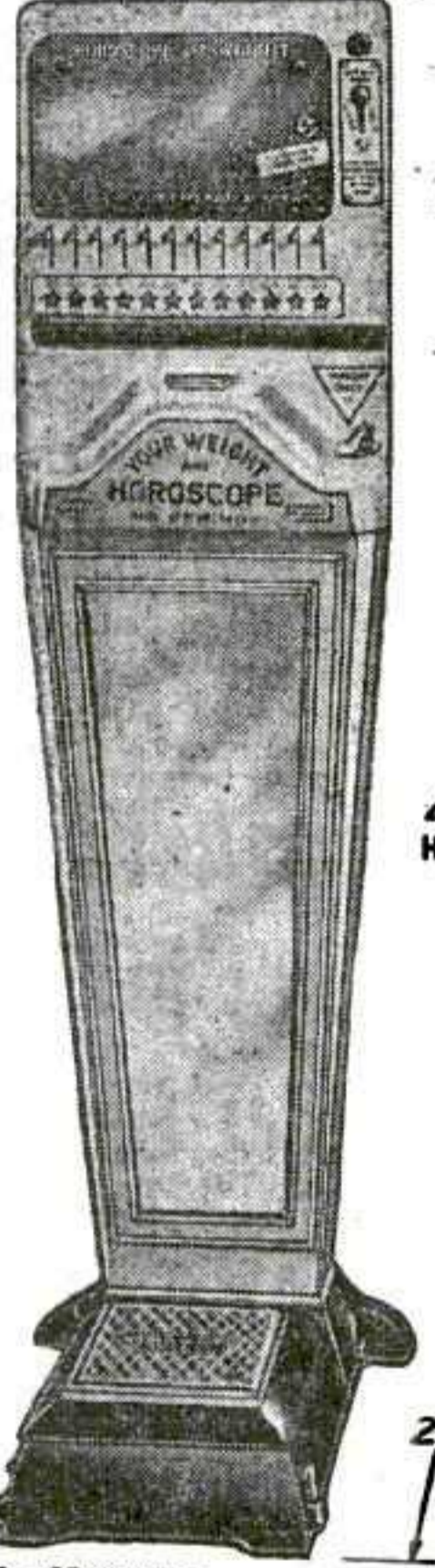
Production at the new bakery here will be primarily by a system of conveyor belts. An automatic flour and water loader begins the process. Ingredients pass thru weighters, proof boxes in which

the dough rises, ovens, and into aluminum foil bags to the final packaging into cartons for shipping.

4 Selections

The current machine is a four-selection unit—two selections of cheese, anchovy and mushroom—which vends at 25 cents in any combination of nickels, dimes or a quarter.

The pies are refrigerated, with the insertion of a coin pushing the pies thru a cooking cycle of 1,750 degrees fahrenheit. Delivery is in 35 seconds for the first of a selection and 20 seconds for each following vend of the same selection.



15" HIGH
49" HIGH
24" HIGH
13" WIDE

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
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58,000 Pool Games Out; 17 Mfrs. In

Three More Makers Enter Output Race; Total Number in Field Hits 17 Known

CHICAGO, March 10.—Despite reports from a few manufacturers that orders for coin-operated pool games have just begun to ease up, other sources indicate demand is as high—if not higher—than ever. Pool games on location are now estimated at 58,000—an increase of more than 20,000 in less than two months.

Manufacturers continue to enter the coin-operated pool game market.

There are now 17 manufacturers of pool games, not including parts manufacturers (see listing below).

Recent Entries

Included are three firms which have just entered the race: Bert Lane Company, Inc., North Miami, Fla.; National Corporation, Orange N.J. (formerly National Shuffleboard Corporation); and Acme Shuffleboard Company, Los Angeles.

Not included in the 17-count total are a Belgian coin-operated pool game distributed in this country by O. O. Mallegh, Chicago-based exporter, and a firm with the unlikely name of Ready-To-Pop, which is reportedly turning out games from a plant located on the East Coast. (Editor's Note: The latter firm had not been definitely established by The Billboard at press time).

Confirming reports that current pool game production continues at a high level, George Kozy, sales manager of A.B.T. Manufacturing Corporation, declared this week that orders for chutes are coming in "as good as ever." A.B.T. makes coin chutes for a large number of pool games manufactured.

Kozy said the continued high output of pool games stemmed

Minter Forms Gateway, New Distrib Firm

CHICAGO, March 10. — Fred Minter, local coin machine operator, has formed a new distributing firm, Gateway Distributing Company, with headquarters at 3622 W. North Avenue, Chicago.

In the coin machine business for 20 years, Minter had until recently been associated for nine years with Automatic Phonograph Distributors, Inc., Chicago AMI juke box distributors. Before this he operated in Wisconsin.

Minter said Gateway will handle all types of coin-operated equipment, new and used. The official opening of the new headquarters is to take place in about two years, with decorating of offices now under way. Minter said, however, that the firm was already "open for business."

Gateway has been appointed distributor for Valley Manufacturing Company, Bay City, Mich.

New Orleans Ops Spot Pool, Buck \$125 Fee

NEW ORLEANS, March 10. — In spite of a whopping city license fee of \$125, there are a few coin-operated pool games operating in this territory.

The Crescent City, however, doesn't take too well to coin machines with dime chutes.

The world's championship billiard matches used to be held here at the old Crescent Billiard Hall and crackshots from all points of the globe used to chalk their favorite cues in tournament competition.

Max Levine, Scientific Head, Dies

NEW YORK, March 10.—Funeral services for Max D. Levine, 50, president and founder of the Scientific Machine Corporation, were held Sunday (4) at the Riverside Memorial Chapel, Brooklyn. Burial was in Beth-David Cemetery, Elmont, L. I. He died Saturday (3).

Levine formed Scientific in 1929 and had been instrumental in the development of coin-operated lineup pins, cranes, Pokerino and Bing-O-Reno.

A graduate of New York City College, he earned a law degree from Columbia University, altho he did not practice.

At Funeral

Present at the funeral were Mike Munves, Bill Rabkin, Irving Morrison, Jack Firestone, Milton Green, Ben Smith, Nat Cohn, Dave Simon, Jack Semel, Teddy Blatt and Charlie Katz.

Firestone, in charge of production at the factory, said that production and deliveries of coin games will continue as usual, and Levine's policies will be continued.

Surviving are a widow, Sylvia, and a daughter, Laura Edith Levine.

from, in part, these two factors:

1. The new swing to production of electric pool games.

2. The increasing popularity of coin pool, with more and more locations realizing the earning power of the game.

The number of manufacturers of the game, and the number of pool units on location has increased steadily since the games took the market by storm last August.

Firms producing pool games, in addition to those already mentioned, are:

Valley Manufacturing Company Bay City, Mich.; Exhibit Supply, Chicago; J. H. Keeney & Company Chicago; Williams Manufacturing Company, Chicago; Fischer Sales and Manufacturing Company, Tipton, Mo.; Edolite Products, Detroit; Genco Manufacturing & Sales Company, Chicago; Marvel Manufacturing Company, Chicago; Bally Manufacturing Company, Chicago; Sparks Specialty Company, Soperton, Ga.; Chicago Coin Machine Company, Chicago; Orms Manufacturing Company, Dallas; United Manufacturing Company, Chicago; D. Gottlieb & Company, Chicago.

Keeney Pool Games Bow New Electric Features

CHICAGO, March 10. — J. H. Keeney & Company shipped to distributors this week two new coin-operated pool game models which introduce new electrical play features.

Arcade Pool, played from one end, features light-up buttons behind playfield holes which flash to indicate different score values of pockets; Flicker Pool, 4-side play game, features a series of lights which "travel" to and from each hole, awarding highest scores when lights are nearest pockets.

Arcade Pool has six playfield holes offering possibilities of 24 different scoring combinations. Four plastic caps of different colors are set behind each pocket. Caps light up in different color after each ball is sunk, each color offering a different score value.

Two scoring reels on the back-glass record scores for one or two players, or two teams.

New-Type Scoreboards

Flicker Pool, based on the regulation 4-side play game, has three playfield holes, and features the new style electrical scoreboards located on a level with the playfield at each end of the table.

Principal new play features is the flashing lights near each pocket, making players' timing of shots a factor in making high scores. Players shoot to sink balls in pock-

ets when lights flash nearest the ball holes.

Players are able to score in either of the playfield holes along the cushions, and can score on the center hole when it is lighted for them. Lights near center hole flash in alternate red and white colors after each ball is sunk in this hole.

According to Keeney, Flicker Pool is a combination of four games in one. It can be played with or without the flashing lights feature, from either three or four sides, and as a two or three-hole game with center hole plug.

Fischer Adds Features to Cue Star Game

TIPTON, Mo., March 10.—Light-up ball bumpers and playfields with holes at varying distances from the table edge are now available with the Fischer Sales & Manufacturing Company Cue Star coin-operated pool game.

According to R. W. Weikel, sales manager, Chicago sales office, placement of holes on the playfield can be varied according to customers' order at no extra cost.

In other words, table holes can be moved in to give cushion play or moved nearer to end of table, eliminating cushion shots from ends of table.

Fischer has equipped each table with a large-size built-in level, replacing smaller levels on earlier models. Tables are marked for three-side play.

Short and jumbo size tables are available, and both sizes can be ordered with a third hole in the middle of table and center hole plug, to make the game convertible to two or three holes.

A special feature on the Fischer tables is a number of triangular-shaped holes located under the cushions of the games which aid in cleaning dust and lint from table tops. A cue tip servicing kit is shipped with each game.

DIXIE HOSPITALITY

Coin Pool Charms Old South, Folks Have Fun

RICHMOND, Va., March 10.—The game of pool has gone thru several stages of life here.

Time was when all better homes had a pool table in the game room. As less time was spent in entertainment at home the pool table became relegated to a few scattered parlors, usually in the less savory parts of town.

Now thanks to the new coin-operated tables, according to William D. Selden, president of C. P. Dean & Company, sole local distributor of billiard equipment, business is booming.

"Folks come in here," Selden says, "and tell me they hadn't played pool since they were kids, but now that they've tried these coin-operated machines, they're interested."

People Fun-Minded

Selden has one other theory for his surge of business.

"People are becoming more recreation minded," he says, "and more homes have recreation rooms. Then, too, you can put a slab of wood on a pool table and convert it to a ping pong table."

Selden's firm at 1325 East Franklin Street manufactured pool tables until about 1940. Now it just assembles, installs and repairs. Business is good despite a postwar increase of 60 to 75 per cent in the price of a table. They now cost about \$600 for a first-rate, new table with equipment.

The number of downtown pool halls has remained fairly static, but new equipment is in heavy demand in residences and youth centers.

The air of respectability extends even further than homes in upper income brackets.

Games on Campus

Selden says his firm has assembled two tables for Mary Washington College in Fredericksburg. "I think they're mostly for faculty members"—and has an order for a second table for the youth building at St. Paul's Episcopal Church here.

The Charlottesville Recreation Department has ordered another, explaining that its pool tables are used more than any other equipment.

Tables have been placed in several other Richmond locations, the William Byrd Community Center, the new Richmond Boys' Club, the Red Shield Boys' Club and the Jewish Center.

However, private homes account for about half of the firm's sales of all tables, while the government buys the most new tables for servicemen's recreation centers. Two years ago Selden furnished an entire recreation setup for an

Edolite Ships Table Tops For Coin Pool

DETROIT, March 10.—Edolite Products, Inc., this week shipped new table top conversion units for coin-operated pool games.

According to Isador Edelman, head of the firm, the table tops will fit any of the original bumper type pool games.

The conversions add more up-to-date features to the early pool models, including light-up bumpers, playfield stabilizers, and other features.

Henry Solomon, former general manager of the Edolite firm, has gone into business for himself as Solotone Manufacturing Company, 123 Cadillac Square, Detroit. Solomon purchased manufacturing equipment from Edolite Products, forerunner of the Edolite firm. Solotone is in production on pool tables, replacement parts and pool conversions.

Edolite is now located at 3717 Third Street, Detroit.

Air Force jet base in Greenland. Despite the boom in pool tables, both mechanical and not, Selden believes billiards, the game played on pocketless tables, is on the way out.

"The public doesn't like a difficult game," he says.

And apparently it took the coin-operated machines to make the public appreciate a fine old simple one.

Tenn. Firm Has Gym Cycle, New Coin Bike Ride

NASHVILLE, March 10.—The Gym Cycle Amusement Company here has begun shipment of its Gym Cycle coin-operated bike in three different sizes.

The bikes are designed to offer recreation for patrons of every age at supermarkets, chain stores, department stores, arcades, skating rinks, bus stations, drive-ins, drug-stores, railroad stations, parks and other locations.

Bike models 100, 200 and 300 are 16, 20 and 26 inches high respectively. The cycles can be repaired in machine or bicycle shops.

All models are equipped with a spring tension brake released by solenoid, spring tension speedometer drive, coin box with electric slug rejector.

The firm is located at 701 12th Avenue, South, Nashville.

NEW COLORS

Exhibit Ships Skill Score, Electric Pool

CHICAGO, March 10.—Exhibit Supply shipped to distributors this week Skill Score, the first electric pool game produced by the firm.

The game features intriguing offensive and defensive shot patterns for two or four-player competition, but the principal change—and the one most readily recognized—is a black-colored playfield with new-type markings.

Skill Score has players shooting from tees behind a foul line at one end of the table at five playfield holes of varying score values, over a playfield lined in white on black. An automatic scoreboard at the opposite end of the table records scores of players or teams.

Each player or team of two players has three ball holes to shoot for: Pockets worth 100 and 200 points located along the side and at the far end of the table, and a center pocket worth 500 points which lights up alternately to score for both sides. Red or white bumpers light up near the ball holes to point out holes which will produce scores on any one shot.

How to Play

With exception of the center ball hole, one team shoots for holes to the left of center, other team for holes to right of center. Balls sunk in the 200 point holes along the sides return to the player for another shot.

A player continues to shoot until he fails to sink a ball. He may only score, however, by sinking a ball in a hole which is lighted by a bumper, and the bumper lights go out, one at a time, as a ball is sunk in each hole. When a player has made all three holes, bumpers

(Continued on page 91)

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MORE PROFIT! LESS COST!
 The Horse With All the Extras! All parts in the body of horse. One-man moving. Permanent casters. Low weight. Only 175 lbs. BOSTON GEAR HEAD MOTOR.
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Tavern Paper Plugs MGNJ And Dime Play

NEWARK, N. J., March 10.—New Jersey music operators are getting assistance in their drive for dime play from a new quarter. The current issue of the Beverage Retailer Weekly, a State tavern trade paper, told the tavernmen why 10-cent play is to their advantage. One paragraph reads:
 "In addition to their high fidelity performance, the new phonographs are geared to 10-cent play. This means a larger gross income and, therefore, a larger return to the tavern owner."

The article paid special tribute to the Music Guild of New Jersey, pointing out that "unless the phonograph on your premises is serviced and maintained by a music merchant—and not by a so-called 'juke box operator'—it won't do the business it should."

Juke Accepted

According to the article, the tavern customer expects to find a juke box at his favorite bar; he accepts it as part of the equipment and furnishings.

But, the article cautioned, because a juke box works automatically, some tavern owners feel that it will take in money automatically. It pointed out that proper programming and service are necessary for a juke box to realize its potential.

Tavern operators were advised to watch for the Music Guild insignia and to have their locations serviced by MGNJ operators.

Juke Ordinance In Ill. County Aired This Week

WHEATON, Ill., March 10.—A juke box licensing ordinance, which would require all location owners in Du Page County to report to the sheriff's office any changes in juke box operators, will be brought before a county board meeting here Tuesday (13).

According to State's Attorney William L. Guild, the proposed ordinance is expected to be adopted unanimously. If passed, enforcement would probably go into effect some time in September.

The ordinance was drafted by Guild following a request from Sheriff Stanley A. Lynch, who had been investigating alleged charges of Hobbs Act (anti-racketeering) violations. Lynch's inquiry followed in the wake of a federal grand jury investigation launched in three Northern Illinois counties.

"The purpose of the proposed ordinance," explained Lynch, "is to prevent undesirable persons from entering the juke box business in the county. Any intended changes of operators would have to be reported to this office, giving us time to check backgrounds of the operators involved."

Lynch added, however, that he had found no trace of racketeering.

The proposed ordinance covers juke boxes only. Pinball machines have been banned and ordered out of the county by March 15.

Seven-Up Still Juke Flavored

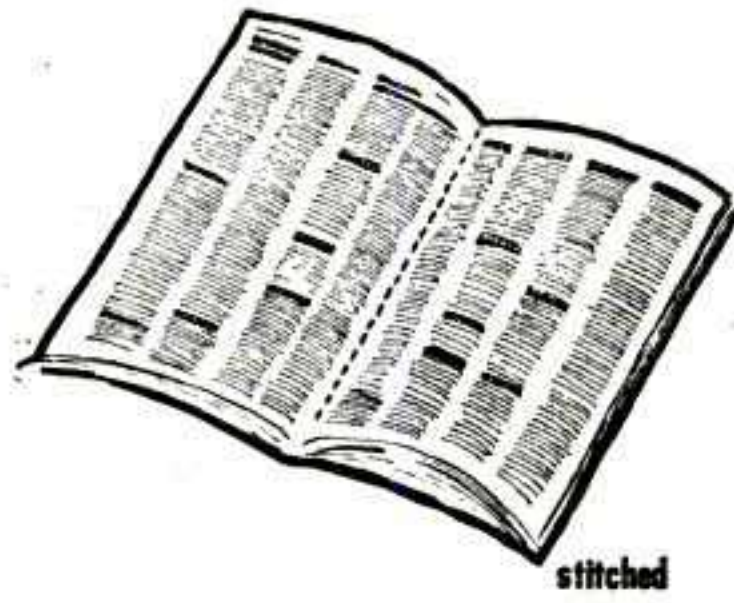
CHICAGO, March 10. — Seven-Up is still flavoring its advertisements with juke boxes. The most recent ad shows a young couple leaning on a Seeburg M-100G while sampling the "cool, clean taste" of "7-Up." The phonograph is prominently displayed, almost as much so as the beverage.
 A few weeks ago Seven-Up featured a similar ad with a Rock-Ola Comet as the prop.

Next Week...
IN THE MARCH 24th ISSUE OF THE BILLBOARD

1. 1956 BUSINESS REVIEW AND DIRECTORY EDITION

- Analytical Charts for Juke Boxes, Games, Venders
- Special Trend Articles
- Giant "WHERE-TO-BUY" Listings

2. A NEW STITCHED and TRIMMED BILLBOARD



ADVERTISERS:

This will be the issue which thousands of operators will keep because: 1) It will be the first issue in a NEW STYLE; stapled and trimmed; 2) It will contain valuable information for operators for business analysis purposes.

Tell the readers of The Billboard what kind of a year you had . . . and of your plans for better servicing them in 1956 and future years. Display your complete line in your advertisements. And, why not tell about your organization; particularly your sales organization . . . who they are and where they are available. It would be a good idea to show pictures of all of them.

And, remember this . . . IT'S BILLBOARD BY A BIG MARGIN!

There is one class of advertiser in all coin machine papers who KNOWS when he gets results. His usage of advertising is a good "yardstick" for all advertisers. When you compare lineage purchased by distributors in coin machine publications here are the results:

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- CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761
- ST. LOUIS 1, MO. 390 Arcade Bldg. Chestnut 1-0443
- HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831

12 Bally One Ball—Free Play—Futurity. Ea. \$ 85.00
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 Investor for Las Vegas Operation.
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COIN MACHINE BILLIARD BALLS
 WE MANUFACTURE ALL STYLES & COLORS OTHER SIZES 1/4" TO 2 1/4" HIGH PRECISION
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 City..... Zone..... State.....
 Occupation

COINMEN YOU KNOW

Continued from page 85

part Street Parade," and substituting "Easter Parade" and other traditionally popular rabbit-season hits. Bill reports he's getting good play on "Great Pretender," and a smash new tune, "You Don't Have to Be a Baby to Cry," the latter a flip on "Sixteen Tons."

A contingent of Gulf Coast operators converged on the Crown Novelty Company on a recent buying spree. Among them were Tony Angrazia, John Evans and Horace Crane, from Gulfport; John Treuting, Curtis Galle, Griff McEichan, Bob Hoffer and Charlie Anderson, Biloxi. Also in to visit personable Nick Carbajal, of the Crown firm, were Roy Monica, from Litcher; Martin Tortorich, Sam D'Augustino, Charlie Pope, Rudy Flack and Howard Hatch, Baton Rouge; Lionei Peichler and Tony Giordano, Alexandria, and A. J. Wagster and Al Morgan, Lake Charles.

Pittsburgh
 By LEON M. LEFFINGWELL
INCREASES VENDING GROSSES. Fred Vowinkel Jr., who handles the vending section of Fred's Vending Service, reports that new machines are increasing grosses 80 per cent in tough locations. . . . Thomas W. Moffat, retired office manager for Mills Automatic Merchandising Corporation, has been in the hospital several times recently but is still going strong. . . . Morris Moskowitz and Sidney Weinstein, of Sidmor Vending Company, report vendors happy with the sparse snowfall this year, making the servicing of machines easier.
 es Hardman, of Penny King Company, made quite a study and many test runs of the ability of the new Atlas Master machine to vend charms. . . . M. J. Abelson, of 2033 Fifth Avenue, out of town for a few days. . . . Glen Gillette reports that during 1955 overhead increased considerably. Breakdown shows the increases were in cigarette conversions, increased wages, truck parts and an increase in truck insurance. . . . Mrs. Margaret Kelly, of Penny King Company, reports the firm is pushing a few new charms during the coming year.
 (Continued on page 89)

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.

March 11-15—National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.

March 13—California Music Merchants' Association, Los Angeles division, monthly meeting, association headquarters, Los Angeles.

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 15—Automatic Phonograph Manufacturers' Association, MOA convention committee meeting, Morrison Hotel, Chicago.

March 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

March 20—Chicago Independent Amusement Association, monthly meeting, Pire Room of Congress Hotel, Chicago.

March 24—New Jersey Automatic Merchandising Association, first annual banquet, Terrace Room of Mosque Theater, Newark.

March 24—Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.

March 26—Central States Phonograph Operators' Association, monthly meeting, Peoria.

April 1—West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston.

April 2—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

April 3—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

April 3—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

April 3—Washington Music Merchants' Association, monthly meeting, Seattle.

April 3—West Virginia Music Operators' Association, monthly meeting, Richmond.

April 4—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

April 4—Summit County Music Operators' Association, monthly meeting, Akron.

April 5—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

April 7—Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit.

April 7-8—Kansas Music Association, general meeting, site to be announced, Salina.

April 9—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

April 12—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

April 12—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield.

April 13—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

April 15—Music Guild of New Jersey, 19th anniversary banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.

April 21—Regions II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.

May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.

May 6—National Coin Machine Distributors' Association, dinner meeting, Morrison Hotel, Chicago.

May 6-8—Music Operators of America, annual convention, Morrison Hotel, Chicago.

May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.

May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.

June 2—Regions X, XI, XII, National Automatic Merchandising Association, regional meeting, San Francisco Hotel, San Francisco.

June 2-3—Nebraska Music Guild, quarterly meeting, Pawnee Hotel, North Platte.

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 Seeburg M100A \$234.50
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Joe Ash says..
 When you compare quality with price, Active is never undersold!
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 In S. Jersey, E. Pennsylvania and Delaware.
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HIGHEST QUALITY

Buy Direct From Manufacturer
Buy the best in cues at savings of 50% and more.

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Un. Pixies (New)..... Write
Un. Triple Play..... \$325.00
Un. Manhattan..... 195.00

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- Rowe Cig. Mach. (8 Col.)..... \$150.00
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Mercury Cig. Mach. (9 Col.)..... Write
Smokeshop (LoBoy 9 Col.)..... 175.00

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- Un. Deluxe Top-Notch Bowler..... Write
Un. Deluxe Clipper Bowlers..... \$325.00
Un. Deluxe 5th Innings..... 250.00

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Un. Deluxe Jungle Gun..... 250.00

FIVE BALL GAMES

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Wms. Jolly Jokers..... 150.00
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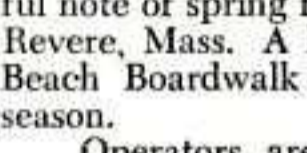
Continued from page 88

Boston

By CAMERON DEWAR

PLANNING EUROPEAN TRIP. David Bond, president of Trimount Automatic Sales Corporation, and his wife leave this month for a trip to Europe...

Trimount's sales chief, Irwin Margold, reports business very active. He calls Harbor Lights a great new pin game and says interest is already high on it...



FLATTO

ful note of spring from Julian Karger, of Enterprise Cigarette Company, Revere, Mass. A large percentage of his machines are on the Revere Beach Boardwalk...

Operators are cleaning out stocks of "Bo Weevil," by Teresa Brewer, and Guy Lombardo's "Phonograph Melody," according to Dick Mitchell, of Dick's Records, Hub one-stop...

Chicago

By KEN KNAUF

SHIP MORE ELECTRIC GAMES. Three new electric pool games were shipped to distributors this week. Paul Huebsch and Chester Biezad were concentrating on getting one new Arcade Pool and Flicker Pool on the way at the J. H. Keeney & Company plant...

Al Warren, sales manager, Genco Manufacturing & Sales Company, hitting Los Angeles, San Francisco, Tucson, Ariz., and Phoenix, Ariz., on his West Coast trip...

Milwaukee

By BENN OLLMAN

TRADE SHOW TO ATTRACT CANDY OPS. Joe Delosso, president of the Badger Candy Club, reports that the firm's Seventh Annual Fall Candy Carnival has been set for July 20-21.

Traffic to and from the Sunny South continues with the local coin machine gentry. Just back from his winter hiatus to Florida is Sam Cooper, of Paster Distributing Company.

Mrs. Ray Lax, suffering from a severe cold, reports that despite her miseries, business has been holding up well. Top juke box items on the Ray's Amusement Company routes of late, she says, are "Bo Weevil," by Teresa Brewer, and both of Perry Como's new sides, "Hot Ziggy" and "Juke-Box Baby."

Walter McCullough, owner of the coin machine concession at Raintown-U.S.A., amusement park now under construction, reports excellent progress being made by the builders and planner.



JACOBS

In charge of the office while his son, Harry Jr., is vacationing with his family in Florida, the senior Harry Jacobs reports a gratifying volume of Wurlitzer sales at United, Inc., the last few weeks.

Spring cleaning and remodeling work is being performed at the Major Distributing Company. Despite the mess the contractors are making, disk sales continue at a hot pace, says Johnny O'Brien.

Miami

By RAOUL SHAPIRO

COIN POOL TABLES CONTINUE FEVERISH PACE. Operators this past week continued to set out coin-operated pool tables as fast as they could get deliveries from distributors.

Cigars were being passed about very freely at Bush Distributing Company, what with shopman George Berger becoming a father of a baby boy, and Bill Bellaserres a grandfather for the first time.

Art Daddis, district sales manager for Wurlitzer, seen in town with his chest stuck way out. Art was top man in the Wurlitzer organization.

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CLEANEST GAMES YOU'VE EVER SEEN!
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Panels With New Light-Up Bumpers,
New Cloth, 2 or 3 Holes.....\$50.00

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SPECIAL POOL GAMES \$150
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WICO CORPORATION
COIN-OPERATED MACHINE PARTS & SUPPLIES, 2913 N. PULASKI ROAD, CHICAGO 41, ILL.
WICO'S POOL TABLE SPOT-LITES
BRIGHTEN UP YOUR TABLES AND INCREASE YOUR PROFITS EASY INSTALLATION MAKING PLAY APPEAL

SHAFFER'S BETTER PHONOGRAPH SPECIALS

SEEBURG		WURLITZER	
M100-C	\$595.00	1800	WRITE
M100-B	475.00	1650	\$369.50
M100-A	250.00	1500	225.00
3W1 (Painted)	59.50	1250 (45 r.p.m.)	149.50

AMI		ROCK-OLA	
F80	WRITE	1438 COMET	\$495.00
E-120	\$465.00	1436 FIREBALL	199.50
D-80	299.50	1428 (Blonde)	99.50
D-40	195.00		
Model "C"	109.50		

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ROCK-OLA

SHUFFLE ALLEYS		MUSIC	
Bally Gold Medal	\$400.00	Rock-Ola 1448 Hi-Fi, 120 Select. Write	
Bally Jef Bowler	275.00	Rock-Ola 1446 Hi-Fi, 120 Select.	\$725.00
Bally Magic Bowler	325.00	Rock-Ola 1438 Comet, 120 Select.	499.50
Bally Champion	195.00	Seeburg M100B	425.00
Chi. Coin Starlite	95.00	WALL BOXES	
Chicago Coin Bull's-Eye Bowler	Write	Seeburg 3W1 Hammerloid	\$ 55.00
Keeney Century	225.00	Seeburg 3W1 Chrome	65.00
Keeney Pacemaker	85.00		
Keeney Bonus	125.00	POOL TABLES? WE HAVE THEM	
Keeney Bikini	150.00	Center Hole Plus use as 2-Hole or 3-Hole Game	
United Rainbow	195.00	Light-Up Bumpers or Regular Bumpers	
United Clipper	275.00	King Size or Regular Size	
United Clover	60.00	End holes in or end holes out	
United Imperial Bowler	90.00	2-sided play or 4-sided play	
United 6 Play Star	45.00		
Un. Deluxe Comet Targette	125.00	ARCADE	
5 Chi Coin Criss Cross Target	\$100.00	Bally Bull's-Eye Kiddy Gun	Write
		Bally Hot Rod	Write
		Chi Coin Super Home Run, 6 Pl.	\$249.50
		4 Bally Space Ships (extra clean)	325.00
		2 Bally Speed Boats (extra clean)	325.00

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READY NOW FOR IMMEDIATE DELIVERY

- ★ Single 5c tube holds 200 nickels with feather-touch operation.
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- ★ Chrome-Plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

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GIVE TO DAMON RUNYON CANCER FUND

Diversification: A Common Op Move In Mid-South Area

MEMPHIS, March 10.—Diversification is rapidly becoming the rule rather than the exception as far as music operators here in the Mid-South are concerned. And the most operators are diversifying with other types of coin machines—adding vending and amusement game equipment—some have expanded into entirely unrelated fields.

Following are a few of the more recent changes and additions by operators in this territory:

Buford Taylor, owner of Taylor Amusement Company, Tchula, Miss., purchased the Jitney Jungle Grocery in Tchula.

Charles Ethridge, manager of the John Haley Music Company in Durant, Miss., reported that his firm has entered the wholesale tobacco business. The addition supplements the firm's music and vending operation.

Abe Malouf, owner of the Le-Flore Music Company in Greenwood, Miss., announced that he has started a cigarette vending route in addition to his music route.

George Sammons, president of the Sammons-Pennington Company, Seeburg outlet, pointed out this week that a number of operators, previously handling music only, have been purchasing pool games for their locations.

Jury Hearings

Continued from page 77

require locations to report any changes in music operators to the sheriff's office (see separate story).

Tactics Quized
The last witness to appear before the federal grand jury here was McHenry County Sheriff Harry Herendeen. He was called Friday (2).

All of the investigations center around Joseph P. Glimco, head of Local 777, Chicago Taxicab Drivers' Union, and Joseph Amato, reportedly the syndicate gambling boss in the Northern Illinois territory. Both are being investigated on charges of forceful entry into the juke box business.

Assistant States Attorney John J. Quan, who heads up the federal investigation, told The Billboard Thursday (8) that the probe would probably continue for several more months and would more than likely hit a few more counties before it was over. He said that he did not expect any indictments for several months.

Peroti, who will appear before the grand jury next Friday, was subpoenaed February 29 but refused to testify.

Air Dime Play

Continued from page 77

member, reported on Statewide dime play activity. This pointed out how some of the Nebraska cities had made their conversions without opposition. Primary example was Omaha, where the move was made with only rare cases of location owner opposition and no trouble from the public.

During the Saturday evening banquet, Sam Vacanti, of Atlas Music, Seeburg distributor, presented the association with a re-conditioned phonograph. Officers of the association immediately turned the phonograph over to two representatives of the Columbus YMCA, the machine to be used in conjunction with the organization's youth program. Receiving the phonograph for the YMCA were Steven Haines, president, and David Miller, vice-president.

Operators also welcomed a new member into the association, Ralph Reeves, of Norfolk, Neb.

The association's next quarterly meeting is scheduled on the first weekend in June at the Pawnee Hotel in North Platte. H. O. Marble will host the event.

DICKSON SPECIALS

ARCADE EQUIPMENT		PINBALLS	
Coon Hunt	\$ 95.00	Green Pastures	\$125.00
Exhibit Shooting Gallery	95.00	Lady Luck	99.50
C. C. Bull's-Eye	350.00	Marble Queen	85.00
		Lovely Lucy	135.00

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Spring Is in the Air

NOW IS THE TIME TO THINK OF ARCADE EQUIPMENT!
Check These New Low Prices—Then Order Today!

ARCADE		SHUFFLE ALLEYS	
Bally Bull's-Eye	\$200.00	United Super Six	\$ 50.00
Exhibit Shooting Gallery	160.00	United 10th Frame Super	50.00
Exhibit "500" Shooting Gallery	375.00	United Star	75.00
Exhibit Sportland Shooting Gallery	185.00	United Cascade	75.00
Genco Rifle Gallery	195.00	United Olympic	85.00
Genco Big Top	300.00	United Royal	135.00
Genco Sky Rocket	375.00	Keeney Carnival	75.00
Genco Wild West	395.00	Keeney Domino	85.00
Williams Safari Gun	350.00	Keeney Pacemaker	80.00
Williams Polar Hunt	395.00	Keeney Mainliner	100.00
Seeburg Coon Hunt	175.00	Keeney Bonus	130.00
United Bonus	325.00	Keeney Diamond	150.00
Set Shot Basketball	225.00	Chicago 10th Frame	50.00
Air Football	200.00	Chicago Hi-Speed Triple	175.00
Chicago Coin Goals	85.00	Chicago Advance	145.00
Chicago Coin Derby	100.00	Chicago Criss Cross	175.00
Exhibit Silver Bullets	165.00	Chicago Holiday	325.00
Genco Night Fighter	165.00	Bally Victory	200.00
Muto, Drive Yourself (Drivemobile)	450.00	Bally Champion	225.00
Seeburg Bear Gun	175.00	Bally Jet	295.00
Williams Sidewalk Engineer	220.00	Bally Rocket	295.00
United Carnival Gun	245.00		
Exhibit Six Shooter	115.00	MUSIC MACHINES	

KIDDIE RIDES

Bally Champion Horse	\$350.00	Wurlitzer 1015	\$ 60.00
Bally Space Ship	350.00	Wurlitzer 1100	99.00
Bally Moon Ride	350.00	Wurlitzer 1250	135.00
Bally Hot Rod, like new	495.00	Wurlitzer 1500	200.00
Bally Hot Rod, new	525.00	Wurlitzer 1700	350.00
Aqua Jet	200.00	Wurlitzer 1800	650.00
Rocket Ship	200.00	Seeburg M100A	275.00

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DISCOUNTS ON QUANTITY PURCHASES

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We Are as Near You as Your Phone or Mail Box . . . For Fast Service, Ask for Charlie

REPLACEMENT TABLE BEDS—COMPLETE

REGULAR		JUMBO OR KING SIZE	
Cat. #130	\$34.00	Cat. #140	\$49.50
Cat. #135	46.50	Cat. #148	57.50

No. 125 and No. 148—Wired with transformer and electric bulbs. All table beds consist of rubber-backed bed-cloth attached to Novoply beds, plastic light-up bumpers and hole-liners. Regular size (28"x48") and jumbo size (70"x36") will fit most popular makes of tables.

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RUBBERBACK BEDS, Standard		Regular Size		Jumbo or King Size	
No. 2, fibre bristle	\$7.65		\$7.65		\$18.50
RUBBERBACK BEDS, Imperial	9.75		9.75		15.50
RAIL CLOTH, Per Set, Triple A	5.45		5.45		7.35
RAIL CLOTH, Per Set, Special	3.85		3.85		5.75

48" CUES

Fibre Points, Tips and Bumpers Attached.
Grade #1 Solid Walnut Butts \$2.75 \$30.00 Doz.
Grade #2 Red Lacquered Butts \$2.50 \$27.00 Doz.

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Per Half Gross \$1.95
Per Gross 3.75
Lots of 5 Gross, Ea. 3.25

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No. 1 DeLuxe, pure bristle \$3.75
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Have flared ends to clean beneath rails.

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Cue Tip Clamps, 20¢ Ea. Per Doz. \$2.00.
Billiard Cloth Mender, 2 1/2"x36", 40¢ Ea. Doz. Rolls \$4.50.
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Chalk Grip Cord, 50-Ft. Hank, 90¢.
Billiard Talc, 1-Lb. Shaker Cans, 25¢ Ea. \$2.75 Doz.
Small Green Spots for Patching Cue Nicks, 25¢ pkg. 10 pkgs. \$2.25.
10-Minute Tip Cement, 2-Oz. Tube, Ea. 35¢.
3 for \$1.00, \$3.25 Doz.
Black Cue Ball Spots, Pkg. 25¢.
Doz. Pkgs. \$2.25.
Rubber Cue Bumpers, Doz. 55¢.

ABT DOUBLE DIME COIN CHUTES

\$9.75 Ea. Per Doz. \$8.75 Ea.

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 4.50
and 1 doz. extra Sanding Discs 4.50
Extra Sanding Discs, Per Doz. Package 1.95
Cue Top Sanders, Only .45

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.

RUBBER CUSHIONS

Regular Size, Per Set \$ 8.75
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LUXOR BALLS 2 1/8" FLASHY—TOP QUALITY PLASTIC FINISH

Per 10-Ball Set \$16.50
Lots of 10 Sets 15.50
Solid Red or White Balls, Ea. 1.90
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CUE TIPS

ELK MASTER—12mm. or asst.
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ROYAL OAK—Per 100 Box, \$1.45; 10-Box Lots, \$1.30

BUMPERS

Rubber Mushroom Bumpers, Ea. .50¢ (Set of 12; \$5.75)
Plated Bolts and Nuts, Ea. .25¢ (Set of 12; \$2.75)
Lite-Up Bumpers w/Nuts, Ea. .50¢ (Set of 12; \$5.75)
Plastic Rings, Ea. .50¢
Plastic Plugs for Center Holes .50¢ (State Red or White) (10 or more, 45¢)

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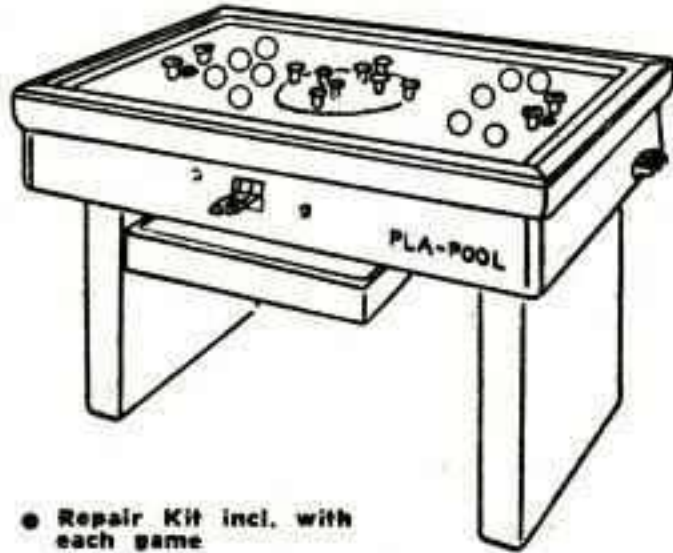
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- Pockets set in from end permit rebound action
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- Table Top on Hinges with 2 Locks
- Cash Box Inside, also with Lock
- ABT Double 104 Chute
- Finest obtainable play ball gum rubber cushions and playing field cloth
- New Plastic Light-up Bumper Posts

• Repair Kit incl. with each game

- POOL SUPPLIES**
- Set of 10 2 1/4" Balls ...\$12.00
 - 48" Cues 1.95
 - Cue Chalk, gross 3.50
 - NEW TOPS—complete** with latest plastic bumpers, new cloth ... 35.00
 - Billiard Rail Brush75
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 - Write for complete list of parts.

- RECONDITIONED OVERHEAD SCOREBOARDS**
- 3 Monarch 15/21 \$75.00
 - 1 Marvel 15/21/50
 - 1 Rock-Ola 15/21 & Frame
 - 1 Edelco Shuffle Score, 15/21/50 each
- RECONDITIONED WALL MODELS**
- 1 Keeney 15/21 \$49.50
 - 1 Marvel 15/21
- MID-STATE CO.** 2369 Milwaukee Ave. Chicago 47, Ill. Tel.: Dickens 2-3444

Cleveland Pool Game Curfew To Get Out

CLEVELAND, March 10. — An old-fashioned city ordinance here which sets a midnight curfew on taverns - with coin-operated pool games is on its way out.

The new coin games have been regarded under the ordinance as "billiard tables," and taverns using them thus fall under the heading of billiard parlors with the accompanying curfew law.

Councilman Joseph W. Kovach has introduced an amendment which defines a billiard room as one where there is more than one pool table. Soon to follow the new legislation is a move which may place a \$50 tax on every coin game - including pool, shuffle bowlers, shuffleboard and pinballs.

Under the old pool room curfew law, even a night spot which had a coin pool game was supposed to shut down at 12 p.m. instead of the usual 2:30 closing hour.

New Colors

• Continued from page 86

relight and he continues to shoot. Players begin the game by spotting a ball at the front of the playfield, and hitting this ball with another shot from behind the foul line. From then on all shots are made directly at holes or off cushions. When a ball rolls behind the foul line, however, it must be spotted and hit on the next shot.

After all balls from the trough are used, players shoot balls nearest to foul line. A light near the tees indicates when all balls have been played.

A special "delayed action" mechanism prevents balls rolling behind foul line from tripping the tees. A diagram which can be placed in view near the table at locations showing the various shot patterns of the game, accompanies each table shipped. New cabinet color design corresponds to the black and white playfield.

POOL TABLES
BUMPER POOL—JUMBO POOL—HI-SCORE
Contact Us for the Best Deal—Will Meet or Beat

BINGOS	SHUFFLE BOWLERS	SPECIAL
ABC \$ 65.00	United Cascade . \$ 65.00	15 Corado Coin Radios with stands—\$39.50 ea.
Beauty 105.00	United Clipper 325.00	
Cabana 105.00	United Comet 295.00	
Miami Beach 425.00	United Clover 75.00	
Gay Times 400.00	United Chief 125.00	
Big Time 375.00	United Lightning 250.00	
Havana 145.00	United Leader 150.00	
Long Beach 80.00	United Leag. Bowl. 140.00	
Mexico 150.00	United Mars 225.00	
Pixie 475.00	United 11th Frame 195.00	
Manhattan 345.00	United Rainbow 150.00	
Palm Beach 75.00	United Royal 110.00	
Tropicana 150.00	United Venus 325.00	
Rio 85.00	United Speedy 210.00	
Spot Lite 45.00	Team Bowler 150.00	
Singapore 165.00	Olympics 100.00	
Stars 60.00	Classics 100.00	
Triple Play 375.00	10th Frame 50.00	
Tropics 150.00	C.C. 10th Fr. Double 75.00	
Tropics 125.00	C.C. Hi-Speed Tpl. 100.00	
Yacht Club 75.00	C.C. 10th Fr. Triple 95.00	
Circus 85.00	C.C. Match Bowlers 45.00	
	C.C. Super Frame 195.00	
	C.C. Star Life 225.00	
	Holiday 350.00	
	Crisp Cross Target 225.00	
	Bally Rockets 275.00	
	Bally Mystics 355.00	
	Keeney Carnival 125.00	

SPECIAL
100 Mercury Grip Scales, like new—\$20.00 ea.

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COIN-OPERATED AUTO-RIDE

RIDE THE MODEL T HOT-ROD CAR

THE CHAMPION
COIN-OPERATED HORSE-RIDE

BULL'S EYE
COIN-OPERATED JUNIOR SHOOTING-GALLERY

PLATTSBURG, N. Y., Ops Get New License System

PLATTSBURG, N. Y., March 10.—Agreement has been reached here on a new licensing system for coin-operated amusement games.

Annual licenses of \$27.50 will be required for each game location. Formerly the individual games were licensed at \$24 each per year; juke at \$15.

Each location will now be annually licensed with the number of machines at the location to be listed on each license. Games can be transferred or exchanged at different locations without first obtaining new licenses.

ARCADES—LOCATIONS
New Games at Reduced Prices

- Williams Jet Fighter, New \$275.00
- Williams Major League, New 195.00
- Seeburg Coon Hunt, New 295.00
- Air Football, New 325.00
- Whip Kiddie Ride, New 325.00
- Drive Yourself, Mutoscope, New 595.00
- Relaxalator, Foot Vibrator, New 240.00
- Genco Champion Football, New Write
- Genco Quarterback Football, New Write
- Wms. Sidewalk Engineer, New Write
- Pool Tables, all models Write

Machines Reconditioned the Munves Way
Look and Work Like New

- Williams Jet Fighter \$175.00
- Exhibit Shooting Gallery 175.00
- Keeney Air Raider 145.00
- Muto. Atomic Bomber 100.00
- Muto. Sky Fighter 110.00
- Muto. Ace Bomber 110.00
- Evans Tommy Gun 110.00
- Super Bomber 125.00
- Night Bomber 145.00
- Exhibit Space Gun 125.00
- Later Model Guns, All Kinds Write

POOL BALLS, SET OF TEN, FOR ALL BUMPER POOL GAMES, PER SET \$14.50

- Williams World Series \$ 95.00
- Astroscope 125.00
- Solar Horoscope (Grandmother) 110.00
- Mutoscope Movies, Complete 65.00
- Exhibit Foot Vibrator 95.00
- Card Vendors, Floor Model 30.00
- Pokerino, like new 125.00
- Roover Name Plate 140.00
- 300 Illustration Catalog Free on Request

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Call Now for **WILLIAMS' Newest, Most Sensational POOL TABLE**
The Pool Table That Makes All Others Obsolete!
LOW, LOW PRICE! IMMEDIATE DELIVERY!

ARCADE EQUIPMENT

- United DLX. SUPER SLUGGER \$345
- United DLX. CARNIVAL 245
- Wms. KING OF SWAT 345
- Wms. SUPER PENNANT 175
- Genco 2-PLAYER BASKET-BALL 235
- Wms. POLAR HUNT 375
- Wms. SAFARI GUN 315

POOL GAME SUPPLIES*

48" DeLuxe Cues only \$1.95 Each

BOX OF CHALK, (12 pcs.) \$.50
SET OF 10 BALLS 19.50
CUE TIPS, Pkg. 1.70
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*Original Brunswick, Balke, Collender Parts

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Thoroughly Reconditioned

- BIG TIME \$325
- GAYTIME 275
- GAYETY 195
- VARIETY 195
- SURF CLUB 125
- TROPICANA 145
- FALM SPRINGS 95
- DUDE RANCH 95
- HI-PI 125
- TRIPLE PLAY 295
- United MIXIES 425
- ICE FROLICS 110
- NEVADA 110
- TROPICS 65

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Terms: 1/3 Deposit, Balance Sight Draft.

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 Write for Complete Price List
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 ESTABLISHED 1923
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 IMMEDIATE DELIVERY

WANTED TO BUY BALLY ABC BOWLERS	FOR SALE RECONDITIONED POOL GAMES, \$150.00
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 AMI Model F-120 \$495.00
 AMI Model A 99.50
 Seeburg M100A 245.00
 Seeburg 100A Hiwayway 375.00
 Wurlitzer 1250, 45 RPM 175.00

CHICAGO COIN BOWLERS
 Chi Coin Score-a-Line Write
 Chi Coin Hollywood \$345.00
 Chi Coin Bonus Strike 345.00
 Chi Coin Triple Strike 295.00
 Chi Coin Fireball 250.00
 Chi Coin Flash 195.00
 Chi Coin Feature Frame 160.00
 Chi Coin Super Frame 140.00
 Chi Coin Criss Cross Bowler 145.00
 Chi Coin Advance 115.00
 Chi Coin Criss Cross Target 85.00
 Chi Coin King Bowler 125.00
 Chi Coin Bowla-Ball 95.00
 United Royal 110.00
 United Olympic 75.00
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BINGOS
 Miami Beach \$425.00
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 Surf Club 150.00
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 Bally Crosswords Write
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 Spark Plus 65.00
 Dragonette 140.00
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 Quartet 90.00
 Hayburner 65.00
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ARCADES
 Genco Super Big Top Write
 Genco Wild West \$375.00
 Genco Sky Rocket 395.00
 Genco Sky Gunner 99.50
 Wms. Safari 325.00
 Bear Gun 125.00
 Coon Hunt 195.00
 Chi Coin Pistol 49.50
 Exhibit Gun Patrol 94.50
 Exhibit Six Shooter 94.50
 United Carnival 225.00
 United Bonus Gun 275.00
 ABT Rifle Range with Compressor Write
 Auto Shoots 175.00
 Genco Champion Baseball 350.00
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 Chi Coin 4-Player Home Run 175.00
 Chi Coin Super Home Run 195.00
 Wms. Deluxe Baseball 125.00
 Wms. Super Pennant 150.00
 Auto Photos 185.00
 Sidewalk Engineer Write
 Mufa, Voice-o-Graph 395.00
 Chi Coin 4-Player Derby 175.00
 Chi Coin Basketball Champ 195.00
 Set Shot Basketball (Used) 295.00
 Chi Coin Goatee 90.00
 Standard Metal Typer (Used) 295.00
 Standard Metal Typer (New) Write
 Genco 2-Player Basketball 175.00
 Kirk Astrology Scale 74.50
 Kiddie Whip (New) 325.00
 Exhibit Big Bronco 350.00
 Super Jet 395.00
 Round the World Trainer Write
 Bally Moon Ride 250.00

VENDORS
 Shipman 3-Column Stamp \$ 19.95
 Shipman 2-Column Stamp 15.95
 U. S. Stamp Machine, 2 Column 7.95
 Victory Stamp 7.95
 PX 12-Column Cigarette (New) 225.00
 Mercury 9-Column Cigarette (Like New) Write
 Silver King Hot Nut 9.00
 Keeney Coffee Vendor (New) 425.00
 Atlas Capsule Vendor (New) 12.50
 Continental Coin Changer 86.00
 Acorn, 1c (New) 14.95
 Stoner 9-Column Cigarette (New) Write
 Eastern Electric Cig. Vendor (Blonde) 125.00
 Shinemaster 100.00
 Rock-Ola Lo Boy Scale 49.50
 Downey-Johnson Coin Counter Write

MONROE coin machine exchange inc.
 DIRECT FACTORY DISTRIBUTORS OF ALL TYPE COIN OPERATED MACHINES
 2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

FOLK TALENT AND TUNES
 • Continued from page 50

"A Touch of Angel" and "I'd Don't Love You Anymore."
 ita Falls, Tex. ... George A. Rose (Cousin Josh) is now heard and seen over WMSL-AM and TV, Decatur, Ala. ... RCA's Hank Locklin stopped by KAND, Corsicana, Tex., recently for a visit with Louise Foster. ... Gene Ryan, WFCM, Goldsboro, N. C., pens: "I'm getting so many records, I have little time for anything except plugging them. We have no shortage in service. This includes all departments of music. Thanks to the record companies."
 Texas George Thompson, formerly with KSUL, Sulphur, La., has joined the staff at KOGT, Orange, Tex. Thompson doubles as a time salesman. ... Jack Boone, WCJU, Columbia, Miss., informs that he's not getting platters from Decca, RCA Victor, Mercury, Columbia, Coral or King. Boone says he's in need of gospel stuff. ... Walter Gaines, vice-president of WCBS, Amsterdam, N. Y., advises that his station needs wax from the majors. ... Lou La., journeyed to Nashville March 10 for a recording session with Ekko Records.
 Pete Hunter, KTLW, Houston, writes that he is getting good service from all the labels except Decca. Hunter's latest M-G-M release is available to those jockeys who'll drop him a line at KTLW. ... Wilma Lee and Stoney Cooper, of WWVA, Wheeling, W. Va.,
 (Continued on page 100)

CHUCK CARSON is the newest addition to the KSTP-TV country music staff, Minneapolis-St. Paul. Chuck is featured daily on "Main Street," daily matinee seg, and Saturday nights at 10:30 on "Sunset Valley Barn Dance." He is also making personal in the area with the KSTP-TV unit. ... David Stone, emcee and producer of KSTP-TV's "Sunset Valley Barn Dance," will spend the week of March 25 in Chicago looking over music and lining up summer bookings. ... Minnie Pearl was a recent guest of Lou Skarming on KSTP-TV's "Main Street." Bud Kelley is now handling steel guitar work on KSTP-TV.

Buck and Sunny Smith, operators of Rogue Valley Ballroom, Medford, Ore., have signed a 52-week contract with Station KBEZ-TV, Medford, to present their Melody Wranglers, with Bob Roberts, along with local talent and guest stars each Saturday, 5:30-6:30 p.m., sponsored by Medford Motor Company, local Lincoln-Mercury dealer. They have Eddie Dean set for the guest slot on St. Patrick's Day, March 17, with Jim Reeves set for some time in June. Buck and Sunny feature Roberts and the Wranglers at their Rogue Valley Ballroom in a show and dance each Saturday night. In the Wranglers line-up are Roberts, emcee and vocalist; Ken Jacks, steel guitar; Duke Pothier, guitar; Tommy Lewis, drums; Wade Blankinship, bass, and Roy Everson, piano.

CENTRAL'S BARGAINS
 SHUFFLE GAMES—CLEANEST IN THE COUNTRY

CHI COIN KING \$115.00	MARS \$235.00
UNITED DELUXE TARGETTE .. 125.00	LIGHTNING 195.00
ELEVENTH FRAME 175.00	CLIPPER 225.00
MERCURY 225.00	CAPITOL 245.00
	SUPER BONUS 295.00

MUSIC
 WURLITZER 1100 \$125.00
 WURLITZER 1400, 45 rpm ... 225.00
 WURLITZER 1450, 45 rpm ... 225.00
 WURLITZER 1500 235.00
 WURLITZER 1500A 295.00
 WURLITZER 1700, Like New .. 595.00
 WURLITZER 1800, Like New .. 769.50
 ROCK-OLA 1436, 45 rpm ... 215.00
 SEEBURG 100-RHF 759.50

POOL TABLES
 United-Valley, All Models
 1209 DOUGLAS OMAHA, NEB. Phone: 5200

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Northwest Headquarters FOR POOL GAMES
 A FULL LINE OF REGULAR AND JUMBO SIZES WITH LITE-UP BUMPERS, CENTER HOLES, OPEN-END POCKETS IN ALL THE FOLLOWING BRANDS:
 UNITED, KEENEY, CUE-STAR AND BALLY. ALSO UNITED'S ELECTRIC SCORING, HIGH SCORE AND ROTO POOL.
 Terms: 1/3 deposit with order.
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FOREIGN BUYERS! **Look at these prices**

SEEBURG	AMI
HF100G \$765.00	Model E-120 \$450.00
M100C 575.00	Model D-40 150.00
M100BL 495.00	Model C 135.00
M100B 480.00	Model B 135.00
	Model A 100.00
WURLITZER	
1700 \$595.00	
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ALL EQUIPMENT IS STEAM CLEANED AND COMPLETELY RECONDITIONED. GUARANTEED READY FOR LOCATION.
 All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.

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SHUFFLE ALLEYS
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 BALLY CHAMPION 195
 BALLY JET 195
 BALLY MAGIC 325
 OVER 200 RECONDITIONED SHUFFLE ALLEYS FROM ONLY \$50 and up

MUSIC for EXPORT
 • All 100% Reconditioned
 WURLITZER
 1800—1500A-HF—1650
 1400—1250—1100
 SEEBURG 100 A-B-C-G-R
 AMI E-120—D-80
 ROCK-OLA 1438

GUNS
 UNITED BONUS .. \$350
 EXHIBIT GALLERY. 200
 EXHIBIT
 SPORTLAND .. 300
 BALLY BULL'S-EYE 285
 You can rely on GUNS from REDD!

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 Largest Stock in East—All Makes and Models of
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 CONEY ISLAND
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 WURLITZER 1100-1250-1400-1015
 FROLICS
 MIDGET MOVIES
 GOTTLIEB 5-BALL
 WILLIAMS KING OF SWAT
 ROCK-OLA 1422-1426
 WURLITZER 1100-1250-1400-1015

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 Exclusive distributor for
WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

COINMEN YOU KNOW

• Continued from page 89

zation and accompanied the winning distributors on that trip to Mexico. Anyway, Art caught himself a nine-foot sailfish, weighing 109 pounds. And that's no fish story, as he had plenty of witnesses.

Jack Lipsiner, of Coin-Operated Service, is celebrating his wedding anniversary by taking his wife on a cruise to Havana. . . . Eddie Weber, routeman for Music Makers, Inc., just got himself a beautiful Ford convertible, with all the trimmings. With so many operators riding around in brand new cars, this writer is thinking seriously of simonizing his old Chevy.

Bush Distributing Company let go with both barrels this past week, with Ozzie Truppman making a quick selling trip up the East Coast, and Ken Willis doing likewise on the West Coast. Both reported business is very good in these areas. . . . Roy Gulla, Broward County routeman for Marino Music Company, reports collections are fine up in his neck of the woods. Roy says pool tables have really cut into other types of games in his area. . . . Mel Schwartz, of Mellow Music Company, bemoaning the fact that Arthur Zuker left Budisco to go into the real estate business. Mel says he could always depend on Arthur for advice on his boat problems.

Los Angeles

ASSOCIATION GETS SET FOR MEETING. Ben Chemers, business manager of the Los Angeles Division, California Music Merchants' Association, announces that the meeting originally set for March 6 was postponed until March 13, when it was learned that George A. Miller, State president and also president of Music Operators of America, could attend. Miller arrives Tuesday (12) morning and leaves Wednesday night. . . . Ben Korte, Glendale, Calif., operator who has been on the sick list, is expected to attend the CMMA meeting. He is a director in the association.



KORTE

There was little activity on coin row the past week, as operators were busy attending to their routes and could not make the trip to the city for parts and supplies. Considerable business was done by jobbers over the telephone, however. . . . Among those who did get in were Cecil Ellison, of the Desert Operating Company, Lancaster; Dick Gray, San Bernardino, and Bill Black, Bakersfield. . . . Marion Mahoney, a comparatively new operator in the business, is active in the Apple Valley vicinity. . . . Charlie Daniels and Jim Wil-

kins, of Paul A. Laymon, Inc., are searching catalogs for the newest in fishing equipment.

E. E. Peterson, well-known San Diego operator, has just returned from Arizona, where he had good luck fishing, catching the near limit of catfish in the lakes near the Colorado River. . . . Manny Glass visiting Jack Leonard, of Badger Sales Company.

George Kirby, of Kirby Music, Riverside, stopped off at Badger Sales for premium merchandise. . . . Fred Gaunt, of the coin machine sales department at Badger, is back on the job following a rest in the desert. Gaunt took off 15 pounds while vacationing. . . . Oscar Guerra, of Impulsora de Turismo, San Ysidro, in town. . . . Ray Lindgren, of the Seeburg background music department, in the city for a business trip from the factory. . . . Lewis A. Jaffa, vice-president of Eastern Electric, Inc., spent a few days here conferring with Lawrence Reiss, who is distributing the Lunch-O-Mat. Jaffa flew out for Albuquerque, N. M., to visit between planes with Harry Snodgrass and then on to Amarillo, Tex., and Chicago for the National Tobacco Dealers' Association get-together.

Memphis

By ELTON WHISENHUNT

CAMP SPEAKS BEFORE OP GROUP. Clarence A. Camp, owner of Southern Amusement Company and other interests, made a trip to Caruthersville, Mo., last week to speak to the East Arkansas-North Missouri Music Association. That group wanted Camp's ideas on converting from nickel to dime play. Camp urged the change-over, saying increased costs in recent years demand it. . . . Pat Harrington, owner of Houston, Miss., Amusement Company, reports a recent tornado at Aberdeen, Miss., hit a location and damaged one of his phonographs. . . . Grady Wallace, owner of Wallace Amusement Company at Columbus, Miss., recently installed two V-200 Seeburgs in the new Straight Eight Junior Supper Club and Steak House at Columbus. They had their formal opening February 22.

Memphis and much of the Mid-South had almost four straight weeks of rain during February. C. V. Collins, owner of Crystal Amusement Company of Grenada, Miss., is among those who report business was off some because of the rain. . . . Pete Manos, operator at Greenville, Miss., is busy these days putting pool games on location. The game is catching on well in Mid-South, reports George Sammons, president of Sammons-Pennington Company, music and game distributors of Memphis. Sammons reports Dyess Music Company at Greenville is also covering his spots with pool games.

Chester Richardson, game operator at Greenville, Miss., is getting his carnival rides in shape to travel the road in early spring. . . . Paul Maucel, owner of Paul's Novelty Company, Greenville, reports he is gradually working his phonograph route into dime play. . . . O. H. Rushing, fishing enthusiast of Philadelphia, Miss., has converted his record shop into a fishing and sporting goods store.

Bill Carlisle, Mercury country and western recording artist, was in town last week for the grand opening of Bob Neal's Record Shop. Neal is a popular WMC deejay. He is also current manager of Elvis Presley. He relinquishes Presley, except for local appearances, to big

(Continued on page 95)



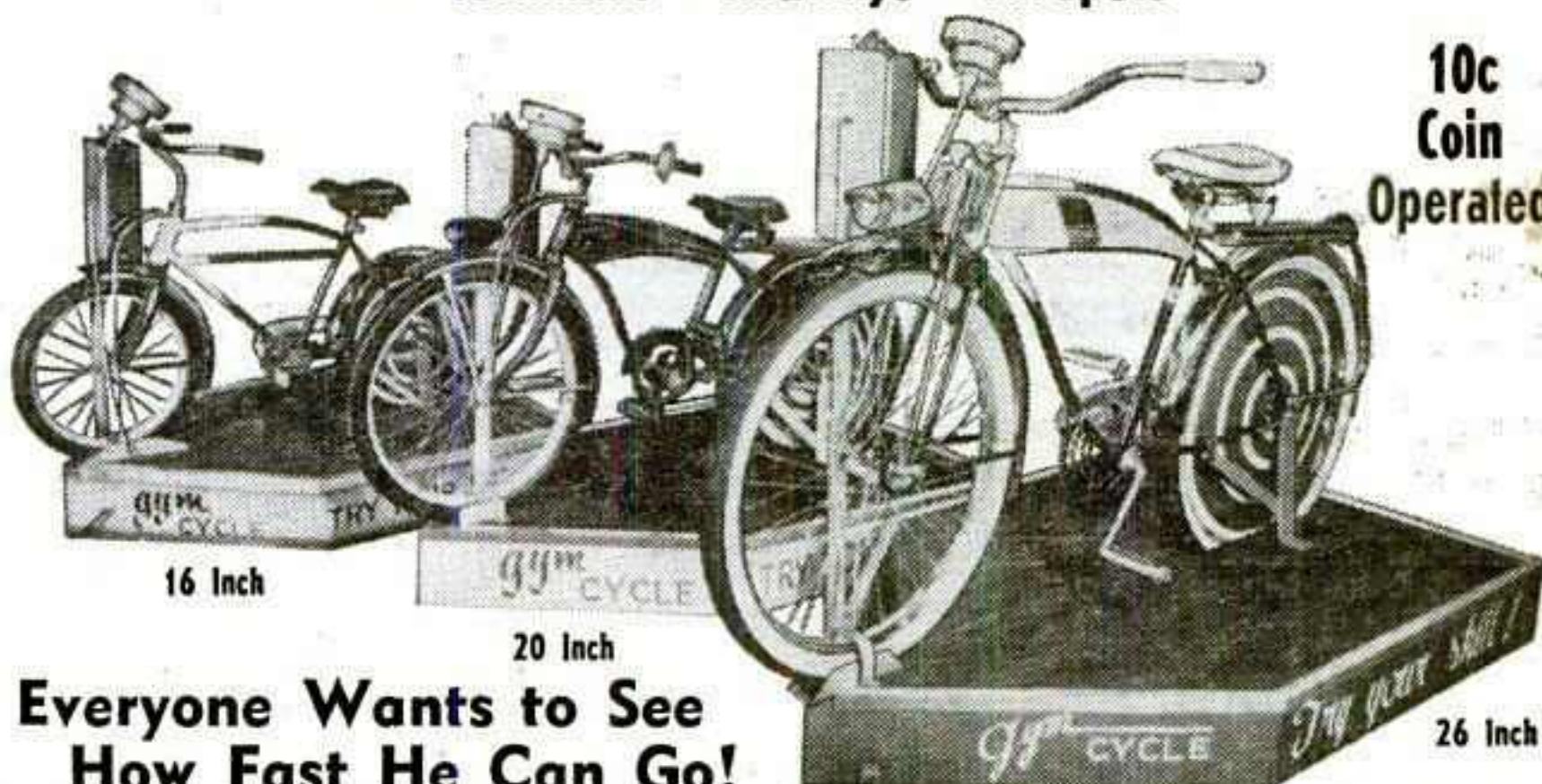
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See Page 36

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The GYM CYCLE IS A SURE Money-Maker

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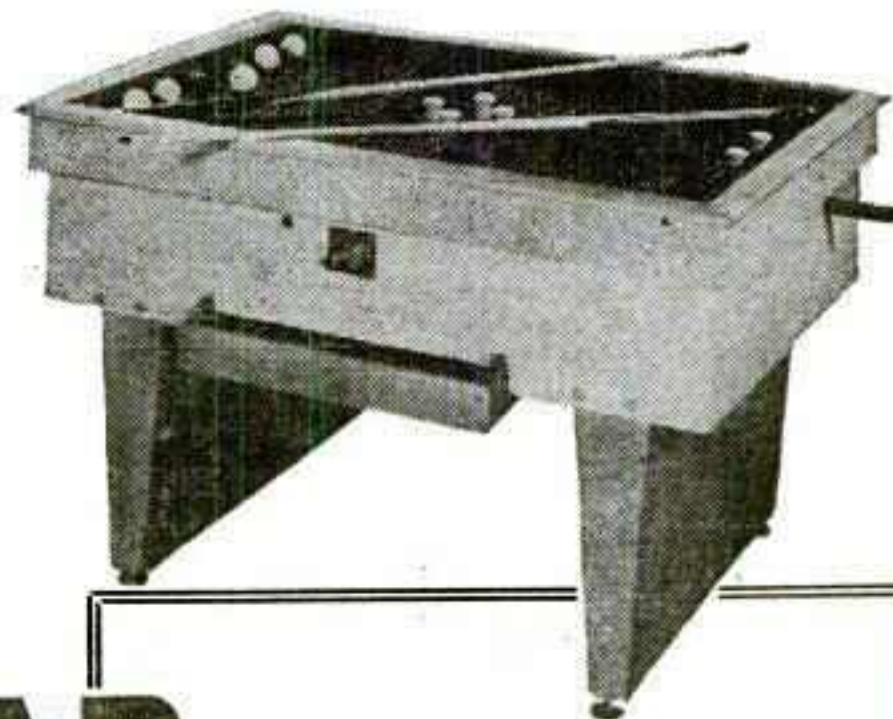
- A Gym Cycle for Every Age. Three sizes of bicycles have been tested and are available.
- Made To Stand Rough Treatment. Built with few working parts, doing away with expensive repair bills and service calls.
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- Colorful. Attractive to the eye.
- Gives Best Exercise in a Short Time.
- No Adjustments Required After Placing on Location. Spring tension brake released by solenoid. Spring tension speedometer drive.
- Speedometer Designed and Tested by Stewart-Warner.
- Shop and Field Tested and Constructed of top Quality Products.
- It's Fun to Ride. Amusement for men, women, boys and girls. Giving the action kids crave as well as supplying the thrill of speed.

For further information write, call or wire

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CUE-STAR

by FISCHER

Low Priced

to start you off with a bigger profit opportunity!

Quality Built

for trouble-free Operating! Regular and Jumbo DeLuxe

Convertible to 2 or 3-Hole Play

Light-Up Bumpers

(completely wired) available at small extra cost.

Compare!

• FEATURE FOR FEATURE, YOU GET THE MOST AND THE BEST FOR YOUR MONEY!

10 Years Continuous Production of Coin-Operated Pool Games Insures Quality You Can Depend on:

Better Cushion Action—Deeper Table Skirt—Rigid NON-Wiggle Leg Construction—Inlaid Rail Markers—Beautiful, Durable Finish—Ultra-simple, Cheat-proof Ball Release Mechanism—Simplified, Quality Silk-Screened Playfield Markings—Dust Holes for Easy Cleaning—Cue-Tip Kits and . . .

NEW! Special Hole Arrangement available at no extra cost! End Holes pulled in on regular size tables for end-rail cushion shots. Holes moved toward rails on Jumbo DeLuxe models for increased skill play.

Call, Write, Wire Bill Weikel, Sales Mgr.

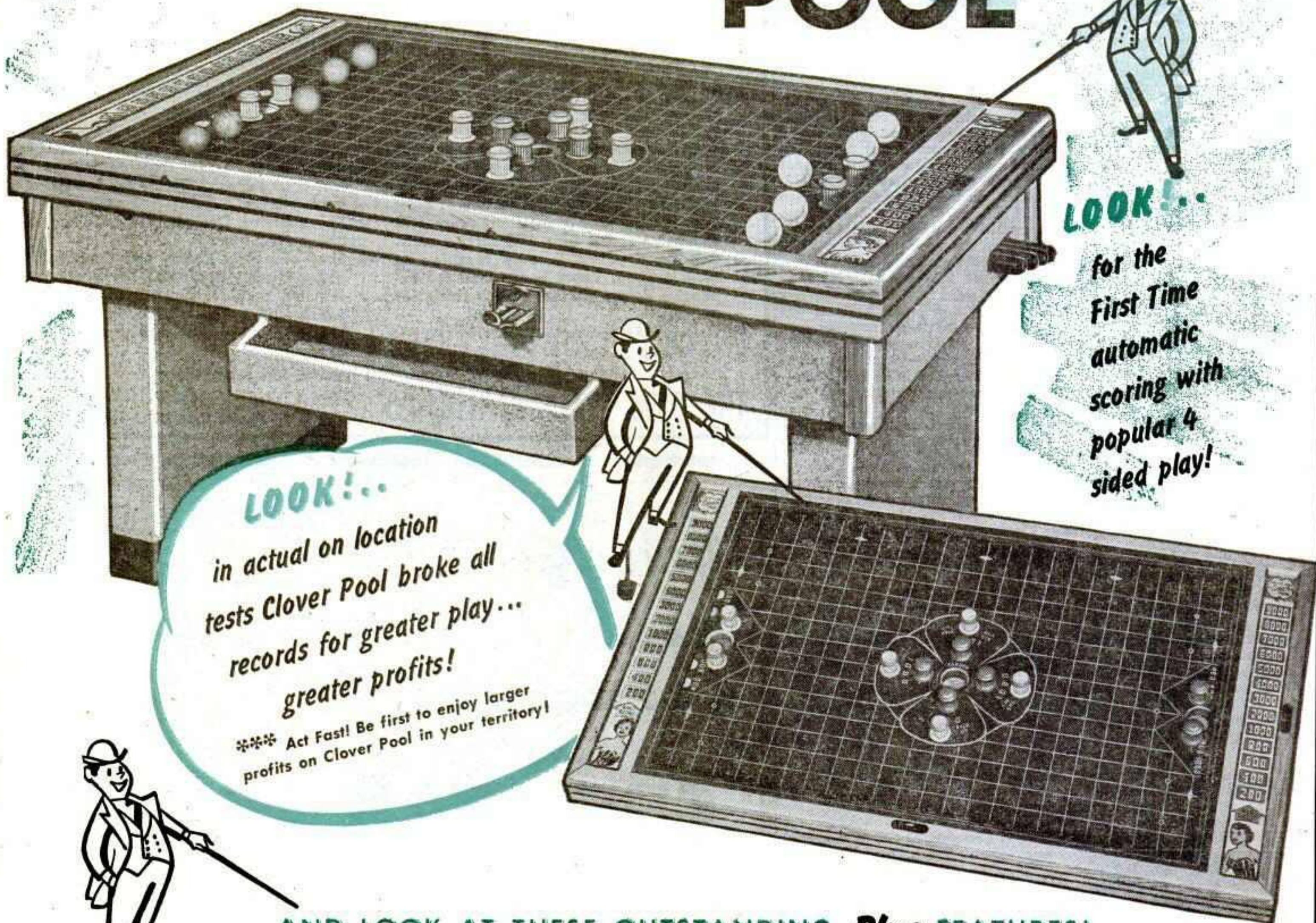
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Again **chicago coin** Sets The Pace
Introduces **NEW POOL GAME ATTRACTION!!!**

CLOVER POOL



LOOK!...
in actual on location
tests Clover Pool broke all
records for greater play...
greater profits!
*** Act Fast! Be first to enjoy larger
profits on Clover Pool in your territory!

LOOK!...
for the
First Time
automatic
scoring with
popular 4
sided play!



... AND LOOK AT THESE OUTSTANDING **Plus** FEATURES!

Clover Pool features automatic scoring without a backrack!

By playing skillfully, player can increase the score of the Clover Hole by as much as 4000

Hinged Playfield for easy servicing!

Clover Pool features NEW ADVANCE type scoring on Clover Hole!

Clover Pool is only 8" longer—same width as Champion Pool—size: 3 ft. by 5 ft.

Simple trouble-free mechanism!

Available With "Levelmatic" Playboard Adjusters!

CHOOSE FROM THIS COMPLETE LINE OF POOL GAMES!

HOOGLIGAN POOL
Combines The Top Features of Automatic Pool Plus The Scientific and Most Interesting Playing Features of 4-Sided Pool Games...

CHAMPION POOL
Available in 2 or 3 Hole Models With The Exciting Center Hole Feature! New Type Ball Drop Mechanism
... Simple ... Positive
... Fool-Proof!

JUMBO POOL
New Large Plastic Bumpers!
2 or 3 Hole Models With or Without Lighted Bumpers!
18 inches longer than regular size (70" x 36").

CHAMPION SPECIAL No. 35
End holes are located 4 inches closer to center!
Choice of 2 or 3 hole models!
3 or 4 Sided play!



1725 West Diversey Blvd., Chicago 14, Ill.

COINMEN YOU KNOW

Continued from page 93

William Morris Agency in New York come April 1. Presley was also in Memphis making public appearances at the opening, as was Tommy Leonetti, Capitol pop recording artist. Leonetti also was smash hit at Snooks Friedman's Silver Slipper Night Club on 10-day engagement.

Dick Ford, of Billboard's advertising department, was in town last week for good-will visits to distributors. He was on jump around country. This correspondent had a pleasant visit with him. . . . F. A. Blaylock, owner of FAB Company at New Orleans, Wurlitzer distributor, was in Memphis last week seeing R. E. Williams on business. Williams is owner of Williams Distributing Company and Plaste Products Company, record pressers. Blaylock also conferred with Edward H. Newell, Williams' general manager. . . . Helen McAdams, pretty secretary at Canale Amusement Company, back from a week's vacation in Florida. She reports a great time, a good rest.

Syracuse

OP TAKES BIG STEP. Well known local operator, Roland Smith, will shortly be consummating the biggest deal of his life—he is being married. . . . Mary Crowley has just become a welcome addition to Sheldon Sales Syracuse Company. . . . Lindy Nardone and Dave Seccre, Rochester, dropped in for a visit at Sheldon. . . . Barney Rapp, Liberty Bell Amusement Company, Rochester, may be seen any day dropping his line thru the ice at Seneca Lake. Barney, when it comes to fishing, has coined the slogan, "Rain nor snow, nor hail nor sleet, can stop Barney Rapp from performing his daily fishing feat." Best of all, Barney always comes back with a good catch.

Earl Foy, Watertown, N.Y., operator was recently spotted at the Steak House in a very serious huddle with Bernie Shapiro, Sheldon Sales. Looked like more than the steaks were cooking. . . . Johnny Bilotta, Bilotta Distributing Company, Newark, N.Y., left for a Miami vacation.

Twin Cities

By JACK WEINBERG

DIME PLAY CONTINUES. Walter Witt, of Minneapolis, back from a Florida vacation to find that most coinmen in this area have switched their juke box operation to dime play. Witt is considering following suit. . . . Mike Young, of Soldiers Grove, Wis., has gone to Florida for several weeks' vacation, leaving his 14 children at home. . . . Mrs. Matt Engel, whose husband is at Mayflower Distributing Company, St. Paul, is convalescing from a broken arm suffered some weeks ago.

Reports from Coin Amusement Company, St. Paul, are that Bob Wenzel is having good success switching his juke box operation to dime play. . . . S. L. Wiederhold and Gary Wagner, of Hastings, Minn., were in the Twin Cities last week shopping. . . . Lou Wolf, of Atlas Sales Company, Minneapolis, is hospitalized while doctors try to find out what's wrong. His wife is directing the operation in the meantime.

Sam Karter, of North Star Novelty Company, Minneapolis, is feeling fit again after an illness which kept him out of circulation for a long period.

Karter is venturing into pool table operation. While Karter is all for dime play, his type of location is such, he explained, that he hasn't yet been able to switch over from straight nickel. However, he hopes to convert soon. . . . Gordon Dunn, of Moose Lake, Minn., was in town buying records for his route. . . . Avis Fike, of Sandler Distributing Company, Minneapolis, flew to Des Moines last week to close the firm's year-end books.

Lew Ruben, of Lieberman Music Company, reports operators are showing continued interest in pool tables, with orders for the units piling in daily. . . . Solly Rose, at Sandler Distributing Company, has the same report to make for his jobbing firm. . . . Archie LaBeau Sr., of LaBeau Novelty Sales Company, St. Paul, went to St. Cloud, Minn., Wednesday (7) on business. . . . Mr. and Mrs. Gilbert Bisek, of Park Rapids, Minn., were in town buying pool tables, novelties and used equipment. . . . Duane Knutson, of Fertile, Minn., is switching from bingos to pool tables.

Eddie Rich, of Spooner, Wis., was in this market the past week shopping. . . . Andy Benna, of Ironwood, Mich., came to the Twin Cities in search of phonos. . . . Still adding pool tables is Harry Atkins, of United Machines Company, Minneapolis. . . . So is Ted Lawn, of L. & M. Sales Company, Minneapolis. . . . Forest Dahl, of Fergus Falls, Minn., was in this market buying pool tables and other equipment. . . . Emil Seriani, of Eau Claire, Wis., ordered pool tables on his visit, as did J. S. McMahon, of Eau Claire, who also picked up records.

Shoppers were Harry Gallep and Johnny Gallep, both of Menominee, Wis. . . . Jimmy Donatell, of Spooner, Wis., was in buying phonographs. . . . Harold Theisen, of Thomas Sales Company, Minneapolis, added pool tables last week. . . . Jack Tomar, of Two Harbors, Minn., was in this market for equipment. . . . Music and pool tables were the interest of Martin Kalleen, of Worthington, Minn., as well as of Mr. and Mrs. Floyd Shaw, of Eden Valley, Minn.

Detroit

By HAL REVES

DONATES JUKE TO YOUTH CENTER. The youth of suburban Hazel Park were presented with a new juke box for their \$100,000 youth center by Frank Alluvot, Frank's Music. Request for the machine was received by the office of the United Music Operators' Association. . . . New Gal Friday for Roy Small at the U.M.O.A. office in the Fort Wayne Hotel is Fay Grossman, formerly with Miller-Newmark Distributing Company. . . . Dale Sauve, Grande Amusement Company, off in the middle of the week for a fast business trip to Cleveland.

Washington

By DELORES NEWCOMB

INSTALLS VENDERS IN GOVERNMENT BUILDING. Sid Lotenberg, of the G. B. Macke Corporation, reports that Macke has installed a complete snack bar in the Government Employee's Insurance building. Enough equipment was installed to feed 650 employees. Another installation was made recently in the Naval Security Station by Macke. Forty pieces of equipment were placed on location and will vend sandwiches, milk, coffee and beverages. Lotenberg adds that it was the first time an installation of this type was made at the Station. . . . Hirsh Machines is enjoying a good business, says Roger Squitiero. . . . The Washington Music Guild will hold its annual election meeting March 20. President Evan Griffith expects a nice turnout. The meeting will be held at the Ambassador Hotel and will include dinner.

SPRING LOCATIONS CAN BE DIME LOCATIONS with DAVIS 6-POINT GUARANTEED EQUIPMENT

Write, wire or phone us regarding our rebuilt and reconditioned phonographs, available preset for dime play if requested. Ask for "10c Play Fact Sheet" which tells how to successfully convert your route to 10c play.

SEEBURG	
M100BL	\$475
M100C	575
3W1 HAMMERLOID	55
3W1 CHROME	75
AMI	
D-80	\$319
E-120	439

WURLITZER	
1500-1550	\$295.00
1600-1650	375.00
3020	9.95
4820	15.95
ROCK-OLA	
1434	\$225
1436 FIREBALL 120	259

ALSO many other late model phonographs

WANTED TO BUY
Wurlitzer Service Manuals
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WILL TAKE IN TRADE
Many Models of Used Phonographs
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Pool Games

GUNS	ARCAD
SUPER BIG TOP . . . NEW De Luxe Bonus Gun \$325.00 Jet Fighter . . . 225.00 Shoot the Bear . . . 145.00 Coon Hunt . . . 175.00 Dale Gun . . . 89.50	Skyrocket . . . \$375.00 Mauser Pistol . . . 89.50 Shooting Gallery . . . 150.00 Rifle Gallery . . . 225.00 DeL. Sportman . . . 275.00 DeL. Carnival . . . 265.00

5 BALLS	GOTTLIB	WILLIAMS
Sluggin' Champ . . \$235.00 Flying High . . . 95.00 Southern Belle . . 225.00 Grand Slam . . . 110.00 Quartet . . . 110.00 4 Corners . . . 90.00 Chinatown . . . 85.00	Diamond Lil . . . \$175.00 Guys-Dolls . . . 110.00 Skill Pool . . . 110.00 Queen of Hearts . . 100.00 Hit 'n' Run . . . 75.00 Poker Face . . . 125.00 Pin Wheel . . . 125.00	Big Ben . . . \$165.00 Hayburners . . . 85.00 Dealer . . . 125.00 Grand Champion . . 125.00 Lazy Q . . . 125.00 20 Grand . . . 85.00 Times Square . . . 89.50

SHUFFLE GAMES	BOWLING TEAM	PHONOGRAPH
UNITED REGULATION 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 Imperial, Match Score . . . 135.00 Royal, High Score . . . 125.00 Olympic, High Score . . . 85.00 Cascade, High Score . . . 75.00	CHICAGO COIN HOLLYWOOD . . . \$325.00 Holiday . . . 295.00 Bonus Score . . . 345.00 Criss Cross . . . 175.00 Starlite . . . 175.00 VICTORY . . . \$195.00	BALLY Gay Time . . . \$325.00 Big Time . . . 325.00 Gayety . . . 225.00 Variety . . . 225.00 Hi-Fi . . . 145.00 Surf Club . . . 135.00 Ice Frolics . . . 145.00 Palm Springs . . . 125.00 Beach Club . . . 125.00 Yacht Club . . . 95.00 Palm Beach . . . 95.00 Bright Lights . . . 95.00 Bright Spot . . . 95.00 Evans Saddle and Turf Club . . . 225.00

UNITED CARAVAN	PHONOGRAPH
Pixies . . . \$445.00 Triple Play . . . 375.00 Nevada . . . 175.00 Rio . . . 125.00 Tahiti . . . 125.00	SEEBURG HF 100R . . . \$845 HF 100C . . . 725 M100W . . . 725 M100C . . . 600 M100B . . . 475

EMPIRE COIN MACHINE EXCHANGE
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Your American Red Cross Is Always There After Disaster Strikes

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	ONEY ISLAND	45.00
NEW POOL TABLES WITH LIGHTS	\$250.00		
NEW POOL TABLES WITHOUT LIGHTS	200.00		
POOL BALLS	\$.160 ea. or \$14.00 a set		
1/2 DEPOSIT			
FRANK MILLS, Mgr., Dept. R-6			

Picks Via Supermart System

• Continued from page 77

And just to make sure operators see the seasonal boxes, Singer has special cards measuring approximately 2 by 3 feet affixed to the wall. For St. Patrick's Day, all boxes bearing Irish tunes are printed in green.

Standard Bin

Old standards have a special bin in the rear of the store. The bin, capable of carrying nearly 300 different records, with a space for identifying each, is stocked with both 45's and 78's.

As an added convenience, Singer furnishes each of the boxes on its shelves with title strips. Cards of these strips are placed in the boxes

and operators are free to help themselves to as many as they need with each record they buy. There's no limit or expense to operators.

Toward the rear of the store is the counter, where any one of the Sipora brothers or any one of the seven full or part time employees count up the operators' purchases. Copies of current trade papers are set out on the counters for operators to scan.

Dupes Eliminated

Behind the counter, Singer keeps a card on each operator's specialty purchases. Should an operator have only one or two real rhythm and blues stops, Singer keeps track of the disks he buys. When the operator says he wants to put on three or four new r&b tunes, one of the Singer staffers will check the card to make sure he is not buying something he already has.

To handle out-of-town operators, Singer has prepared a special order blank. The order form takes care of everything from the speed of the disk to the number of strips the operator wants with each. At the bottom of form are listed other items such as needles to remind operators to check their inventories.

In addition to filling week-to-week orders mailed by operators, Singer has a special pre-picked package for its customers. An operator who has 20 locations, all pop or mixed types, can subscribe to a certain number of records to be shipped to him without any orders being placed. The operator is actually putting his buying faith in the one-stop, letting it pick out the records for him to sample.

Hits Listed

The top 20 records of the week, according to operator purchases, is listed on a blackboard for operators to check over and compare with their picks.

The newest record service being initiated at Singer is a special EP record section. Toward the front of the store, racks are being built to carry a full line of EP's.

However, the biggest EP service for operators is carried on in the back of the one-stop. Here, the Sipora boys make up special EP packages for operators using Seeburg's 200-selection phonograph, and for operators trying EP's as a wedge to dime play.

EP Packages

The EP package put together at Singer features name artists and could easily sport a different label with each record. Joe explained that operators want as much diversification as possible when using EP's. He pointed out that the record manufacturers' packages could be purchased at less cost, they usually featured less variety. The one-stop's package contains 10 records, 40 tunes.

Even coffee and rolls are served to operators. The Sipora brothers feel that many operators want to get off to a fast start in the morning, but at the same time want their coffee. "This way they can do both," they declared.

All singles, both 45's and 78's, as well as EP's, are priced at 5 cents over cost.

A.B.T. Coin Games Move to Frantz Co.

CHICAGO, March 10. — A.B.T. Manufacturing Corporation, which sold its amusement game manufacturing rights to the J. F. Frantz Company here (The Billboard, March 3), reports the moving of equipment already under way.

George Kozy, A.B.T. sales manager, said the Rifle Sport equipment has already been moved out, with the Challenger pistol equipment to move out this week.

The move was made to permit A.B.T. to concentrate its facilities exclusively to manufacturing and developing component products for the automatic vending and coin-operated amusement game industries.

FOR SALE

- Rock-Ola '50 1422, each \$39.50
- Wurlitzer 1015, each 39.50
- Seeburg '46, each 39.50

Cash with order

BIRMINGHAM VENDING CO.
540 Second Avenue, N.
Birmingham 4, Alabama

WANTED

WILL PAY CASH FOR
COIN OPERATED
Kiddie Rides
BIG BRONCOS
BALLY CHAMPIONS

FORBES AMUSEMENTS

2106 Forbes St.
Pittsburgh 19, Pa.

EXpress 1-1613

POOL GAMES

POOL GAME SUPPLIES
IMMEDIATE DELIVERY

INVENTORY CLEARANCE!

- BALLY CONEY ISLAND \$ 39
- BALLY PALM SPRINGS 99
- BALLY SURF CLUB 109
- BALLY ICE FROLICS 119
- UNITED CLASSIC 49
- UNITED LEADER 139
- CHICAGO COIN HOLIDAY 249
- SEEBURG 1-47M PHONO. 59
- SEEBURG 100-C PHONO. 539

IRV OVITZ

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FIRST CLASS MECHANIC WANTED

FOR WORK WITH
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Must be familiar with
Rock-Ola Sound Amplifier
Games and Bowlers. No
drifters nor boozers need
apply. Write to

FRANCO DISTRIBUTING COMPANY
P. O. BOX 927
Montgomery, Alabama
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PINBALL GAMES

- Bally Atlantic City \$ 59.50
- Bally Beauty 99.50
- Bally Dude Ranch 109.50
- Bally Frolic 79.50
- Bally Palm Beach 59.50
- Bally Yacht Club 49.50
- Bally Turf King 39.50
- Bally Citation 29.50
- United ABC 29.50

ARCADE EQUIPMENT

- Genco 400 \$ 49.50
- Chi Coin Hockey 49.50
- Space Ship 219.50
- Exhibit Sportland 150.00
- Exhibit Star Shooting Gallery 99.50

MUSIC MACHINES

- Rock-Ola Model 1422 \$ 34.50
- Rock-Ola Model 1428 44.50
- Rock-Ola Model 1432 139.50
- Rock-Ola Model 1434 179.50
- Seeburg Model 46 34.50
- Seeburg Model 48 49.50
- Wurlitzer Model 1015 49.50

SHUFFLE GAMES

- United Clover Deluxe \$ 49.50
- Cris-Cross Targette Reg. 44.50
- Chi Coin Name Bowler 39.50
- Shuffle Pool 49.50
- United 5 Star Player 39.50
- United Star, 10th Frame 39.50
- United Super 49.50
- Chi Coin Tenth Frame Bowler 49.50

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CLASS

. . . the PLUS FACTOR that
makes a player "MOST VALUABLE"

. . . the PLUS FACTOR back of today's
FINEST GAME—

VALLEY'S new Center-Hole BUMPER POOL



Regular Size
and
KING Size
18" Longer

. . . the "Quality Twins!"



earns more—
costs less in the
long run . . .

Ask
**the Man Who
Operates 'Em!**



Phone, Wire, Write for Complete Information

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH.
PHONES 8587 or 8588

MOA Convention

Continued from page 77

ages and Dime Play." Moderators: Ted Nichols and Howard Ellis, both officers of the Nebraska Music Guild.

2. "Public Relations and Local and State Legislation." Moderators: Larry Marvin, of the California Music Merchants, Sacramento division, and John Wallace, president of the West Virginia Music Operators' Association.

3. "Public Relations and Local

and State Legislation." Moderators: Gordon Stout and Norman Gefke, both of the South Dakota Phonograph Operators' Association.

4. "Depreciation: A Key to Sound Juke Box Management and Merchandising." Moderators: Harry Snodgrass, Albuquerque, and Jimmy Tolisano, president of the Connecticut Music Operators' Association.

5. "Short Cuts to Better Servicing and More Efficient Management." Moderators: Milton Cole, Cincinnati, and Dave Baker, president of the Massachusetts Music Operators' Association.

Exhibit Hours

Exhibit hours are from 2:30 to 8 p.m. on Sunday and Monday (6-7) and from 2:30 to 6 on Tuesday.

The annual banquet will be held Tuesday evening.

Exhibitors will be permitted to set up their booths on Saturday (5) and will be required to take them down no later than Wednesday (9).

Ed Ravreby says:

WE HAVE KIDDIE RIDES

ORDER TODAY!

- NYLCO ROCKETS.....\$350
- CAROUSELS..... 350
- TARGET HORSES (Large)..... 285
- PALOMINO HORSES..... 225
- RABBITS..... 175
- BULL..... 175
- MIDGET RACER..... 250
- DUCK..... 225
- HOT RODS..... 325
- "ELSIE-THE-COW"..... 285
- "BRIGHT EYES" HORSE..... 285

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11 NATIONAL SKEE-ROLL ALLEYS

All in A-1 condition. \$1,000.00 takes all! No crating. Pick up only.

B. & M.
Palisades Amusement Park
Cliffside Park, New Jersey



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.

American SHUFFLEBOARD COMPANY
210 PATERSON PLANK ROAD, UNION CITY, NEW JERSEY

UNION 5-6633

- ▶ THE PROVEN GAME
- ▶ STAYS 'HOT' LONGER
- ▶ BUILT TO LAST
- ▶ EASY TO INSTALL
- ▶ A CINCH TO SERVICE

Your American Red Cross Is Always There After Disaster Strikes

TAKE IT FROM Williams HERE ARE YOUR "BEST BUYS" IN POOL TABLES!!

Williams DIAMOND SCORE-POOL

New SCORE ADVANCING Features!

LIVELIER ACTION ♦ **HIGHER SCORES**

2 DIMES PER GAME!

Two or Four Players!

Order NOW... SEE YOUR Williams DISTRIBUTOR TODAY!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

7 LITE-UP BUMPERS

BALL OVER DIAMOND BUTTONS DOUBLES OR TRIPLES VALUES OF POCKETS AS INDICATED ON THE BACKGLASS!

TABLE LITE AT SLIGHT EXTRA COST

PLEXIGLASS TO ELIMINATE REPLACEMENT!

SENIOR DIAMOND SCORE-POOL
18 inches longer same width

A REAL SPACE SAVER IN ANY PLACE OF BUSINESS WITH FRONT END PLAY!

- Transfer Scoring from one player to another
- Accurate Scoring
- Progressive Score Build-up
- Totals Score Automatically on lite box
- Lively Rails
- Perfect Bank Shots

2-WAY DE LUXE BANK POOL

2-WAY SPECIAL DE LUXE BANK POOL

2-WAY SENIOR DE LUXE BANK POOL

ALL MODELS *Convertible* to 2 Hole or 3 Hole Play with Center Hole Plug

All Models Available with or without LITE-UP BUMPERS

THE GREATEST POOL GAME EVER MADE!
WE ARE PROUD TO PRESENT CHICAGO COIN'S NEW

CLOVER Pool



FIRST 4-SIDED GAME WITH AUTOMATIC SCORING!
SENSATIONAL INNOVATION SETS THE PACE FOR THE INDUSTRY!
NOW DELIVERING! BE FIRST WITH CHICAGO COIN AND "FIRST"!

MAKE "FIRST" YOUR
HEADQUARTERS FOR
ALL THE LATEST
POOL GAMES!

Best Deals! Immediate Delivery!

15 New Models Available!
EXHIBIT SKILL POOLS
CHICAGO COIN CHAMPION
POOLS

Center Hole Plugs—use 2 or 3-Hole; Light-Up Bumpers;
End Holes In or Out; Anti-Warp Adjusters—3 or 4-Sided
Play and many other features!

TARGET GUNS

EXHIBIT	
500	\$295
SPORTLAND	225
SIX SHOOTER	95
DALE GUN	65
GENCO	
WILD WEST C.C.	\$375
RIFLE GALLERY	195
SKY GUNNER	115
UNITED	
DELUXE CARNIVAL	\$245

SHUFFLE GAMES

CHICAGO COIN	
*BLINKER	\$385
*BULL'S-EYE	350
*HOLLYWOOD	355
*ARROW	315
*THUNDERBOLT	310
*TRIPLE STRIKE	295
*PLAYTIME	225
*CRISS CROSS	195
*TARGET	195
*FEATURE	195
*STARLIGHT	185
*SUPER FRAME	175
*ADVANCE	135
*GOLD CUP	115
*TRIPLE SCORE—	
HI SPEED	95
*CROWN	85

FIRST-Conditioned

UNITED	
*DeL. CLIPPER	\$325
*DeL. FIFTH INN.	250
*DeL. MARS	250
*DeL. TARGETTE	185
*BANNER	245
*RAINBOW	235
*LEADER	175
*LEAGUE	175
*CHIEF	145
*ROYAL	125
*CLASSIC	95
*OLYMPIC	85
BALLY	
*MAGIC	\$295
*JET	225

ZIPPERS ARE OPENING
NEW LOCATIONS for ALERT OPERATORS!
BINKS ZIPPER
is an Outstanding COUNTER GAME with 3 Great Play Principles: (1) Bingo Scoring, (2) High Score, (3) Steeple Chase (Zig Zag Ball Action). Takes 1¢, 5¢, 10¢, 25¢.
Orig. NOW \$25
\$79.50 ONLY
BRAND NEW

BE FIRST with FIRST!

FIRST

COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Toledo Youth Show Gets UMO Assistance Nod

DETROIT, March 10.—In line with its adopted benefit-for-youth campaign, the United Music Operators of Michigan announced this week that it will co-operate with dick jockey Fred Mitchell, WOHO, Toledo, when he stages his annual "Two-Bit Show" at the Toledo Sports Arena for the benefit of underprivileged children next Sunday (18).

As was done a year ago, UMO members will line up local talent for appearances at the show. Roy Small, UMO conciliator, heads the association committee to handle the preparations.

Tickets for the show cost 25 cents, the money all going to charity. The program includes leading disk jockeys and recording artists. Detroit performers already confirming their appearance at the Toledo event include Stan Wisnick, band conductor and accordionist; the Starlets and tap dancer Pat Kurby.

Small said that additional talent will be lined up thruout the coming week.

As a result of another youth effort, Small read a letter of appreciation from the local Masonic Temple to operators during the association's last regular meeting.

Chi One-Stop Prices Disks 3c Over Cost

CHICAGO, March 10. — Al Temaner, head of Little Al's One-Stop here, who made his entry into the operator end of the record business less than a year ago, is now pricing disks to operators at 3 cents over cost.

The 3-cent mark-up price is offered to all operators purchasing five or more of the same record. When quantities of a tune are purchased in lots of less than five, the price is a nickel over cost.

Out-of-town operators ordering by mail are charged on the same price scale.

The 3-cent-over-cost price covers 45's and 78's.

Title Strips

Title strips are furnished to operators on both price levels.

Little Al's, in addition to stocking current pops, has built up a reputation for carrying a wide variety of standards, specialty tunes and EP's. As an added service to operators, Temaner has started what he calls a "pre-selected operator EP package."

Temaner explained that each EP package is made up separately and is tailored for specific locations. When orders are received for an EP package, Temaner calls the operator for information on the location where the EP's are to be used.

GET Keeney Quality

WITH THE LATEST POOL TABLE INNOVATIONS:

New!
4-WAY ANTI-WARP STABILIZER
insures perfectly flat surface on all four quarters of playfield!
Standard Equipment with Keeney Tables

Celeste Ravel
MISS ILLINOIS
1954-55
REAL FAN at Keeney's FASCINATION POOL

LITE IS OPTIONAL EQUIPMENT

LOOK!
IT'S ALWAYS ON THE LEVEL!

OPERATE Keeney's

JUMBO DELUXE AND DELUXE FASCINATION POOL TABLES

WITH CENTER HOLE PLUG for 2 Hole or 3 Hole Play!

2 or 4 PLAYERS

3 or 4 sided play

LITE IS OPTIONAL EQUIPMENT

Size: 70" L. x 36" W. x 32" H.

SIZE: 52" L. | 36" W. | 32" H.

Both Models now available with or without LITE-UP BUMPERS

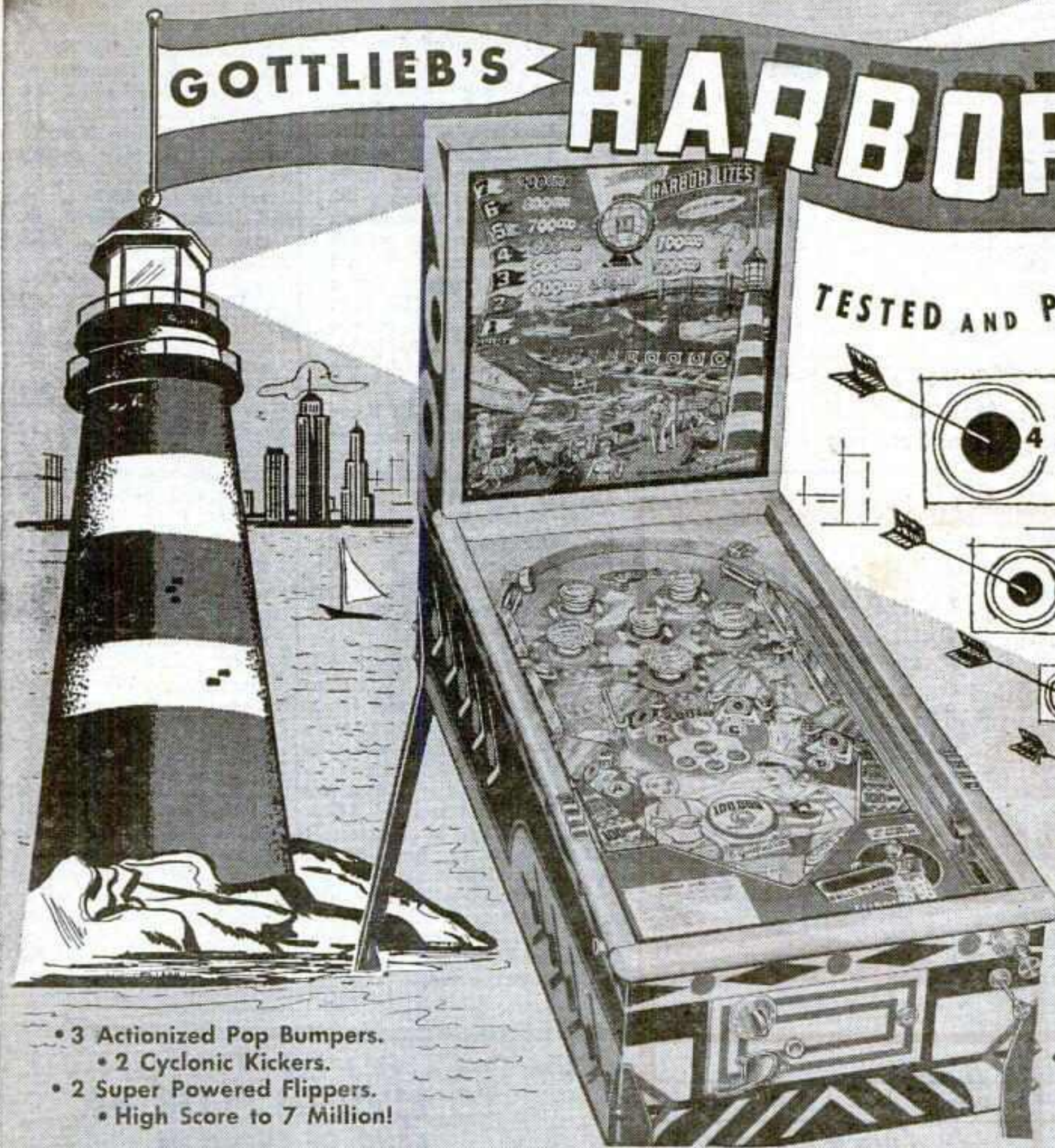
- Mahogany Grained Moulding—Cork Finish Body and Legs
- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Simple coin mechanism • Green, rubber-backed felt
- Spirit Level Furnished • Leg Levelers
- White Diamonds on Side Rails

J. H. Keeney & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

WRITE-WIRE-PHONE YOUR KEENEY DISTRIBUTOR!

GOTTLIEB'S HARBOR LITES

TESTED AND PROVEN FOR HIGHER PROFITS...



- 4 Brand New Center Score Targets...
- Edge hit for high score—center hit scores Bull's Eyes.
 - Bull's Eye on each target lights A-B-C-D sequence which lights hole for replays.
 - Mystery light doubles replays scored.
 - 6 Alternating Light High Score Bumpers.
 - 2 all new High Power Target Shooters.

- 3 Actionized Pop Bumpers.
- 2 Cyclonic Kickers.
- 2 Super Powered Flippers.
- High Score to 7 Million!

- Extra Heavy Duty All Steel Legs.
- Plated Cigarette Holders on Side Rails.

SEE HARBOR LITES AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
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Gottlieb Proudly Presents ... SPOT POOL

AT YOUR DISTRIBUTOR NOW!

In a NEW Series
FEATURING

- Standard 3 or 4-Sided Play
- Fast Playing Advance Hole Model
- Optional Center Hole Play

All Models Available With
Colorful Light-Up Bumpers and
Indirect Playfield Light!



"There is no substitute for quality"

1927-1956
29 Years of Leadership!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

FOLK TALENT AND TUNES

• Continued from page 92

recently visited George Popkins on the latter's "Pop's Country Store" over WXGI, Richmond, Va. . . . Lew Banks, WHIE, Griffin, Ga., reports that the "Dixie Jamboree," broadcast live each Saturday, 4-5:45 p.m., from WHIE's studios, now has a talent roster of 20 full-time artists. Added to the roster recently, according to Banks, were John Paul Jones and the Pirates, with Peggy Fox, Jerry Johnson and Clayton Head featured.

Shel Horton, recently named promotion manager of WKMC, Roaring Springs, Pa., is broad-

casting three and a half hours of country stuff Monday thru Friday; seven hours on Saturday, and an hour on Sundays. On Saturday, from 1:45-2:30 p.m., Horton auctions off an automobile for a local concern. Bids are taken over the phone during the show, while Horton describes the car up for sale. The auto dealer buys 20 spots weekly. Charlie Ritchey, WKMC manager, helps with the auctioning. Horton will pass on more information to those jockeys in-

terested. . . . Gale Southern (Stardale) dropped in at KAMO, Rogers, Ark., recently for an hour's visit with Smoky Dacus. Dacus left Dallas March 5 for a six-week stay in Dallas. . . . Cactus Joe Wesley, WHIBY, Belleville, Ill., needs records from Decca, Capitol and Mercury.

Bill Carlisle, of the Carlises, dropped by to chat with Charlie Banks at WCTT, Corbin, Ky., recently. Banks is on the air six hours a day, Monday thru Saturday. . . . Cuzzin Bill Hamby, WONE, Dayton, O., has reorganized his Pea Pickers band and changed the name to Melody Masters. He and the group are playing five nights a week at Clem's Supper Club, near Dayton. Hamby

recently appeared at Hobart Arena, Troy, O., with Johnny and Jack, Kitty Wells and Roy Acuff.

Sam F. Townsend, WCNU, Crestview, Fla., types: "Johnny F. Dolan said in the February 25 issue of The Billboard that Hank Locklin's 'A Good Woman's Love' would be one of the biggest tunes for quite some time. After playing the record, I say the same. When I aired the recording on my 'Top o' the Morning' show, I got an immediate response from my record jury. The jury, incidentally, consists of the approximately 5,000 civilian employees that drive by our studios on their way to work at the nearby Eglin Air Force Base. When I introduce a new record, I ask the jury to respond with their horns if they like the tune. Well, Hank's 'Good Woman's Love' really brought in the signal loud and clear." . . . Ken Radant, WOAP, Owosso, Mich., writes that the service he's getting from Columbia is still poor.

Marshall Pack, Pack Hunter Enterprises, Asheville, N. C., composer of "Mail Order From Heaven," sends in the following news from his area: Red Kirk, now deejaying the country music over WSKY, Asheville, has a new one out on the Republic label, "Red-Lipped Girl." Ken Marvin, former vocalist with the Roy Acuff troupe, doing lots of c.&w. promotion work in the Asheville area. He's also the morning man at WSKY. Cactus Pete Williams is picking' and singin' each night from 9-10:30 over WSKY. Pack concludes: "The Bill-

board recently Spotlighted my sacred composition, 'Mail Order From Heaven.' To date I have heard from 14 different States commenting on the tune. Nelson King did a beautiful recording of it on the Mercury label and I, of course, recorded it for Republic. Just sent the song to Murray Nash for publication. I recently completed a new sacred song, 'Every Day and Every Hour,' which I wrote for and dedicated to Jimmy Davis as a measure of thanks for his work in sacred music."

Dave (Cuzzin Deke) Harold, WONW, Defiance, O., recently conducted a survey among the listeners of his daily "Rhythm Round-Up" show to determine the favorite country and western artists in the Northwestern Ohio area and adjacent portions of Indiana and Michigan. Placing in the top 10 were Webb Pierce, Faron Young, Eddie Arnold, Carl Smith, Hank Snow, Kitty Wells, the Wilburn Brothers, Jean Shepard, Ernest Tubb and Hank Williams, in that order.

Deputy Jim Thompson, formerly heard once a week over KQV, Pittsburgh, is now on the air from 7:05-7:30 p.m., Monday thru Thursday, and 10:05-10:55 a.m. each Saturday. Thompson features The Billboard chart leaders, as well as listeners' requests. . . . Cousin Mack Howerton, c.&w. deejay and chief engineer of KTCB, Malden, Mo., infos that new studios are being built to house the KTCB operation. Howerton is heard daily with his three-hour "RFD Jamboree."

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KING SIZE SKILL POOL All Models Convertible to 2-hole or 3-hole play!	750	70" x 36"	End Holes Set in 3" From Rails.
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	750 Spec.	70" x 36"	End Holes Moved Back to Rails.
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Sked Op, Mfr. Open House at Atlas March 18

DES MOINES, March 10. — Atlas Music Company, Seeburg outlet here, headed by Phil Moss, will hold an open house for manufacturers' executives and coin machine operators in Iowa and Nebraska Sunday, March 18, in the firm's new building at 12th and Walnut streets.

The Atlas firm has invited executives from Chicago Coin, Genco, Williams and Seeburg to meet the operators from this area. Eddie and Morrie Ginsburg, heads of Atlas Music in Chicago, along with Moss, will be hosts for the day.

Besides holding open house to launch its new building, Atlas is celebrating its 10th year in the business here.

The new building features a juke box display room, a novelty game room, a used pinball showroom, parts and service departments—three times as large as before, a storeroom and warehouse, and two loading docks.

Moss said the firm will now be able to keep a more complete inventory on hand for operators.

The open house will also feature a buffet luncheon, as well as door prizes.

Other Atlas offices are in Omaha and Pittsburgh.

Juke Dime Play

• Continued from page 77

take time to achieve a 100 per cent level, I'm confident that dime play is here to stay."

Meanwhile, St. Paul operators report that the move to 10-cent play is "satisfactory."

"By early spring, I foresee all juke boxes in St. Paul going to dime play," said one operator. "I'm certain it is going to work out all right."

He said that better than 50 per cent of all phonographs in St. Paul were already operating on dime play, three for a quarter, and that by the end of March the figure will be better than 75 per cent.

The big stickler in St. Paul seems to be whether to go to 10-cent play, three for a quarter, or 10-cent play, four for a quarter. Generally, most operators seem to favor three for a quarter.

One operator declared that practically every coinman in St. Paul who has juke boxes has some dime play spots.

Record Attention

He said that dime play has even improved poor locations to the point where they are now profitable and receiving better service than before. One big secret in promoting dime play, he added, is giving special attention to record selections.

Here in Minneapolis, operators point out that about 50 per cent of all machines on location have been converted to dime play. With only a few exceptions, every operator is sold on the advantages of dime play, they comment.

"It's a question of moving slowly to make location owners see the advantage of dime play," was the way one operator put it.

Another said: "Each operator who is sold on dime play has made himself a committee of one to try and sell other operators and location owners. Talking with these men is sure to help the dime move here."

James Robson

• Continued from page 77

purchased the White Music Company from Detroit operator Harry White. He has headed the firm ever since and plans to continue to keep his juke box operation.

Remains in UMO


Tho resigning from the post of secretary, Robson will remain a member of UMO.

Succeeding Robson's UMO office was Lou Fisher, head of Fisher Music Company, who was a member of the association's board of directors. James Rothis, of Rothis Music Company, was named to fill Fisher's former post.

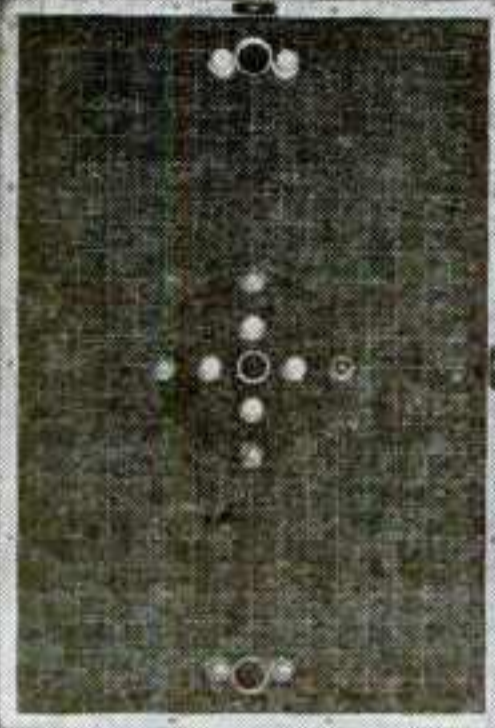
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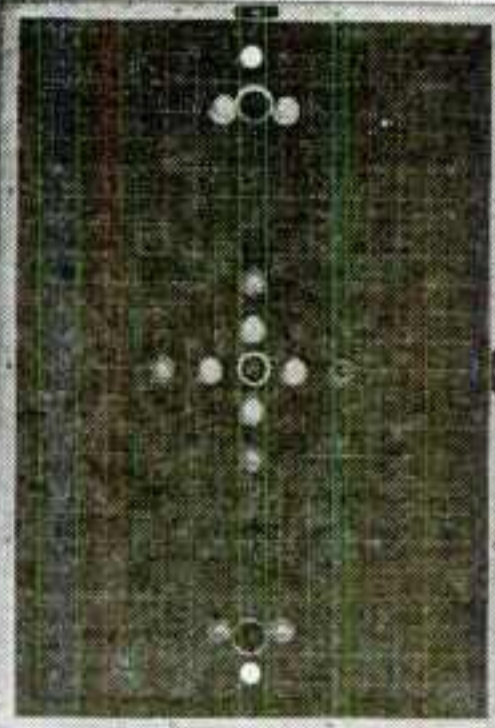
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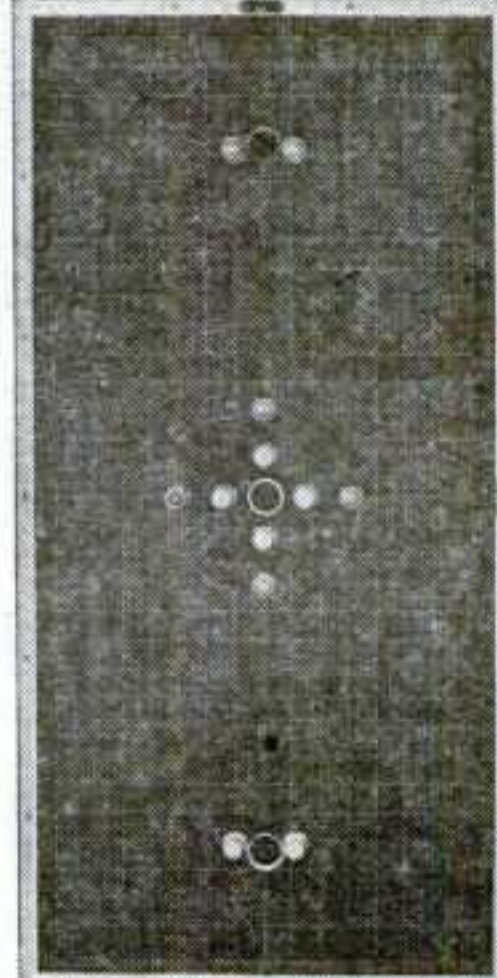


SUPREME DE LUXE
3 hole game (with outside holes moved in and extra bumper posts) for more skill and fastest playing time.




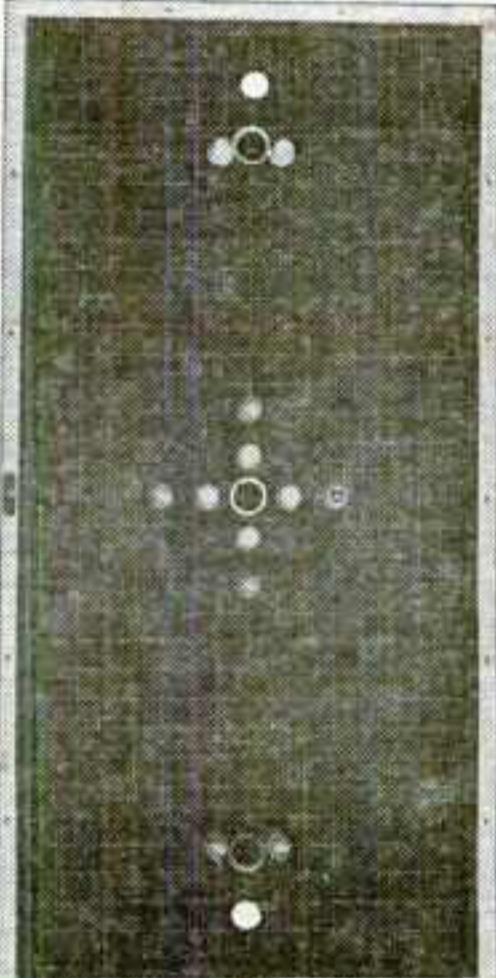
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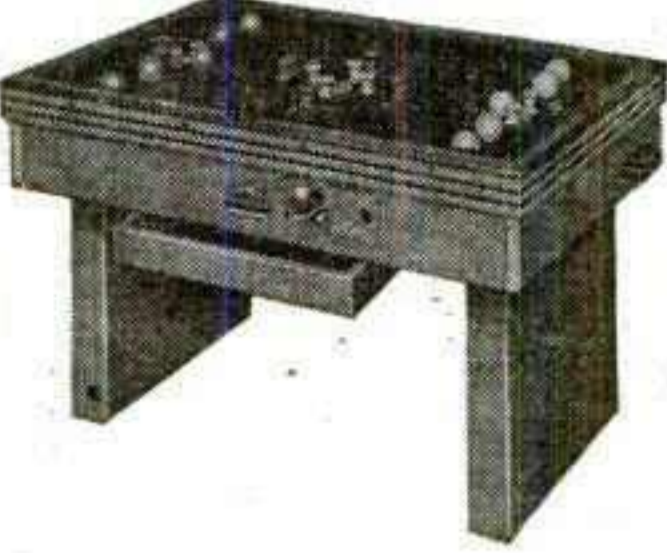


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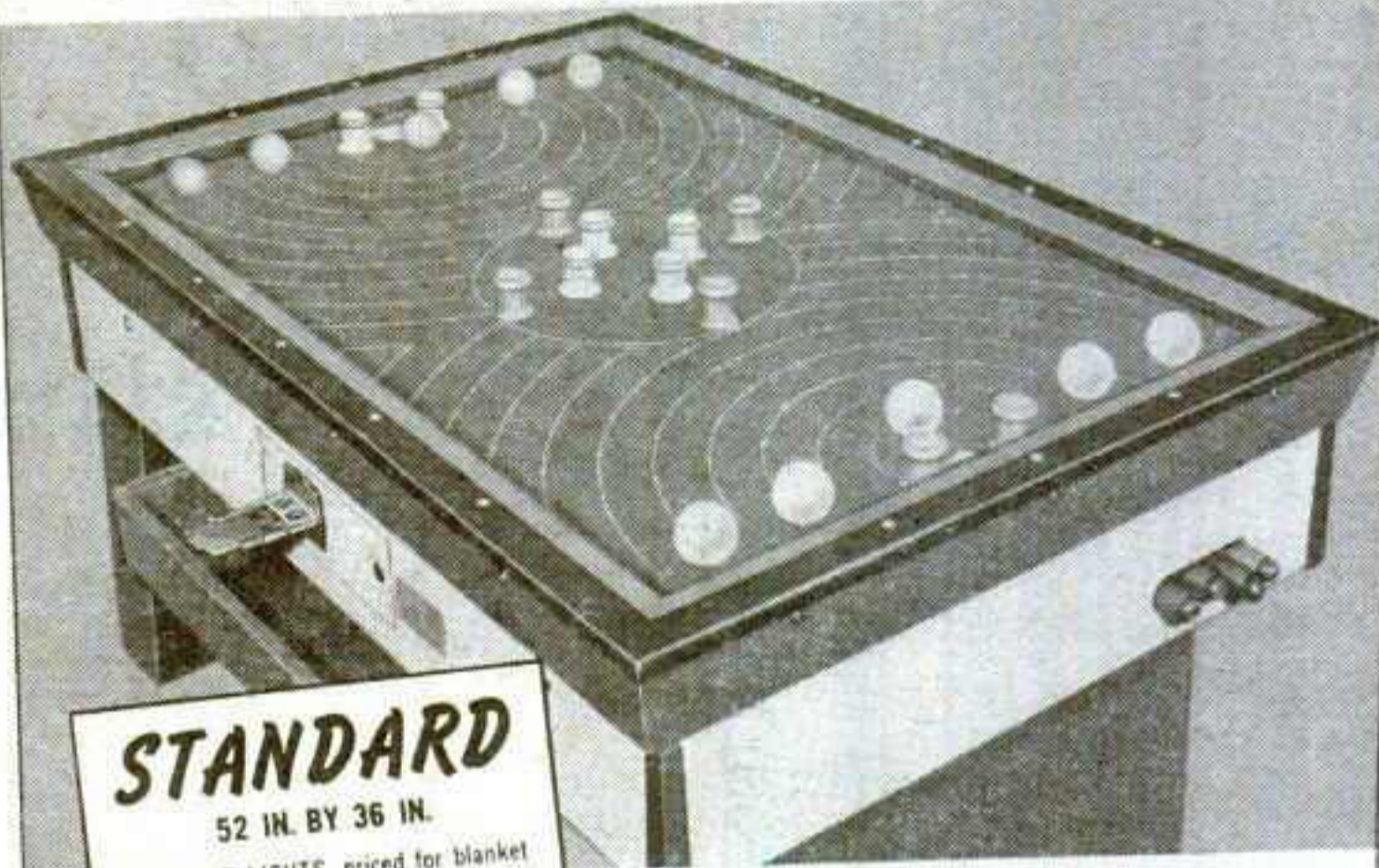
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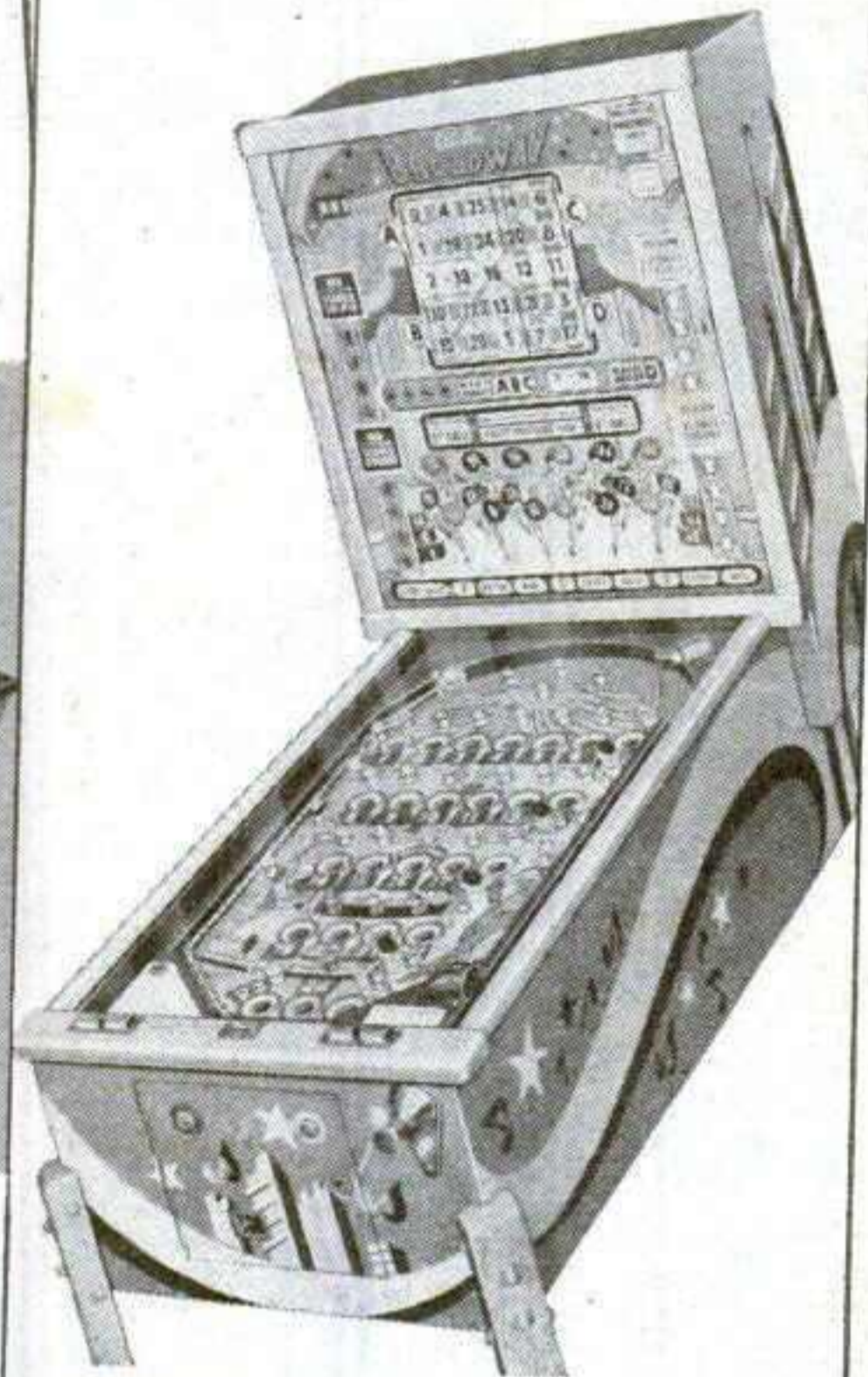


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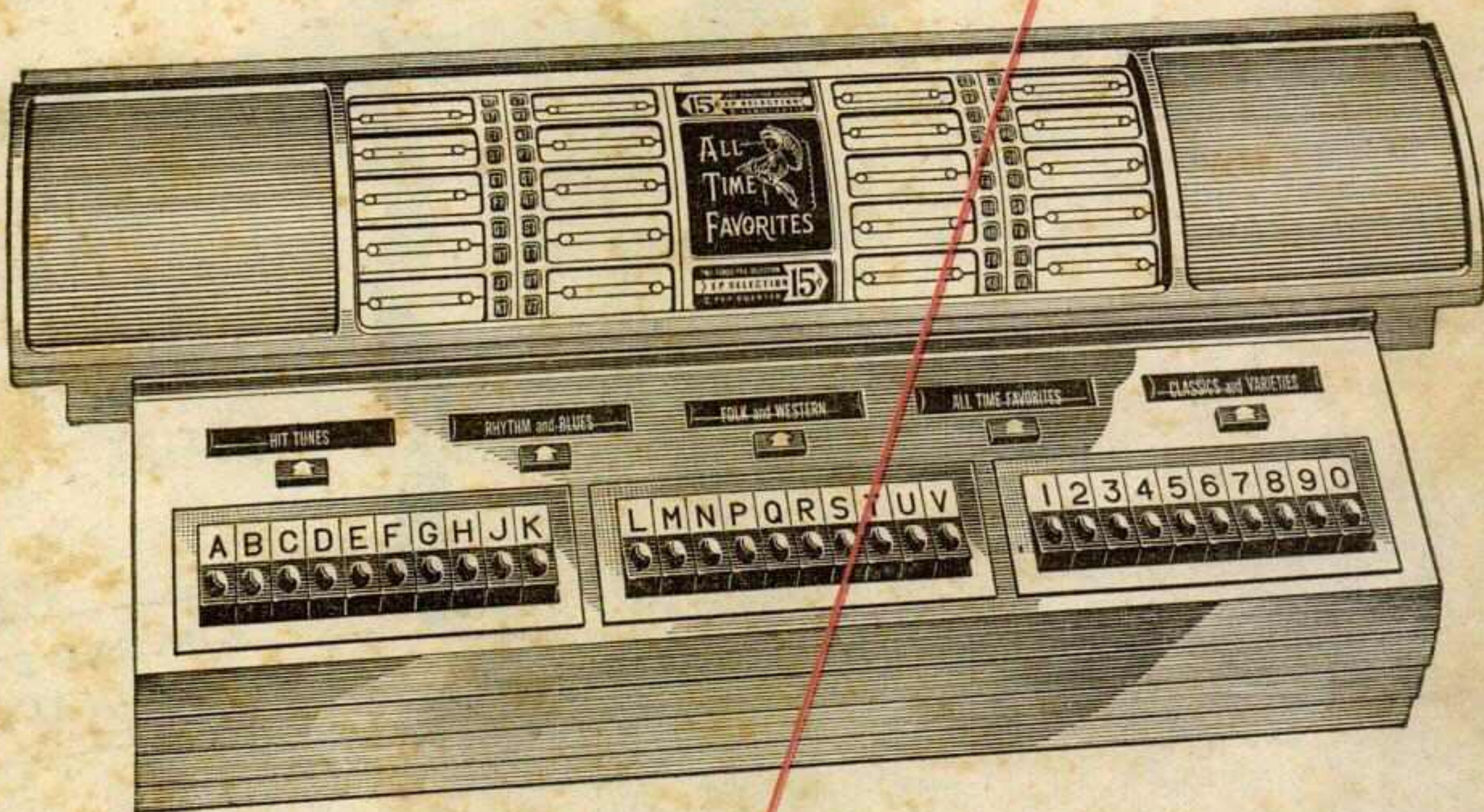
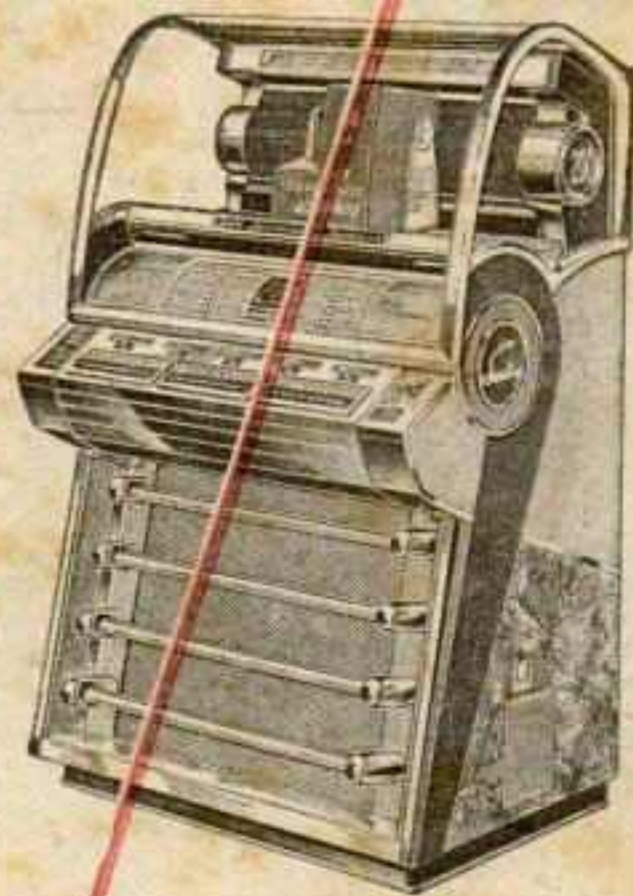
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