

# The Billboard

SIXTY-SECOND YEAR

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## New Jersey Rings Again With Battle

Outdoor Vending Revolution Meets Bitter Opposition; Public Helps Win Rounds

By BOB DIETMEIER

CHICAGO, Feb. 4.—Automatic selling is winning a fight which could help decide how soon food buying of U. S. consumers will be revolutionized thru outdoor vending stations.

Take-home market vending—the business of selling packaged milk and food thru giant outdoor vending machines—has made surprising progress as a fledgling on the American marketing scene.

It is this progress which has led to the outdoor vending industry's major scrap: The fight for survival in New Jersey.

Just as automation in industry has aroused bitter opposition with people who see in it a threat to their livelihoods, so in New Jersey, grocers and unions have combined to try to stop outdoor vending.

### Spectacular Growth

The spectacular growth of outdoor milk vending in the Garden State, looked upon by grocers as a threat to their milk volume, and by milk drivers' unions as a threat to their job security, has spawned an outbreak of court battles thru-out the State.

While final victory is still a long way off, two major rounds in this legal contest have been won by outdoor vending.

Most important, the most far-reaching victory has not been achieved in the courtroom, but in the market place where the public's overwhelming endorsement of the service and convenience provided by outdoor milk machines led to the controversy in the first place.

In short, the entire fight has placed one powerful fact in the limelight: Outdoor milk vendors provide consumers with a service they want.

Happily, New Jersey is an exception. Outdoor milk vending has grown rapidly, aided by, rather than opposed by, local interests, in the vast majority of cities.

### Outcome Important

But it is just for this reason that the Garden State outcome is so important. For victories achieved there by outdoor vending may well have an effect on its rate of growth wherever interests may wish to try to stop it, instead of joining it—which has proved very profitable for those who have done so.

## Daily Bread At Finger Tip

CHICAGO, Feb. 4.—The latest wrinkle in automatic outdoor vending is in installing bread machines—newcomer to vending—with those vending milk.

An Oak Park, Ill., dairy owner and pioneer in outdoor milk vending, Paul Learn, has enjoyed top results with such an arrangement and has already 10 more bread vendors to be set up as companions to his milk machines.

The bread unit—which holds 85 loaves—sold 502 loaves at 25 cents in just a little over two weeks. Bulk of the sales—like the milk unit—are made at night and over weekends—hours when stores are closed.

## DEFENSE DEP'T TO TURN MUSIC MEN INTO TARS

WASHINGTON, Feb. 4.—“What are the wild waves saying?”

This may be a lively topic of discussion in the stormy Atlantic sometime in mid-June, when the U. S. Department of Defense will host a bevy of music business executives on an overseas tour. The execs, including representatives of disk firms, publishing companies, trade papers, etc., will make the junket on a battleship or an aircraft carrier—or, in any event—a “major” ship, according to Hírsh De La Viez, Washington juke box operator and executive of Music Operators of America, who was instrumental in arranging the tour.

Purpose of the trip, is, according to De La Viez, to give the music and record execs an insight into the entertainment needs of American servicemen stationed at foreign bases. Not all details have been set, but at press time it was reported that the Wrigley Company was interested in sponsoring a show aboard ship.

### For the Ride

Peering thru the deadlights and alert for new sounds will be Joe Carlton, RCA Victor pop artists and repertoire chief; Irving Green and Art Talmadge, Mercury Records president and vice-president; Mike Comer, Decca's chief of promotion, advertising and publicity; Murray Luth, representing the Fred Waring office; Dick Linke, Columbia Records sales chief in charge of singles; Archie Bleyer, of Cadence Records; Mickey Glass, repping the Perry Como office; Phil Mason, of De La Viez's office, and others.

## TV Show Odds: Even If in Top 10; Otherwise 3 to 1

Old 49'ers Fade Away, Strongest Programs Live Thru 7 Tough Yrs.

By GENE PLOTNIK

NEW YORK, Feb. 4.—The chances are three to one against any new network TV show surviving seven years. But if its ratings place it among the top 10, it is even money it will live that long.

These actual statistics are derived from a study of a Hooper report exactly seven years old. A tattered and dirty document, it makes interesting reading in a week when most everyone is pre-occupied with the ratings he is going to get in February and last fall's reports are as obsolete as yesterday's newspaper.

Look back a long seven years, then, for a lesson on the mortality and longevity of TV programs.

At 8 p.m. on Tuesday, February 8, 1949, the show on WNBT here was the “Texaco Star Theater.” It was, of course, the top show in TV. Its New York Hooperating was 76.6, leading the second highest show, “Arthur Godfrey's Talent Scouts,” by more than 20 rating points. The Texaco show went out or the coaxial cable to a network of 14 stations. New York was naturally the largest market. It had an estimated 490,000 TV homes. Thus, the top show in the market was then reaching fewer homes than a fringe time show with a rating of around 10.0 can now reach in New York.

At 9 P.M. on NBC was aired “I'd Like to See” sponsored by Procter & Gamble, which still owns that time period. But here was competition. CBS beat the

P&G show with “We, the People,” sponsored by Gulf Oil.

On Wednesday night, CBS had only one regular commercial show, “Godfrey and His Friends,” sponsored by Chesterfield. It went out to a network of 10 stations. Its 46.6 Hooperating ranked fifth in New York. At 9 p.m. NBC took over the major share of audience with “Kraft TV Theater,” drawing a New York Hooper of 29.7. It was followed by Oldsmobile's Newsreel, and the station signed off at 10:15 p.m.

### Thursday Battle

Thursday night, NBC led the Thursday sive stakes: At 8 o'clock “The Arrow Show,” at 8:30 p.m. “The Swift Show,” at 9 o'clock “The Gulf Show,” and at 9:30 “The Bigelow Show.” WCBS-TV offered commercial competition the first of these periods with the Dione Lucas show, a cooking stanza, half of which was sponsored by Scott Towels. At 8:30 WCBS-TV had the top show, “Winner Take All,” sponsored by the Chevrolet dealers.

Friday night, February 11, came the most ambitious new production of the season. “The Broadway Revue,” starring Sid Caesar and Imogene Coca. It was sponsored by Admiral on both the NBC and Du Mont networks. Its combined rating in New York of 50.6 ranked it third. It murdered the competition.

### ABC Steps In

But at 9 p.m., the ABC network took over the New York audience with “Break the Bank,” sponsored by Bristol-Myers on a 10-station network. (The quiz show is still on ABC, now sponsored by Dodge, Wednesday nights.) The best NBC could put against its 34.7 Hooper was “Stop Me If You've Heard This One,” sponsored by Bonifide Mills. WCBS-TV had a public service show, “The Johns Hopkins Service Review.”

Saturday night, of course, nobody ever stayed home, as had been proved in radio. So there was virtually no programming other than sports and some old movies. WPIX had boxing, WNBT had

(Continued on page 6)

## Film Grows in Seven Years

NEW YORK, Feb. 4.—One of the most significant developments in TV programming over the past seven years is the increase in film—of all kinds. In the New York Hooper report for February, 1949, there was a fair share of such listings as “Film Shorts,” “Western Film” and “Film Theater of the Air,” which ran old movies.

There was only one syndicated made-for-TV film program then on. That was Ziv-TV's “Yesterday's Newsreel,” sponsored on WCBS-TV, Sunday, 10:15 p.m. by Lewis Tobacco. And there was only one network film show, the experimental “I'd Like to See,” sponsored by Procter & Gamble following the Milton Berle show.

## NEWS OF THE WEEK

### ABC and NBC Election Packages In Clash in 2-Station Markets . . .

NBC and ABC are engaged in a dog-eat-dog fight to see who can clear stations in two-station markets for their coverage of the national elections. CBS has already wrapped up one station in these markets, having sold its election package months ago. And ABC has the advantage over NBC because it, too, has sold the elections to Philco . . . Page 2

### Saturday Nights Remain Biggest Headache in TV Programming . . .

Saturday night still continues as the No. 1 problem child of TV programming. The problem this season, however, is a CBS one, with that network scrambling to see what it can put together to boost its ratings, now and in the future . . . Page 2

### Crowell-Collier Pub. to Launch Mail-Order Record Club . . .

Crowell-Collier Publishing Company is slated to launch a record mail-order late this summer. Firm, already servicing 10,500,000 subscribers, is expected to become a major force in the disk business. Bill Fowler, vice-president of Capitol Records, will head up the publishing firm's disk operation . . . Page 3

### Record Industry Check Puts Million-Disk Sellers on Pate . . .

Million-record sellers abound as disk industry moves into its most active sales period, a check shows. Previously lagging behind packaged record sales, the singles field shapes up currently as a tremendous source of dealer and manufacturer income. Rock and roll

credited with boosting the pop market . . . Page 14

### Juke Group to Meet, Plan Copyright Strategy, Operator-Owned Diskery . . .

Plans for a battle against legislation aimed at removing the juke box exemption from the Copyright Act and discussion of a proposed operator-owned recording company will be unfolded in Chicago at the Music Operators of America's advisory committee meeting Sunday and Monday (5-6). Following the meeting, MOA executives plan to present the operators' views directly to congressmen in Washington . . . Page 68

### New York Fairs Committee Studies Their Amalgamation . . .

New York fairs have appointed a committee to study the feasibility of smaller events amalgamating for the purpose of decreasing numbers while increasing size and quality. The lure is the likelihood of the combining events each retaining their corporate structure and the \$10,000 annual State aid which goes with it . . . Page 48.

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## ALWAYS A HEADACHE

# CBS Inherits Old NBC Sat. Night Programming Blues

NEW YORK, Feb. 4.—Saturday is a crazy, mixed-up night on TV. CBS-TV has the Saturday night programming blues this season, whereas last season it was NBC-TV that was trying to come up to a solution to programming difficulties that evening. And so it has gone, more or less, since TV went bigtime, with Saturday a major headache to both networks.

The casualty rate among Saturday night programs has been something short of fantastic, with millions of dollars poured down the drain in an effort to satisfy audiences. In the past several years, NBC programs which have died include such names and shows as Horace Heidt, Mickey Rooney's "Hey Mulligan," Donald O'Connor, "Ethel and Albert" and "So This Is Hollywood." CBS has had no shortage of turkey's itself, three prominent victims chopped recently being "That's My Boy," "Professional Father" and "My Favorite Husband" which was recast this season, shifted to a different evening and still found lacking.

### Quick Action

Now CBS is making frantic efforts to pull together a strong Saturday night programming line-up for next season, with this one practically written off. Any immediate programming shift will probably see Jackie Gleason exchange time periods with "Stage Show" between 8-9. Certain to be cancelled before the season's end is "The Damon Runyon Theater," at 10:30-11.

The tentative plan for next season at CBS will see Jackie Gleason at 8 p.m., another stanza for Nes-

cafe to replace "Stage Show" at 8:30, "Two for the Money" at 9 with Sam Levenson replacing Herb Shriner — this program may be shifted to another evening—Procter & Gamble either replacing or switching "It's Always Jan" at 9:30 and a new Herb Shriner variety show going 10-11 p.m. "Gun-smoke" at 10 may be shifted to another time next fall for Chesterfield or another client.

The major mistake made by CBS this fall was cutting Jackie Gleason to a half hour, an error which was compounded when Gleason was programmed at 8:30 instead of 8 when he could have gotten the

jump on NBC's new threat, Perry Como. Opinion is that Gleason cannot be persuaded to return to his hour format, but he still should remain a strong audience attraction at 8 p.m.

### NBC for Sat.

NBC's new Saturday night possibility is "Circus Boy," which it recently acquired from Screen Gems. It will probably switch "People Are Funny" out of 9 p.m. next season and bolster the time period with another show. Should "The Big Surprise" continue to improve its ratings, it could very well be moved into 9 p.m. and "Circus Boy" go at 7:30 next fall.

# CBS 10 P.M. Plan May Clear Outlets

NEW YORK, Feb. 4.—CBS-TV's plans for programming hour or longer shows in the late evening hours next season will provide the web with a solution to one of the major problems that has plagued it this season, the problem of getting station clearance for network shows that are programmed 10:30-11 p.m. station option time.

Because of the fact that this problem has been troubling NBC even more than it has CBS, chances are that NBC may decide to adopt CBS's policy, namely, programming an hour show that starts at 10 p.m. Stations taking such a show have little choice but to clear its 10:30-11 p.m. time for the program.

The two nights on which CBS is planning to adopt this strategy are Thursday and Saturday, which are the two nights that CBS has had most difficulty in clearing stations for 10:30-11 p.m. On Thursday nights next season, the web is planning to put in the "Playhouse 90" hour-and-a-half dramatic show from 9:30-11 p.m. On Saturday nights, it will air a new Herb

Shriner variety show 10-11 p.m.

The 10:30-11 p.m. clearance problem has been pretty well licked by CBS during the other nights of the week. Sunday night's "What's My Line?" presents no difficulties. Monday night's "Studio One" and Wednesday night's hour-long dramatic show already successfully utilize the 10-11 p.m. programming strategy for combating the clearance problem. Tuesday night's "Do You Trust Your Wife?" has been doing well in lining up stations in comparison with the previous program, "My Favorite Husband," and Friday night's "Person to Person" similarly is doing okay.

NBC, on the other hand, is still considerably troubled by station clearance in the 10:30-11 p.m. time slot. Within the past few weeks, its Sunday night entry, "Justice," and its Wednesday night show, "Midwestern Hayride," have fallen by the wayside, largely as a result of clearance difficulties. On Monday nights, the web isn't even making an attempt to program that period.

## CBS IS ALL SET TO GO

# ABC Vs. NBC in Dual-Outlet Markets Over Election Coverage Packages

NEW YORK, Feb. 4.—A behind the scenes battle is being waged between ABC and NBC, with station clearance for their respective election packages in two-station markets the prize.

The two-network fight stems from the fact that CBS has already tied up one of the two stations in each of the dual station markets, thereby leaving only one station left to carry either NBC's or ABC's election coverage. With NBC's package selling for \$5,500,000 and ABC's price pegged at more than \$4,500,000, the sponsors of these items are more than eager to make sure that they get the widest coverage possible.

There are 82 two-station markets, many of them fairly important in the U. S. In the battle for clearances, NBC is finding itself with its back against the wall. ABC last week sold its package to Philco and is currently striving desperately to grab off the available station in these markets before NBC can sell its election coverage.

### No Delays

Naturally, the more time that elapses, the greater will be the number of two-station markets that ABC will clear, and the greater will be the NBC predicament. Delayed broadcasts for the convention and election coverages are, of course, out of the question.

NBC, as of last report, has four bankrollers interested in buying its election package, but none of them wants to buy more than half. These four bankrollers are Norge, General Electric, RCA and Crosley. Ford, which had been interested in purchasing the whole bundle, this week reportedly bowed out of the running.

ABC, it's understood, has been having disappointing results in its efforts to wrap up station clearances fast. Many of the stations obviously are stalling and are waiting for an NBC sale before tying themselves to one or the other network. There's no doubt that some

## QUESTION

# Will 'Panel' Nip Bloom From '64G'?

NEW YORK, Feb. 4. — The bloom may be off the rose. At least that's the reason that "The \$64,000 Panel," slated to replace "Appointment With Adventure" for Kent cigarettes and Revlon in the Sunday 10-10:30 spot, is not yet being programmed.

Agency hesitation is based on the fact that "The \$64,000 Question" is beginning to slip slightly in ratings after months of pulverizing the viewers. The question being weighed is whether "The \$64,000 Panel," if started at this time, will not further reflect a viewer satiety with its parent.

# NBC Mulls New Time for 'SDP'

HOLLYWOOD, Feb. 4.—The pressure is on NBC-TV to find a new time slot for "Screen Director's Playhouse," which has been bumping heads with "Disneyland" and "Arthur Godfrey" this season.

The sponsor, Eastman Kodak, and agency, J. Walter Thompson, reportedly feel that the program could get a solid rating if pitted against average opposition. Eastman has a mutual option clause with producer Hal Roach Jr. for next year but, it's understood, will cancel out unless another time period can be found.

One argument in favor of Eastman is that the Screen Directors' Guild is co-operating more fully in the job of getting stars to appear on the shows, John Wayne having been seen recently, and Errol Flynn, Ray Milland and Bette Davis being skedded for the next three productions.

## Huntington Joins TVB

NEW YORK, Feb. 4. — George Huntington, a media research director at Dancer-Fitzgerald-Sample, this week joined the Television Bureau of Advertising as director of sales development.

# ABC Plans to Group Films By Category

NEW YORK, Feb. 4.—ABC-TV is reportedly considering a plan to group its "Afternoon Film Festival" features into categories such as romance, adventure, mystery, etc., and program features for a full week that belong to the same category. One purpose of the move, if it takes place, would be to enable bankrollers to select more closely the type of fare they would like to be associated with.

The web's sales department meanwhile enticed another advertiser, Pearson Chemical, to join the growing list of participation sponsors of its feature film shows with its new sales incentive plan, which offers additional discounts to bankrollers who buy into both "Afternoon Film Festival" and "Famous Film Festival."

Pearson bought five spots a week (one a day) on the daytime show and one spot a week on the nighttime show. Earlier in the week, the web picked up Coats & Clark and Pharmaco as participation buyers of "Afternoon Film Festival."

The network is just about finished airing the first runs of the 20 J. Arthur Rank features it purchased for "Famous Film Festival" and will soon start putting these features on the air for the second time around. In order to combat sponsor resistance to buying spots on features that are second runs, ABC's research department has come up with a report that figures out that only one out of 55 homes will be watching a feature for the second time. To practically all viewers of a specific feature, the show will be first run.

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# Weitman and Wolff Move

NEW YORK, Feb. 4. — Robert M. Weitman is joining CBS-TV as vice-president in charge of new program development on February 15. He resigned this week as vice-president in charge of talent and programming for ABC-TV and also as vice-president of ABC's parent company, American Broadcasting-Paramount Theaters.

Weitman's post at ABC will be assumed by Robert Lewine, the web's national program director.

Another top level programming exec, Nat Wolff, also resigned his veepee post this week, as creative programming head of radio-TV for Young & Rubicam. At last report, Wolff was negotiating with both NBC and CBS for a top layer berth in programming.

The moves on the part of both Weitman and Wolff bring into sharp focus the expanding executive requirements of NBC and CBS for top level programming brains. The constant build-up of high budget programming being produced by both these webs has resulted in a heavy burden being placed on the shoulders of networks' programming departments.

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ADVISORY BOARD SURVEY

# What's the Good of 'Behind the Scenes'?



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

The new crop of network TV shows from the studios of major movie companies are disappointing, but the TV Editorial Advisory Board is still interested to see what the majors can do in TV. That was the gist of the last Advisory Board installment, published in the January 28 issue.

The board was further asked what it thought of the "behind the scenes" segments that are integrated into the three shows in question, "Warner Bros. Presents," "20th Century-Fox Hour" and "M-G-M Parade."

Generally, their reaction may be described as lukewarm.

Specifically, the members were asked what effect these so-called "chromos" have on the entertainment value of these programs and what their effect is on the sponsors' commercials.

Their conclusions on both points were roughly the same. On both questions, 43 per cent of the respondents said their effect was bad. But still fewer board members had words of praise for the "chromos." Only 20 per cent said they were good for the show; 16 per cent said they were good for the commercials. But combined with these votes those who thought the "behind the scenes" material neither helped nor ruined the shows actually shift the balance of opinion to a half-hearted okay.

**So-So Reactions**

Some 37 per cent of the voters said the chromos had no effect—neither good nor bad—on the entertainment; 41 per cent said they had no effect on the commercials. The conclusion is faint praise, to be sure. But when asked what can be done to improve the chromos, the replies were meager.

The most repeated suggestion—made by 29 Advisory Board members—was "eliminate them." Of course, these were mainly voters who felt their effect on the show was bad. But not entirely. A few who thought they had no particular effect made the same cry, claiming they don't do enough for the show or its sponsors to justify their existence.

Of the 29 who want to see the chromos dropped, 19 were stations, five were ad agencies. Note that when it came to program values, the stations were much more harsh toward the chromos than the agencies were. Of the stations 52 per cent said they were bad for the show, whereas only 32 per cent of the agencies said they were bad.

Both stations and agencies were somewhat less critical of the chromos when asked their effect on the sponsors' messages. On the other

hand, more producers and distributors voted that this was where their effect was bad.

The gist of the positive suggestions on improving the "behind the scenes" segments was that they should try to sell less and tell more. Two agencies and one producer said they should show more about the processes of film making, not only shooting but recording, mixing, set designing, editing. "Everything happens too easy," said one TV film producer. "Let's see the no good takes and the physical handicaps." A distributor of industrial films suggested the Hollywood majors take a cue from the business films used by so many other industries.

**Star Interviews**

A few board members took issue with the star interviews. They are too stilted, said two stations and one agency. Another station elaborated: "They have, for the most part, settled into too pat an approach, with the star obviously having rehearsed his answers. A real on-the-spot, ad lib, candid, unrehearsed interview would be more refreshing."

One TV packager took issue with both these points when he said, "'Behind the scenes' only spoil the illusion created by the drama. Teasers and dramatic scenes from forthcoming movies would be much better."

Another suggestion, made by one station, two agencies and one producer: shorten them.

## HOW THEY VOTED

What effect do you think the "behind the scenes" segments of the majors' TV shows have had on the entertainment value of these shows?

	No Effect	Good	Bad
Stations and Networks	18	6	26
Ad Agencies	13	8	10
Network Sponsors	—	—	1
Regional, Local and Spot Advertisers	2	—	—
Distributors	2	1	9
Producers, Labs, Equipment	12	10*	8
<b>TOTAL</b>	<b>47</b>	<b>25</b>	<b>54</b>

What effect have they had on the sales impact of the sponsors' commercials?

	No Effect	Good	Bad
Stations and Networks	20	8	20
Ad Agencies	14	5	9
Network Sponsors	—	—	1
Regional, Local and Spot Advertisers	1	—	1
Distributors	1	—	7
Producers, Labs, Equipment	9	5	10
<b>TOTAL</b>	<b>45</b>	<b>18</b>	<b>48</b>

**STATIONS SAY . . .**

**JAMES D. RUSSELL**, president, KKTU, Colorado Springs, Colo.: "Behind the scenes' segments have in effect merely increased the total commercial time in the shows by advertising their own product. This has the effect of burying the sponsors' commercials. They can be included when their inclusion results in more entertainment—not for purposes of 'name dropping' or fillers."

**DICK WESTMAN**, promotion director, KUTV, Salt Lake City: "If the star on the 'behind the scenes' is top name, people will stay with the show to see them. For my money, it's too commercial from major's standpoint. It should be more informal and personal, not as much about the coming attraction. Movie mags have been selling for years using the personal and informal touch. Do the star interview bit from their homes with their families."

**PHILIP MERRYMAN**, president, WICC, Bridgeport, Conn.: "Let's eliminate them. The ultimate object is to produce suitable film material for syndication to independent stations, not to promote Hollywood as such."

**AGENCIES SAY . . .**

**LES DUNIER**, TV director, EMIL MOGUL & COMPANY, New York: "These segments have not been good enough to enhance the entertainment value. They are commercial and lessen the sponsors' impact. I believe that on a continuing basis, they will not do anything but weather the format of the main programs presented. Perhaps every 13 weeks they should devote the entire program to 'behind the scenes' and leave the other weeks intact as complete dramas, etc."

**BOB HAYWARD**, TV director, BRISACHER, WHEELER & STAFF, San Francisco: "Bad programming almost invariably means poor commercial receptivity. 'Behind the scenes' segments can be improved by a change in attitude. Entertainment is and must be the keynote not just a plug and the hell with the viewers."



**S. LAWRENCE ROTHMAN**, Rothman Advertising, Pittsburgh: "The credibility of stars testimonializing on a product (caught of guard, of course) is getting a little thin. Keep the 'behind the scenes' factual. No stop watch in hand sort of hurry, hurry, as used by Joseph Cotten—quit trying to load the package—they can be quite interesting if given time to be digested instead of machine gun technique now being used."

**DISTRIBUTORS SAY . . .**

**WALTER SCHWIMMER**, president, WALTER SCHWIMMER COMPANY, Chicago: "If they would get into the interesting phases of technical triumphs in making motion pictures, such as Jack Webb did with his 'Pete Kelly's Blues' preview, they would improve the 'behind the scenes' segments."

**PRODUCERS SAY . . .**

**NORMAN C. LINDQUIST**, ATLAS FILM CORPORATION, Oak Park, Ill.: "In my opinion the 'behind the scenes' segments take away from the realism of the entertainment. Also, they detract from the sales message of the sponsor and, for all practical purposes, they are simply sales messages for the studio producing the shows. The best way to show these segs, in my opinion, would be actually to dramatize a story which involves settings of this nature. Or, if the sponsor should be interested in having one of the stars endorse this product, this could be a 'behind the scenes' commercial."



**EMANUEL DEMBY**, DEMBY PRODUCTIONS, New York: "Have them created by good writers who are interested in 'behind the scenes' material as they would be in researching any other occupation for a show."

# Brief & Important

**CHRYSLER STUDIES TIME SHIFT OF 'GREAT LIFE' . . .**

The Chrysler Corporation is now giving a long look to shifting "It's a Great Life" from 7-7:30 Sunday evening to 10:30-11 on NBC-TV, where American Tobacco has canceled "Justice." Among the factors to be considered are station clearances, with the latter time period a hard sell to stations. Chrysler can take heart from the fact that the Robert Cummings show, when slotted 10:30 on NBC was topping "What's My Line?" its CBS opposition in ratings.

**BORDENS RENEWS 'LIFE' AND 'PEOPLE'S CHOICE' . . .**

Bordens this week renewed two of its TV properties, both on NBC. They are "Date With Life," the 4-4:15 strip, and "People's Choice," Thursday at 9 p.m. which had been reported on its way out, but whose ratings have improved considerably in its new time period a half hour later than at the beginning of the season.

**BUDWEISER HUNTS NEW TIME AND PROPERTY . . .**

Budweiser is on the prowl for a new property and a network time slot. It's dropping "Damon Runyon Theater" the beginning of this summer after numerous unsuccessful efforts to switch the show to a different CBS time slot from its present one, Saturdays 10:30-11 p.m.

**TNT TO STAGE LARGEST CLOSED-CIRCUIT SHOW . . .**

Theater Network Television will put on the largest nationwide closed circuit business telecast yet aired when next Wednesday (8) the electrical industry beams a high-budgeted entertainment show to 79 cities. Theme of the stanza, which stars John Daly, Giselle MacKenzie and others, is "Live Better Electrically." Producer-director is Marc Daniels.

**NBC-TV WEIGHS TEEN-AGE SHOW FOR SAT. 5-6 . . .**

NBC-TV is considering slotting a teen-age jazz show Saturday 5-6 to get the attention of the young viewer. The program is still in the formative stage, with Al (Jazzbo) Collins under consideration as the emcee.

**HOUSE BILL WOULD AIR TV POLITICO DEBATES . . .**

A modern-day electronic version of the Lincoln-Douglas debates may take place on TV between the 1956 Presidential candidates, if House Bill H.R. 6810, which would amend the Communications Act, is passed. Such an amendment was urged this week by CBS veepee Richard Salant at a House Subcommittee hearing Thursday (2) in Washington.

## ABC-TV Eyes 'Dr. I. Q. Jr.'

NEW YORK, Feb. 4.—ABC-TV is eyeing a revised version of "Dr. I. Q. Jr." as a replacement for "Topper" in the Monday, 7:30-8 p.m. spot starting March 19. The "Dr. I. Q. Jr." program would feature as contestants a mother-child or father-child team, which would increase the program's appeal to a family-wide audience, it's hoped. Lee Segal is the owner of the property, which would originate live from New York.

Another property the web is reportedly interested in is "This Is Show Business," which it is probably considering as a Sunday 9-9:30 p.m. entry to start in March. The time slot will be vacated by "Chance of a Lifetime," which will shift over to Saturdays 10-10:30 p.m.

## Carson's Day Stanza Eyed

NEW YORK, Feb. 4.—CBS-TV is studying the possibility of developing Johnny Carson into a daytime TV personality.

The web has far from given up hope that Carson will become a very valuable property, despite Carson's failure to break into the big time with this season's Thursday night program, which General Foods has decided to drop.

## Lever Nears 3d Net Buy

NEW YORK, Feb. 4.—Lever Brothers this week was on the verge of wrapping up its third network buy. The client is purchasing Monday night 7:30-7:45 on NBC-TV for its own show, probably a musical stanza.

Tony Martin, who was sponsored by Webcor and Associated Products, will move out of the time slot at the end of his cycle. Other Lever shows are "Lux Video Theater" and "Big Town."

## SILVERS DRUBS BERLE RATINGS

NEW YORK, Feb. 4.—Milton Berle this week received the strongest rating drubbing to date from Phil Silvers. In the 8-8:30 p.m. contest, the latter comedian's CBS-TV show hit a 25.8 Trendex this week, against Berle's 12.7 on NBC-TV. Berle, however, jumped to a 20.0 for his second half hour against "Navy Log's" 18.8. On ABC-TV "Warner Brothers Presents" got a 12.7, and "Wyatt Earp," which follows it, got a 16.9.

## NBC Elects Three V.-P.'s

NEW YORK, Feb. 4.—NBC this week elected three new veepees—Hugh M. Beville, veepee of planning and development; Thomas C. McCray, veepee and general manager of KRCA, KRCA-TV, NBC o&co, Hollywood, and Lloyd E. Yoder, veepee and general manager of WRCV, WRCV-TV, Philadelphia.

Beville has been director of research and planning for NBC since October, 1952; McCray, a veteran station executive, Yoder, also a top station management executive, has been with the network since 1927.

## Chesebrough Hunts Time For 'Trooper'

NEW YORK, Feb. 4.—Chesebrough this week was actively shopping for a network half hour for "State Trooper," the MCA-TV Rod Cameron vidfilm vehicle. A prime possibility is the Wednesday night, 7:30-8 p.m. time period on CBS-TV where "Brave Eagle" is now being sustained.

Also under consideration is Monday, the same time on ABC-TV, where "Topper" is being canceled. McCann-Erickson is the agency.

In the next TV Editorial Advisory Board study:  
**THE NEW LOOK IN DAYTIME PROGRAMS**

# THE HOT

## "SCIENCE FICTION THEATRE"



All-star cast... Pat O'Brien, William Lundigan, Don DeFore, Ruth Hussey, Lynn Bari... others.

### 44.8

**BAKERSFIELD**  
beats Ed Sullivan, I Love Lucy, Disneyland, Jackie Gleason and others.

Voted No. 1  
New Syndicated  
Show for '55!

### 31.5

**TULSA**  
beats Arthur Godfrey, Perry Como, Jackie Gleason, Robert Montgomery and others.

### 42.1

**JACKSONVILLE**  
beats George Gobel, Ford Theatre, Dragnet, Studio One and others.

### 46.5

**BOISE**  
beats Groucho Marx, Arthur Godfrey, Jackie Gleason, Bob Hope and others.

ARB—Nov. '55

# COMMER

## "I LED 3 LIVES"



STARRING  
**RICHARD CARLSON**

Now 3rd Year in Production!

### 39.3

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

**26.6 BOSTON**  
beats Dragnet, Milton Berle, Studio One, Big Surprise and others.

**26.4 DALLAS-FT. WORTH**  
beats Jackie Gleason, Groucho Marx, Perry Como, Climax and others.

**48.4 PITTSBURGH**  
beats Kraft TV Theatre, This Is Your Life, Lux Video Theatre, Wyatt Earp and others.

RENEWED BY  
PHILLIPS IN  
44 MARKETS!

TELEPULSE—Dec. '55 ARB—Nov. '55

## "THE CISCO KID"



STARRING  
**DUNCAN RENALDO**  
as "CISCO"  
**LEO CARRILLO**  
as "PANCHE"

Now 6th Year in Production!

### 29.0

**CINCINNATI**  
beats Perry Como, Loretta Young, Medic, Godfrey and His Friends and others.

**26.1 DALLAS-FT. WORTH**  
beats Jackie Gleason, Groucho Marx, Climax, Dragnet and others.

**21.0 BUFFALO**  
beats Danny Thomas, Life of Riley, Studio One, Wyatt Earp and others.

**36.5 FT. WAYNE**  
beats \$64,000 Question, Ed Sullivan, Dragnet, Disneyland and others.


RENEWED BY  
INTERSTATE  
BAKERIES FOR  
6TH YEAR IN  
39 MARKETS!

NEW YORK  
CHICAGO  
CINCINNATI  
HOLLYWOOD

TELEPULSE—Nov. '55 ARB—Nov., Dec. '55

# SHOWS

**"MR. DISTRICT ATTORNEY"**  
STARRING **DAVID BRIAN**




Champion of the people!  
Here's proof:  
**31.5**  
**BOSTON**  
beats George Gobel, Dragnet, Sid Caesar, This Is Your Life and others.  
**37.6 OKLAHOMA CITY**  
beats Ed Sullivan, I Love Lucy, George Gobel, What's My Line and others.

**23.2 SEATTLE-TACOMA**  
beats Jackie Gleason, Climax, Sid Caesar, Lux Video Theatre and others.  
**56.6 CHARLOTTE**  
beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

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

AFB—Oct., Nov., Dec., '55

**"HIGHWAY PATROL"**  
STARRING **BRODERICK CRAWFORD**



An Award-Winning Performance  
by Academy-Award Winning Star!

**41.3**  
**ROANOKE**

beats I Love Lucy, Jackie Gleason, Robert Montgomery Presents and others.  
**34.4 DAYTON**  
beats Graucho Marx, Jackie Gleason, Disneyland, Perry Como and others.

**29.8 SYRACUSE**  
beats Life of Riley, Disneyland, What's My Line, The Medic and others.  
**27.2 ST. LOUIS**  
beats Climax, This Is Your Life, Sid Caesar, Lux Video Theatre and others.

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

AFB—Nov., Dec. '55

# ROMANZEW!

Nothing turns on the heat like  
**ZIV**  
PRODUCTIONS!

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



*"The Man Called X"*  
STARRING **BARRY SULLIVAN**



## Official Talks With Four Star May Release 100 Star Films for 2d Run

Three Years of 'Playhouse' Pix Involved; Stock Buy Into Production Firm in Wind

NEW YORK, Feb. 4.—A group of over 100 star-studded, half-hour dramas will be put up for second-run sale by Official Films if a deal it is reported to be negotiating with Four Star Films goes thru. Official is expected to buy the negatives of the first three years of "Four Star Playhouse" (99 episode) and last season's "Stage 7" (26 episodes), not to be confused with the new "Stage 7," which Four Star is currently producing for distribution by Television Programs of America.

The negotiations were reported to be going into the final stages. It was considered possible that when it is concluded, it would go even deeper. According to one rumor, Official may acquire 55 per cent of the stock in Four Star, which would thus become Official's production arm.

Hal Hackett, president of Official, returned from England yesterday, and was said to be ready to wind up the deal over the weekend.

The production company was organized four years ago as Four Star Productions to produce "Four Star Playhouse" for Singer Sewing Machines. Official agented that deal. The owners of the company are Charles Boyer, David Niven, Dick Powell; their lawyer, Edward Cruikshank, and their agent, Don Sharpe. Sharpe was president until a few months ago when Cruikshank took over.

### Sharpe's Quitting

Sharpe's resignation was understood to stem from the desire of the other owners to do contract work on outside packages. Sharpe considered himself a packager and not a production manager. Since he quit, Four Star has been enhancing its top operating echelons.

Only last week it hired Walt Tibbals from Batten, Barton, Durstine & Osborn to be vice-president for program development.

When Hackett took over management of Official three years ago, it was strictly a percentage distributor. Last year, however, it acquired an interest in the Independent Television Program Company, Ltd., in England, which produces "Robin Hood" and several new series for Official to sell next season.

Thru the Four Star deal, Official would be in a position to build

one of the largest catalogs of half-hour dramatic films in the field. In addition to these 125 films, it still has the distribution of "Star and the Story," 39 dramas produced by Four Star, plus the 39 "Four Star Playhouse" films being produced for the current season. All together, that's 203 dramas.

However, "Four Star Playhouse" has been made so that in rerun it could be neatly split into five separate series: a Charles Boyer show, a David Niven show, a Dick Powell show, an Ida Lupino show and an anthology of various stars.

## WHAT'S THE FUTURE

### New Era for NBC Film Under Kagan

NEW YORK, Feb. 4.—The NBC Film division this week entered a new phase of its career when NBC, the parent company, put its operations under the control of the Kagan Corporation, another wholly owned subsidiary. It is not known whether the NBC Film division will continue to operate under the same title, but Carl M. Stanton, NBC veepee and its present head who has been elected a veepee of Kagan, will continue in the same capacity.

The shift was made, according to inside speculation, for tax reasons. The NBC film division was not allowed to operate in many States because, being part of NBC, the entire corporation was subject to tax. Now only Kagan will be

subject to taxation, and Kagan's other major activity consists of its merchandising operation for which it has been well known. The film division will undoubtedly open many more offices now in States in which it wasn't licensed to operate.

The shift was also made for another reason. Manie Sacks is chairman of the board of Kagan, and J. M. Clifford, its president. These two executives will play a large part in setting the new policy of the former NBC Film division. They will replace Robert W. Sarnoff, now president of NBC, who was its guiding genius before he moved into network affairs. Of late he has been too busy to play the same role.

The syndication operation has had a fairly good year, despite the fact that 1954 was not up to expectations. Its three most recent properties, "Steve Donovan," "Great Gildersleeve" and "Crunch and Des" have done rather well sales-wise, tho "Homer Bell" was a major disappointment.

The trade believes that under the Kagan banner, the film distribution organization will probably participate less in the financing of vidfilm series, probably operating more conservatively whenever possible. The chances are also that it may go in for more handling of outside packages submitted by independent producers. And Manie Sacks' ties to RCA Victor, the record division, suggests that perhaps the film syndication firm may slant its thinking toward opportunities in musical film.

The former NBC Film division, in addition to the properties mentioned, handles "Badge 714," Hopalong Cassidy films in both hour and half-hour versions, "The Visitor," "Dangerous Assignment," "The Falcon," "Inner Sanctum" and "Victory at Sea."

### 'Opry' Renewed By Pillsbury

HOLLYWOOD, Feb. 4.—"Grand Ole Opry" this week was renewed by Pillsbury for 52 weeks. The show, distributed by Flamingo Films in some 90 markets (35 for Pillsbury), is filmed by Albert C. Gannaway Productions in Nashville.

Addition of 52 half hours will bring the total in the can to 96. At the same time, Gannaway is launching a new series, to be filmed at Acapulco, Mex., starting February 27.

The program, titled "Jungle Girl," will deal with the Brazilian Indian Protection Service. Production of 39 segments is scheduled, with Magazine Management, syndicate which owns the comic books upon which the show will be based, sharing in the deal. No distribution has so far been set.

## FIRST RUNS

### WTTG Set For Major Exposure

WASHINGTON, Feb. 4.—Another big city will be given a major exposure to first-run syndicated film. WTTG, here, the Du Mont Broadcasting Corporation outlet, bought 12 half-hour series from various vidfilm distributors for slotting mainly between 7-8 p.m. beginning February 20.

From the NBC Film division it purchased "Steve Donovan," "Great Gildersleeve," "Crunch and Des," "Dangerous Assignment" and "The Falcon." From CBS-TV Film Sales "The Whistler," "Long John Silver" and "Fabian of Scotland Yard" was purchased. Guild Films contributed "I Spy"; Minot TV, "NOPD," and Bruce Balaban, "Hollywood Preview."

The station will also slot the Paramount short subjects library ahead of "Loony Tunes," giving viewers here a full hour of cartoons, as is being done at WABD, New York, another Du Mont outlet. WABD has also bought "Gangbusters" from General Tele-radio and "I Spy" from Guild Films. This brings to 61 the number of markets in which "I Spy" has been sold.

### Roach to Shoot 'O Susana' Pilot

HOLLYWOOD, Feb. 4.—"O Susana," pilot for a new series starring Gale Storm, has been skedded by Hal Roach for production early next month. Series will deal with the exploits of a hostess on a luxury liner.

At the same time Roach has dropped plans to film "Nightwatch," documentary dramatic series which would be shot from a police prowler, because of technical and legal difficulties involved. The agency, Ashley-Steiner, however, may still do the show with another producer.

### WBAC Skeds Late Features

NEW YORK, Feb. 4.—WABC-TV, ABC's New York o&co, is entering the late evening feature film programming sweepstakes here with a new feature film program, "Night Show," which will be aired 11:30 p.m. to closing.

The show, which starts on February 13, will utilize the Bank of America features, which WABC this season has been airing during the afternoon in the "Million Dollar Movie" pattern of showing the same feature every day for five days a week. The same pattern will be followed on WABC's new "Night Show."

The Bank of America features, before being turned over to WABC-TV, had been aired in New York on WOR-TV as "Million Dollar Movie." WOR aired each feature 16 times. WABC-TV this season aired each feature five times. When they complete their five runs on "Night Show," each feature will have received 26 runs in New York.

### IWF Expands Its 'Wrestling' M'kts

CHICAGO, Feb. 4.—Imperial World Films has been getting its "Wrestling from International Amphitheater" into more and more markets. In the month of January it picked up 13 more stations, putting the total over 180. It also racked up 24 renewals in January.

IWF has now added slides to its promotion kits. They picture various wrestlers, in color or monochrome.

## Only Strongest Shows Survive Seven Years

• Continued from page 1

basketball and WCBS had the New York Athletic meet sponsored by Camels.

On Sunday night back in February, 1949, CBS had a strong commercial line-up. From 7:30 to 8:30 was the "Ford Theater," a live dramatic show. At 8:30 General Electric had "Riddle Me This." But the top show in that half hour was ABC-TV's dramatic sustainer, "Actor's Studio." At 9 p.m. CBS had that ambitious new variety show, "Toast of the Town," sponsored by Emerson Radio. Its 48.0 Hooperating made it the fourth show in New York. NBC had General Foods in the 8-9 p.m. hour with two discussion shows, "Author Meets the Critics" and "Meet the Press." At 9 p.m. was "The Philco Television Playhouse."

On Monday night the top New York show was "The Goldbergs" on CBS. But it was sustaining. CBS had a strong follow-up at 8:30 p.m. with "Talent Scouts," sponsored by Lipton Tea. The NBC competition was "The Chevrolet Tele-Theater." At 9 p.m. NBC had the top share with "The Colgate Theater." This was followed by Firestone's "American," followed by Gillette's Boxing.

In those days there were 55 stations on the air in 31 cities serving an estimated total of 1,104,600 TV homes. And there were four networks.

### Now Gone

Of course, most of the shows just mentioned are gone, and most of those have been gone so long they are almost forgotten. Moreover, in the seven years many a big show has lived and already died, such as the heir apparent to "Broadway Revue," namely "Your Show of Shows" and also the big "Colgate Comedy Hour."

In the long perspective of seven years, then, TV programming begins to take on boom-or-bust appearance. There actually have been few shows that could be called steady performers over the years.

Of the seven 1949 shows still on the air, five were among the top 10 then and have been up there many times since. The veterans have been constant excitement makers, they have been slightly scandalous, they have been ever changing. In this business, the only oldtimers are the perennial adolescents.

### Flynn Signed For Brit. Pix

NEW YORK, Feb. 4.—Inter-TV Films, Ltd., has signed Errol Flynn for a new half-hour dramatic vidfilm series to be shot in England. Flynn will act as host and appear in a number of properties. His wife, Patrice Wymore, will star in four shows and also co-star with her husband in others.

Production will begin in March in England at the Bray Studios. Twenty-six films are to be made in 1956 and '57 and '58. Marcel Leduc is president of Inter-TV, Ltd.

### Toluca to Film 'Coronet' Pilot

HOLLYWOOD, Feb. 4.—Pilot film of "English Coronets," long-time radio series, rights to which have been acquired by William Holden's Toluca Productions, is scheduled to go before the cameras within the next few weeks.

The half-hour will be shot upon completion of Holden's current feature at Warner Bros. Holden will produce, but will not star in the show.

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IT'S SENSATIONAL!

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- Increase your program ratings with giveaway prizes
- No increase in film costs

- ★ Bulldog Drummond Features
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- ★ Famous Tales
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Tie-in this outstanding product with this amazing first-of-its-kind deal.

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# Films to Watch

## SOLDIERS OF FORTUNE—MCA-TV

Seven-Up last week renewed its national spot sponsorship of this adventure series for a second year. An analysis of the Scoreboard this week reveals ample cause for the sponsor's satisfaction. Its national average weighted Pulse rating in November was 9.3. It climbed up to 10.3 in December. In November it drew 65 kids per hundred sets, making it the fifth ranking adventure show and the 16th ranking of any syndicated series for the kid audience. It drew 23 teen-agers, the sixth ranking syndicated adventure in that audience category.

In this issue's listing for St. Louis, the sponsor's home town, "Soldiers of Fortune" drew a 20.7 Pulse in December, the sixth ranking syndicated show in the market, less than four rating points from the top show. It has an unusually late slotting there, 10-10:30 p.m., perhaps so that the Seven-Up executives can catch it. It is the top show in that period, beating "Ethel and Albert" and "Million-Dollar Movie."

In other markets listed in this issue, "Soldiers" is sixth in Tampa, Fla., and sixth in Omaha. It is 11th in Portland, Ore. In big New York, "Soldiers" has made a steady climb on indie station WPIX. The station reveals that in the December Nielsen Station Index, the adventure show had a 12.0, the top show in its period, beating out "Omnibus" and "Meet the Press."

## I'VE GOT A SECRET—CBS-TV

Not only does this program pack a whale of a wallop in terms of numerical superiority of its audience following, as evidenced by its 36.0 American Research Bureau rating for December, but it stacks up close to the top of the heap in its popularity among men and women, as compared to other network quiz and panel shows' audience composition figures. Its 36.0 rating places it in third spot among similar shows in audience pull, topped only by "The \$64,000 Question" and "You Bet Your Life," whose ARB ratings are 61.4 and 42.1 respectively. By pulling in .90 men viewers per set, the show earns itself eighth position in popularity among men, compared to other network quiz and panel show. It's even more popular among women, drawing 1.18 of them per set, which is enough to make it tie for fourth place with NBC's "Big Surprise."

## THE GEORGE GOBEL SHOW—NBC-TV

The rocket-ship ride to success, launched last season by Gobel, seems in no danger of falling to earth just yet. Additional proof of this fact is provided by the latest Videodex rating report, for the week ending January 9, wherein Gobel can be found firmly ensconced as the No. 3 most popular network show on the air with a 32.9 rating. According to Videodex, Gobel is topped only by "\$64,000 Question" and the "Ed Sullivan Show."

## Screen Gems Adds 5 New Sales Staffers

NEW YORK, Feb. 4.—The continuing expansion of Screen Gems' syndication operation was marked this week by the addition of five new salesmen to its staff and the completion of preparations for a company-wide sales meeting to be held at the Hotel Warwick here next week for four days beginning February 9.

The new salesmen to join Screen Gems' sales staff are Milton Olin, formerly of Telefilm Enterprises; Daniel Goodman, formerly with Walt Framer Productions; George Hankoff, who's been with INS-TV; Charles Whipple, who comes from MCA's Midwest territory, and Frank Parton, formerly of Ziv.

The first three men will work in Screen Gems' New York office, while Whipple will be located in Chicago and Parton will head-quarter in Dallas. All of the men will report directly to Bob Salk, Screen Gems' director of sales.

The firm, in 1955, hiked the total number of shows available for syndication sale to eight by the addition of three properties, "Tales of the Texas Ranger," "Celebrity Playhouse" and "Jungle Jim," to those previously on its roster—"All-Star Theater," "The Big Playback," "Top Plays of 1955," "Jet Jackson," and "Adventures of Rin Tin Tin."

This year, several new ones will be made available for syndication, including "Damon Runyon Theater," which is ending its network run the beginning of the summer. In addition, the firm is getting set to syndicate 104 Columbia feature films, which will be put on the market within the next few weeks.

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

## WPIX Buys 'Hudson,' 'Des' First-Run Film

NEW YORK, Feb. 4. — WPIX this week bought two more first-run film series, "Dr. Hudson's Secret Journal" from MCA-TV and "Crunch and Des" from the NBC Film division. That's a total of five syndicated shows that the station has bought in the past two weeks. Fred Thrower, general manager, said they had not yet decided where they will slot the five shows. But a show bought previously, "Sheena, Queen of the Jungle," will debut next Wednesday, 7:30-8 p.m.

WPIX continues to make phenomenal gains in audience. In December its share of audience was 16 per cent over the previous year, according to an American Research Bureau analysis. In January, its share was up 56 per cent.

WPIX this week came up with statistics showing that its top kid show, "Clubhouse Gang Comedies" (using "The Little Rascals"), is topping the top kid show "Mickey Mouse Club." The Nielsen Station Index for December gives "Clubhouse" 1,497,790 viewers per average telecast, while "Mouse" got 1,296,300 viewers per average telecast.

## DRIVE FOR SPOTS

# NTA Pitches 10 Selznick Pix for Station Origination

NEW YORK, Feb. 4. — While branching up into a network sales operation, National Telefilm Associates is striving to drive an even bigger stake into station-originated film programming. On the national level NTA salesmen will probably be pitching spot sponsorship as much or more than network sponsorship.

NTA took a significant turn in this direction last week when it began selling the 10 big David O. Selznick pictures to stations. It has all but closed the door on any network deal on this package.

But it has not closed the door on national sponsorship of these pictures. Its station contracts give it an option to bring in a sponsor who will carry the pictures as station-originated spectacles.

NTA this week seemed to have still more ambitious ideas about promoting spot sponsorship when it hired Ray Nelson, who quit a couple of weeks ago as director of national spot sales for the Television Bureau of Advertising. Nelson was assigned to head a "special project" the nature of which was not disclosed.

### Package Business

NTA this week was also making new strides on the production side. It signed agent-producer Abner Greshler, who discovered Martin and Lewis, to spearhead a program development operation, and it allocated \$250,000 to be spent within the next four months in packaging new shows. These moves put NTA into the program packaging business for the first

time. Heretofore it has been strictly a distributor.

NTA plans to produce six pilot films for national sales next season. The first one selected is "The Sheriff of Cochise," which Desilu Productions will film later this month at the Motion Picture Center Studios in Hollywood. The property is owned by Mort Briskin, who will serve as executive producer for the film series.

### Part of 'TNT'

The Selznick pictures are being sold as part of NTA's new "TNT" package, making a 40-picture group altogether. Oliver Unger, executive vice-president, said the

prices set on the package are of the highest ever asked c. stations. He said they were such as to bring back \$100,000 per picture the first time around. The highest priced feature package heretofore, General Teleradio's "Bank of America" package, has grossed upwards of \$80,000 per picture in two years.

Unger said NTA does not intend to offer the extended or multi-run deals that GT made available. The usual deal, he said, would be three plays in 18 months. He said close to a dozen stations have already bought the package, but it is not yet sold in the biggest markets.

The station contracts NTA is pitching give it until July to buy back the first run of the Selznick pictures on behalf of a national sponsor, while they have the stations pre-commit a suitable time slot for such a deal.

## Guild Creates Pubserv Div.

NEW YORK, Feb. 4. — Guild Films has created a public service division to distribute its shows for private non-TV, non-theatrical showings. The department was set up because of a flood of unsolicited requests from various groups, civic and otherwise, for prints of "Confidential File," a show which deals with such subjects as narcotics, mental health, horror comics and other subjects of public interest.

Curtis Kaufman, director of client relations, will head the department. The company is also sponsoring a series of forums on "Careers in radio and TV" at New York University here.

## 'Waterfront' Study Proves Reruns Pay

NEW YORK, Feb. 4. — Reruns pay off. The research department of MCA-TV proved this point in a rating study of "Waterfront," in 10 representative second-run markets, accounting for more than one-fifth of the total U. S. TV homes. For October-November, 1955, the vid-film series scored a weighted average American Research Bureau rating of 25.0, which compares very favorably with the 22.9 average rating for all evening half-hour network shows, according to Nielsen's second December Report.

Moreover, the study revealed that the cost-per-thousand homes reached was \$1.83 per commercial minute. The lowest average network cost-per-thousand recorded during 1955 was about \$3 in March, according to a responsible estimate. Consequently, "Waterfront" reruns were able to reach a thousand families for about 65 per cent less than the lower cost-per-thousand reached by the average network show in 1955.

Because of the spectacular increase in the number of sets in many markets in recent years, reruns are now, of course, getting huge bonus audiences of new viewers who have never before seen these properties.

The cost-per-thousand of "Waterfront" is based on the total of the actual syndication price in each market plus the cost of Class A time for a 13-week period. The markets used were Atlanta, Bakers-

field, Calif.; Houston-Galveston, Tex.; Pittsburgh, Providence, Seattle-Tacoma, Wash.; Los Angeles, San Diego, Calif., and San Francisco.

### A SNEAK

## 'Musketeers' To Get On-Air Reaction Test

NEW YORK, Feb. 4. — ABC Film Syndication's "Three Musketeers" series will be given a unique on-the-air audience reaction test, using the "sneak preview" technique, as a result of a three-way co-operative effort between the distributor, WNHC-TV, New Haven, Conn., and Fordham University.

The project, initiated by ABC Film's sales veepee, Don Kearney, will see one episode of "The Three Musketeers" aired on WNHC this Sunday 1-1:30 p.m. Fordham's communication arts department this week sent out several thousand questionnaires to viewers in the New Haven area. As outlined in a covering letter, the viewers are requested to watch the show and to record their opinions of it on the questionnaire.



co-starring  
**JIM (Mr. Magoo) BACKUS**

You can tell a girl by the company she keeps... and for the past two years Joan kept one of the nation's biggest companies dizzy with sales. We've just pried her off the network to make I MARRIED JOAN available to regional and local advertisers. No other syndicated film series goes to work for you so unquestionably pre-sold. When you attach your product message to Joan Davis in I MARRIED JOAN, you hold the attention of all age groups, all economic levels, all the time.

**98 HALF HOURS**  
The happiest, high-rated network show... now tv's smash hit syndicated series.

**Interstate**  
TELEVISION CORPORATION  
NEW YORK | CHICAGO | HOLLYWOOD  
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MUrray Hill 8-2545 | WAbeesh 2-7937 | NOrmandy 2-9188

COMING IN NEXT WEEK'S ISSUE:  
THE BILLBOARD'S  
**FOURTH ANNUAL TV FILM SERVICE AWARDS**  
Winners will be announced in the February 18, 1956 issue—as selected by industry-wide ballot for outstanding service in TV Film Programming and Sales during the calendar year of 1955.

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

# TV Program and Time-Buying Guide

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

## The Billboard Scoreboard

## NETWORK TV PROGRAMS

### ARB Audience Composition Studies

#### Web Quiz and Panel Shows

DECEMBER RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rating	Rank	Show, Sponsor & Web	Women Per Set
1.	\$64,000 Question, Revlon (CBS)	61.4	1.	What's My Line? Jules Montenier, Remington Rand (CBS)	1.24
2.	You Bet Your Life, De Soto-Plymouth (NBC)	42.1	2.	Two for the Money, Sheaffer, P. Lorillard (CBS)	1.20
3.	I've Got a Secret, R. J. Reynolds (CBS)	36.0	3.	\$64,000 Question, Revlon (CBS)	1.20
4.	What's My Line? Jules Montenier, Remington Rand (CBS)	32.9	4.	Big Surprise, Purex, Speidel (NBC)	1.18
5.	Two for the Money, Sheaffer, P. Lorillard (CBS)	28.0	4.	I've Got a Secret, R. J. Reynolds (CBS)	1.18
6.	Big Surprise, Purex, Speidel (NBC)	24.2	6.	Truth or Consequences, P. Lorillard (NBC)	1.17
7.	Truth or Consequences, P. Lorillard, (NBC)	24.0	7.	People Are Funny, Toni, Paper Mate (NBC)	1.16
8.	People Are Funny, Toni, Paper Mate (NBC)	23.7	8.	Break the Bank, Dodge (NBC)	1.14
8.	Beat the Clock, Sylvania (CBS)	23.7	9.	Chance of a Lifetime, Emerson Drug, Lenthieric (ABC)	1.11
10.	Name That Tune, Whitehall (CBS)	22.9	10.	Stop the Music, Quality Goods, Neechi (ABC)	1.08
			10.	Life Begins at Eighty, Serutan (ABC)	1.08
			10.	You Bet Your Life, De Soto-Plymouth (NBC)	1.08

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	Big Surprise, Purex, Speidel (NBC)	1.03	1.	Beat the Clock, Sylvania, (CBS)	1.10
2.	Break the Bank, Dodge (ABC)	.96	2.	People Are Funny, Toni, Paper Mate (NBC)	.85
2.	\$64,000 Question, Revlon (CBS)	.96	3.	Truth or Consequences, P. Lorillard (NBC)	.74
2.	Chance of a Lifetime, Emerson, Lenthieric (ABC)	.96	4.	Dollar a Second, Mogen David (ABC)	.73
5.	Two for the Money, Sheaffer, P. Lorillard (CBS)	.95	5.	Name That Tune, Whitehall (CBS)	.71
6.	What's My Line? Jules Montenier, Remington Rand (CBS)	.94	6.	Big Surprise, Purex, Speidel (NBC)	.68
7.	Truth or Consequences, P. Lorillard (NBC)	.91	7.	You Bet Your Life, De Soto-Plymouth (NBC)	.50
8.	I've Got a Secret, R. J. Reynolds (CBS)	.90	8.	Two for the Money, Sheaffer, P. Lorillard (CBS)	.48
9.	Beat the Clock, Sylvania (CBS)	.89	9.	Masquerade Party, Pharmaceuticals, Kuomark (ABC)	.46
10.	Life Begins at Eighty, Serutan (ABC)	.88	10.	Chance of a Lifetime, Emerson, Lenthieric (ABC)	.45

### LATEST NETWORK RATINGS

#### Trendex Top 10 TV Web Shows

(Week Ending Jan. 7)

\* Indicates Film

Rank	Program & Web	Rtg.
1.	\$64,000 Question (CBS)	42.4
2.	The Red Skelton Show (CBS)	32.3
3.	The Rose Bowl Game (NBC)	31.0
4.	*I Love Lucy (CBS)	30.8
5.	Your Hit Parade (NBC)	30.6
6.	*Disneyland (ABC)	30.1
7.	*Do You Trust Your Wife (CBS)	29.3
7.	*Dragnet (NBC)	29.3
9.	The Ed Sullivan Show (CBS)	28.3
10.	Person to Person (CBS)	28.2

#### Videodex Top 10 TV Web Shows

(Week Ending Jan. 7)

\* Indicates Film

Rank	Program & Web	Rtg.
1.	\$64,000 Question (CBS)	36.3
2.	Ed Sullivan Show (CBS)	33.1
3.	George Gobel (NBC)	32.9
4.	Climax (CBS)	32.7
5.	Producer's Showcase (NBC)	31.0
6.	*Dragnet (NBC)	30.9
7.	*I Love Lucy (CBS)	30.3
8.	*Playhouse of Stars (CBS)	30.0
9.	*Disneyland (ABC)	29.8
10.	Red Skelton Show (CBS)	29.7

#### ARB Top Shows Among Kids

##### How Network Shows Rated Among Children in December

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

(\* Indicates Film)

Rank	Show, Sponsor & Web	Children Per Set	Avg. Dec. Rating
1.	*Captain Midnight, Wander (CBS)	1.93	12.4
2.	*Tales of the Texas Rangers, Gen'l. Mills, Curtis Candy (CBS)	1.91	13.3
2.	Pinky Lee, Partic. (NBC)	1.91	8.3
4.	*Fury, Gen'l. Foods (NBC)	1.89	12.7
4.	*Mickey Mouse Club, Partic. (ABC)	1.89	23.8
6.	Winky Dink and You, Ideal Toy (CBS)	1.84	8.8
7.	Howdy Doody Partic. (NBC)	1.75	8.5
8.	Paul Winchell, Lionel (NBC)	1.71	12.9
9.	Mr. Wizard, Sust. (NBC)	1.65	6.3
10.	Captain Kangaroo, Sust. (CBS)	1.63	6.6
11.	Uncle Johnny Coons, Lever (CBS)	1.60	7.4
12.	*Disneyland, Derby, Amer. Motors, Amer. Dairy (ABC)	1.56	41.8
13.	Super Circus, Chunky, Hartz (ABC)	1.54	8.9
14.	*Wild Bill Hickok, Kellogg (CBS)	1.52	12.1
14.	Ding Dong School, Partic. (NBC)	1.52	6.8
16.	*Rin Tin Tin, National Biscuit (ABC)	1.50	27.2
17.	Lone Ranger, Gen'l. Mills (CBS)	1.48	12.7
18.	*Roy Rogers, Gen'l. Foods (NBC)	1.46	19.4
19.	*Lone Ranger, Gen'l. Mills (ABC)	1.39	14.7
20.	*Lassie, Campbell Soup (CBS)	1.38	30.1
21.	*Adventures of Champion, Sust. (CBS)	1.37	7.4
22.	Big Top, National Dairy (CBS)	1.35	17.2
23.	*Gene Autry, Wrigley (CBS)	1.34	15.9
24.	*Robin Hood, Wildroot, Johnson & Johnson (CBS)	1.26	31.2
25.	*Topper, Standard Brands (ABC)	1.18	12.3
25.	*Captain Gallant, H. J. Heinz (NBC)	1.18	15.3

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### Syndicated Film Western Shows

NOVEMBER RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distributor	Avg. Nov. Rtg.	Rank	Show & Distributor	Men Per 100 Homes Tuned In	Rank	Show & Distributor	Teens Per 100 Homes Tuned In
1.	Range Rider (CBS)	13.3	1.	Death Valley Days (Pacific Borax)	.83	1.	Wild Bill Hickok (Flamingo)	.27
2.	Death Valley Days (Pacific Borax)	13.1	2.	Stories of the Century (Hollywood)	.73	2.	Steve Donovan, Western Marshal (NBC)	.26
3.	Annie Oakley (CBS)	11.0	3.	Hopalong Cassidy (NBC)	.68	2.	Cisco Kid (Ziv)	.26
4.	Cisco Kid (Ziv)	10.8	4.	Gene Autry (CBS)	.62	2.	Cowboy G-Men (Flamingo)	.26
5.	Wild Bill Hickok (Flamingo)	10.5	5.	Range Rider (CBS)	.52	2.	Gene Autry (CBS)	.26
6.	Stories of the Century (Hollywood)	8.9	6.	Cisco Kid (Ziv)	.49	6.	Annie Oakley (CBS)	.25
7.	Hopalong Cassidy (NBC)	8.4	7.	Wild Bill Hickok (Flamingo)	.48	6.	Hopalong Cassidy (NBC)	.25
8.	Steve Donovan, Western Marshal (NBC)	8.0	8.	Cowboy G-Men (Flamingo)	.42	8.	Range Rider (CBS)	.24
9.	Gene Autry (CBS)	5.6	9.	Steve Donovan, Western Marshal (NBC)	.41	9.	Death Valley Days (Pacific Borax)	.22
10.	Cowboy G-Men (Flamingo)	5.3	10.	Annie Oakley (CBS)	.38	10.	Stories of the Century (Hollywood)	.19

VIEWERS/100 HOMES			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distributor	Viewers Per 100 Homes Tuned In	Rank	Show & Distributor	Women Per 100 Homes Tuned In	Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Hopalong Cassidy (NBC)	239	1.	Stories of the Century (Hollywood)	.75	1.	Annie Oakley (CBS)	.98
2.	Gene Autry (CBS)	228	2.	Death Valley Days (Pacific Borax)	.74	2.	Range Rider (CBS)	.96
3.	Death Valley Days (Pacific Borax)	226	3.	Annie Oakley (CBS)	.58	3.	Cisco Kid (Ziv)	.92
4.	Annie Oakley (CBS)	219	4.	Hopalong Cassidy (NBC)	.57	4.	Hopalong Cassidy (NBC)	.89
5.	Range Rider (CBS)	215	5.	Gene Autry (CBS)	.55	4.	Steve Donovan, Western Marshal (NBC)	.89
6.	Cisco Kid (Ziv)	204	6.	Range Rider (CBS)	.43	4.	Wild Bill Hickok (Flamingo)	.89
7.	Wild Bill Hickok (Flamingo)	198	7.	Cowboy G-Men (Flamingo)	.40	7.	Cowboy G-Men (Flamingo)	.87
8.	Cowboy G-Men (Flamingo)	195	8.	Cisco Kid (Ziv)	.37	8.	Gene Autry (CBS)	.85
9.	Stories of the Century (Hollywood)	194	9.	Wild Bill Hickok (Flamingo)	.34	9.	Death Valley Days (Pacific Borax)	.47
10.	Steve Donovan, Western Marshal (NBC)	188	10.	Steve Donovan, Western Marshal (NBC)	.32	10.	Stories of the Century (Hollywood)	.27

#### Pulse Top Pix Among Children

##### How Non-Net Film Rated Among Children in November

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

Rank Order	Title and Distributor of Series	Men Per 100 Homes	Avg. Nov. Rating
1.	Little Rascals (Interstate)	105	10.6
2.	Abbott and Costello (MCA)	99	7.3
3.	Annie Oakley (CBS)	98	11.0
4.	Ramar of the Jungle (TPA)	96	7.2
4.	Range Rider (CBS)	96	13.3
4.	Superman (Flamingo)	96	13.7
7.	Captain Z-Ro (Atlas)	94	6.9
8.	Cisco Kid (Ziv)	92	10.8
9.	Hans Christian Andersen (Interstate)	90	5.4
10.	Hopalong Cassidy (NBC)	89	8.4
10.	Steve Donovan, Western Marshal (NBC)	89	8.0
10.	Wild Bill Hickok (Flamingo)	89	10.5
13.	Cowboy G-Men (Flamingo)	87	5.3
14.	Gene Autry (CBS)	85	5.6
15.	Jungle Jim (Screen Gems)	79	8.7
16.	Soldiers of Fortune (MCA)	65	9.3
17.	Badge 714 (NBC)	64	13.8
18.	Death Valley Days (Pacific Borax)	47	13.1
19.	Captured (NBC)	44	6.5
20.	Your Star Showcase (TPA)	42	6.3
21.	Highway Patrol (Ziv)	41	11.4
22.	Meet Corliss Archer (Ziv)	39	7.8
23.	Your All Star Theater (Screen Gems)	38	3.1
24.	China Smith (NTA)	37	4.2
25.	Amos 'n' Andy (CBS)	33	10.5
25.	Boston Blackie (Ziv)	33	5.1

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



**A VALENTINE MESSAGE**  
**TO**  
**AMERICA'S BEST LOVED SWEETHEARTS**



THOSE DARLINGS OF  
**I LOVE LUCY**

ARE HEADING  
 YOUR WAY  
 WITH...

THEIR NEWEST THEATRICAL  
 MOTION PICTURE RELEASE

**FOREVER DARLING**



**FROM THE DESILU GANG ...**

**JUST TO LET YOU KNOW WE LOVE WORKING WITH YOU**

- |                  |                    |
|------------------|--------------------|
| Aitchison, Johny | Hines, Doug        |
| Aldworth, Jack   | Holly, Ed          |
| Ball, Fred       | Jenkins, Frank     |
| Bance, John      | Justman, Joe       |
| Bernarducci, Don | Kern, James V.     |
| Brooks, Stan     | Leeds, Martin      |
| Cahn, Dann       | Long, Roy          |
| Carroll, Bob Jr. | Miggins, Jerry     |
| Constable, Hap   | Molin, Bud         |
| Craig, Noble     | Morgan, Ken        |
| Cresant, Bill    | Mulford, Richard   |
| Daniel, Eliot    | Nelson, Argyle     |
| Davidson, Julian | Nicoletti, Louis   |
| Davis, Ralph     | Norton, Edwin      |
| Delaney, J. F.   | Offenbecker, Ted   |
| Doan, George     | Oppenheimer, Jess  |
| Donahoe, Jack    | Paisley, Jim       |
| Donnelly, James  | Pomerantz, Charles |
| Dorn, Aaron      | Pugh, Madelyn      |
| Durant, John     | Pyke, Al           |
| Fasana, John     | Reeve, Bob         |
| Feldman, Eddie   | Rich, Ted          |
| Forney, James    | Schiller, Bob      |
| Fox, Della       | Smith, Art         |
| Frawley, Bill    | Spurlin, Bert      |
| Freund, Gary     | Stevenson, Eddie   |
| Freund, Karl     | Stuart, Marvin     |
| Fuller, Jerry    | Thompson, Maury    |
| Gitterman, Gayle | Thorpe, Jerry      |
| Grace, Sandy     | Vance, Vivian      |
| Guzman, Claudjo  | Warrington, Ralph  |
| Hatch, Wilbur    | Weitzman, Bernie   |
| Heath, Bill      | Woodcock, John     |
| Hickox, Andy     |                    |

**LUCILLE BALL and DESI ARNAZ**

The Billboard Scoreboard PULSE LOCAL RATINGS DECEMBER

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

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

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly

issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

FORT WORTH 4 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

WICHITA FALLS, TEX. 2 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

OMAHA 2 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

ST. LOUIS 3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

PORTLAND, ORE. 3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

SYRACUSE 2 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

TAMPA-ST. PETERSBURG, FLA. 3 STATIONS

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

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

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

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

(Continued on page 12)

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

S. Weaver Sparks Gleason's 'Person'

By GENE PLOTNIK

Person to Person (TV)  
CBS-TV, Friday (3), 10:30-11 p.m., EST.  
(Caught again).

Jackie Gleason, substituting for Ed Murrow on this week's "Person to Person," made a smooth opening, tensed up when he went into a brief interview of a fellow bus driver, James Rehily, and then settled down again for a longer interview of a fellow telecaster, Sylvester Weaver.

Don't blame Rehily for Gleason's momentary nervousness. The bus driver was more poised than you could expect any layman to be under the barrage of electronic equipment. But credit Weaver with loosening up the show. He faced the scrutiny of the camera like a real pro. He didn't even rattle when his lovely wife's dress split half way down the back.

They talked about Weaver's renowned memos, which the board chairman described as a perfectly legitimate method of getting a new idea across to over 100 persons. Weaver has his entire output neatly filed in 23 bound volumes in his library. His longest memo ran 40 pages. Written in 1951, it was on the concept and policies of TV. His shortest memo, one sentence, was written in November, 1949. He read it aloud for the audience: "Jackie Gleason is a really solid performer."

Madison Avenue

They talked about the parties the Weavers have thrown in their apartment. Weaver said they had 200 of their closest friends up for his birthday in December. Gleason asked if many of them were from Madison Avenue, the so-called "men in the gray flannel suits." Weaver turned serious. He said he regarded himself as a dyed in

'Wide, Wide World' Goes North, South

Wide, Wide World (TV)  
NBC-TV, Sunday (29), 4-5:30 p.m., EST  
(Caught again).

"Wide, Wide World" continues to pioneer and extend the horizons of TV. On this occasion it brought in the first video signal from two Caribbean islands—Bimini and Cat Cay. Together with the presentation of a substantial portion of the St. Paul Winter Carnival, they furnished the substance of the entire program.

While the definition of the pictures from the islands was not good, it was acceptable considering the problems. Once or twice the picture blurred. The segments from Bimini and Cat Cay offered such interesting events as the new governor of Bimini being greeted by the populace, skeet shooting, calypso music, a turtle hunt, underwater fishing and big game fishing.

The St. Paul Winter Carnival was also noteworthy for the presentation of such highlights as ice fishing, parade of floats, skiing, a mutt race (strikingly described by a young girl) and racing on ice.

There was no shortage of activities, there was not a sufficient variety of places visited to justify the shows running an hour and a half. The show's impact would have been strengthened in a shorter version. Occasionally there were times when the production was too ambitious, as, for instance, when the sports car race was described by one of the drivers. His voice could hardly be heard.

There were numerous times when the participants didn't pick up their cues, resulting in dead air. Consequently tho, the show's technical achievement was considerable, its entertainment content could have been better presented.

Dave Garroway's handling of the emcee's slot was adept.

Leon Morse.

the wool gray flannel suiter. Most network executives came from Madison Avenue. He believes advertising agencies, always working anonymously, have made a tremendous contribution to the growth of the U. S. economy. This was solid public relations. But Weaver said it as if it came from deep conviction.

"What can the lonely viewer do to help TV grow thru its formative age?" Gleason asked. Weaver had two suggestions: When you get tired of the popular fare, try to exercise some selectivity and take a crack at the informational shows. And, when you see a show you think truly fine, tell the local dealer who carries the sponsor's product that you appreciate it.

Gleason, the comic, emceed the show as straight as Murrow himself would have. Only one semi-wise crack. At the very end, in signing off Weaver, he quipped, "Let's have lunch some time."

'Sky King' Flight's A Pretty Dull Trip

Sky King (TV Film)  
Cast: Kirby Grant, Gloria Winters, Norman Ollstead, Charles Stevens, Harry Macklin, Russ Conklin, Director, Jodie Copeland, Writer, Orville H. Hampton, Producer, Clark Paylow. Filmed by McGowan Productions. Sponsor, National Biscuit Company thru McCann-Erickson.  
(WABC-TV, New York, 6-6:30 p.m., EST, January 22.)

"Sky King" is cut from the same celluloid pattern as the standard kiddie adventure series. The episode reviewed, however, was a lot duller than most stanzas that fit into this genre of program. Not only wasn't there a real villain in the show, but there wasn't any great amount of physical action either.

Tho some of the story revolved around a storm and a raging river on the rampage, the only real sign of such a catastrophe was some rainwater flowing down a car's window. The show was just crying from some stock footage of flooded rivers roaring down a mountain-side, but the cries were unheeded.

Most of the scenes consisted of characters talking to each other.

DAILY NEWS and The Billboard  
NEW YORK'S PICTURE NEWSPAPER and The Amusement Industry's Leading Newsweekly  
FEATURE FILM FILES

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

★★★ DAILY NEWS

SEE MY LAWYER

Cast: Ole Olsen, Chic Johnson, Nosh Beery Jr. Screenplay by Edmund Hartmann and Stanley David, based on a play by Richard Mailbaum and Harry Clark. Director, Eddie Cline. Released theatrically by Universal. Original running time, 69 minutes. TV distributor, National Telefilm Associates. How selling: 30-title "TNT" package. Date reviewed, May 4, 1945.

It usually makes little difference what an Olsen and Johnson picture is called as not one ever makes sense and usually bears little if any relation to its tag. "See My Lawyer," however, does have to do with a series of law suits the boys get their producers involved in. When they receive an offer from Hollywood, Ole and Chic conceive the idea of turning their harmless gags into the real thing in order to break their contract. They plaster the patrons of the place with mud packs and lemon meringue pies and douse them with sprays from seltzer bottles. A firm of young lawyers about to be dispossessed is hired by the comedians and the resultant publicity puts the legal-minded trio on easy street when they win a case for their clients.

★★★ DAILY NEWS

NOT FOR EACH OTHER (A Bill of Divorcement)

Cast: Maureen O'Hara, Adolph Menjou, Fay Bainter, Herbert Marshall. Screenplay by Dalton Trumbo from the play by Cleopatra Dane. Director, John Farrow. Produced by David O. Selznick. Released theatrically by RKO Radio Pictures. TV distributor, National Telefilm Associates. How selling: 30-title "TNT" package. Date reviewed, April, 1946.

This picture is going to make a lot of people uncomfortable without providing them with the release of tears. Emotions ferment but never get to the boiling point in a film too good to be dismissed as a superficial effort but not quite good enough to cope with its unique theme. It is difficult to envision the mental chaos experienced for 20 years by Hilary Fairfield, who escapes from the asylum and comes home on the eve of his wife's marriage to another. It is still more difficult to follow him thru the tortuous mental processes which encourage him to believe that his wife will set aside her divorce decree and give up plans for her wedding. These things are really too unfamiliar to be readily absorbed. A bizarre climax accentuates the unorthodox story.

★★★ DAILY NEWS

THE LAST CHANCE

Director, Leopold Lindtberg. Story and screenplay, Richard Schweizer. Released theatrically by M-G-M International. Original running time, 103 minutes. TV distributor, National Telefilm Associates. How selling: 30-title "TNT" package. Date reviewed, November 28, 1945.

Swiss film makers are coming into their own at long last. "The Last Chance" proves to be a stirring picture, showing a phase of the war that has been neglected by other film producers. It gives a graphic and deeply moving sight of European refugees and escaped prisoners of war in flight. The desperate efforts made by a small band of fugitives to get out of Italy and into Switzerland, where they expect shelter for the duration, form the dramatic material of the picture. The people on the screen are exactly what they represent in the story. Two British army officers who escaped from prison camps in Italy played themselves. An army sergeant who teamed up with a young British officer in their escape enacts his real life role.

'The Continental' Back to Woo Gals

The Continental (TV Film)  
(WRCA-TV, New York, 11:15-11:30 p.m., EST, January 29.)

A viewer has two possible reactions with which to greet the return to TV of Renzo Cesana in his role of "The Continental" — derisive laughter or dreamy infatuation.

Using the same stereotyped characterization of the continental playboy with which he gained initial notoriety, Cesana is again firmly ensconced in his softly lit penthouse set, from whence he offers champagne, cigarettes, flowers, romantic music and poetry to his female viewers, whom he addresses lullingly in first person.

On the premiere stanza, Cesana gently chided his lady audience for criticizing their husbands, who, he gently pointed out, often don't live to as ripe an old age as the women do. Chances are that Cesana had part of his tongue in his cheek thruout the show.

If he can develop the satirical touch further so that it is slightly more in evidence, he may be able to kill two birds with one stone— attract the more sophisticated viewer who's looking for a laugh, while at the same time keep his romance starved female audience glued with hypnotic rapture to his every word.

Comedy Try?

Another approach, which conceivably could result in undreamed of bonanzas, might be to scrap the serious line and hire some comedy writers who could turn out a steady stream of hilarious patter about the night life adventures of "The Continental," which would be delivered in the same romantic atmosphere and with the same dulcet tones as the current material. It might well be a smash hit.

As it stands, the present show would be improved by cutting down some of Cesana's aimless wanderings around the well appointed room. His constant physical movement detracts from the mood of languor and romance he is trying to achieve.

Jack Singer.

Tho some effort was made to arouse excitement, not much came of it. This type of script is just too weak to arouse anybody to any serious acting or directing efforts.

The most interesting shots were those of Sky King's airplane in flight.

Jack Singer.

NON-NET REVIEW

'Crunch and Des' Pioneering Pays

By LEON MORSE

Crunch and Des (TV Film)  
Stars, Forrest Tucker. Cast for "Fire on the Beach": Sandy Kenyon, Joanne Bayes, Peter Von Zerneck and Heyward Hale Brown. Director, Frank Telford. Reviewed at a special screening February 2.

The strongest point to be remembered about this video vehicle is that it is the first of its type on the market, and is already reaping the sales rewards of its pioneering. It should undoubtedly do a job for clients, because viewers will be entranced with its watery setting—the South Atlantic (Bermuda and the Caribbean) and the power boat Poseidon.

In terms of getting the most out of a property, however, Bermuda Studio, Ltd., the John Gibbs subsidiary, has not done an acceptable job. The Halsted Welles script was far from satisfactory, with below par dialog and story content. It was saved by an interesting performance by Peter Von Zerneck, whose playing of an odd-ball menace was outstanding. The lead, Forrest Tucker, was a good choice, but the writing did not give him a chance to display his two-listed capabilities. As his pal, Des, Sandy

Kenyon turned in a good performance.

The story was about a man who hired the boat for a trip to the islands and turned out to be a former convict looking for money he had hidden before his conviction.

Leon Morse.

'Beverly Hills': So Much But So Little

Inside Beverly Hills (TV Film)  
Emcee, Art Linkletter. Performers: Groucho Marx, Tony Martin, Peter Lawford, Sheldon Leonard, Chico Marx, Helen O'Connell. Appearances by: Rory Calhoun, Robert Cummings, Jimmy Durante, Samuel Goldwyn, Harold Lloyd, Harpo Marx, and their families; Leo Durocher, Laraine Day, Eleanor Powell, others. Producer, John Guedel. Director, Dick McDonough. Writers, Glenn Wheaton and Marnie Manheim. (NBC-TV, 7:30-9 p.m., EST, January 29.)

What was undoubtedly the greatest array of Hollywood talent to gather before the TV cameras since the Academy Awards telecast did so on NBC's "Inside Beverly Hills" spectacular this week. Unfortunately, the stanza fell far short of providing the entertainment that one would expect from such a multitude of talent.

The fault lay largely with the script, which put into the mouths of some of America's best known performers a parcel of meaningless phrases all but completely lacking in entertainment value. At times, it appeared that even the stars were embarrassed by what they were saying.

The attempts at humor that were made, with few exceptions, were complete failures. Additionally, the choppiness and lack of cohesiveness of the format made for a sprawling 90 minutes. A better planned, more tightly knit and, above all, better written show could have done much to lessen the self-consciousness that was so much in evidence and would have made for a show that was entertaining as well as merely star-studded.

Jack Singer.

'Festival of Music' Delights the Ears

Producers' Showcase (Color TV)  
Cast for "Festival of Music": Marian Anderson, Jussi Bjoerling, Zinka Milanov, Mildred Miller, Jan Peerce, Renata Peters, Gregor Platignorsky, Artur Rubinstein, Isaac Stern, Rise Stevens, Renata Tebaldi, Blanche Thebom, Leonard Warren, Emcee, Charles Laughton. Conductor, Max Rudolf. Director, Kirk Browning. Producer, S. Hurok. Produced by Showcase Productions. Sponsored by Ford and RCA Victor thru Kenyon & Eckhardt. (NBC-TV, 8-9:30 p.m., EST, January 30.)

This was probably the biggest long haired variety show ever staged. Its pretentiousness would suggest a lingering inferiority complex in TV were it not for the sobering realization that in prime time you can't compromise commercial appeal, not too much. The long list of big names undoubtedly struck a wide chord. Its dazzle must have been attractive to any cursory music lover. Its greatness was irresistible to any conscientious long hair. First reports indicate that, as classical music goes, "Festival" was indeed a hit. And the gratitude apparently ran high.

Serious fans might question some of the selections. Why, in such a potpourri, were there two separate selections from "The Tales of Hoffman"? Why should Artur Rubinstein have played a Chopin piece hackneyed by more popular pianists?

But there were moments of true greatness to compensate for the disappointing spots. The greatest segment was perhaps the full scene from "Boheme." Renata Tebaldi and Jussi Bjoerling, the Mimi and Rudolfo, were unbeatable.

The program was mounted with fitting simplicity. The solo and in-

(Continued on page 12)

Continued from page 10

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 4 columns: Rank, Title (Distributor), Station, Day-Time, Rating. Lists top 30 locally originated film series.

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

Table with 4 columns: Rank, Title (Distributor), Station, Day-Time, Rating. Lists top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 4 columns: Rank, Title (Distributor), Station, Day-Time, Rating. Lists top 30 locally originated film series.

DALLAS 4 STATIONS

Table with 4 columns: Rank, Title, Station, Rating. Lists top 15 once-weekly shows for Dallas.

THIS WEEK'S FILM BUYS

CBS TV FILM SALES
THE WHISTLER
LONG JOHN SILVER
LIFE WITH FATHER
SAN FRANCISCO BEAT
BUFFALO BILL, JR.
GENE AUTRY
FRANKIE LAINE
LOONEY TUNES
LIBERACE

KHQ, Spokane; WDSU, New Orleans;
KPTV, Portland, Ore.; WLOS, Asheville, N. C.;
FLORIAN ZABACH
LIFE WITH ELIZABETH
DAILY TELENEWS SERVICE
WEEKLY NEWS REVIEW
THIS WEEK IN SPORTS
NBC FILM DIVISION
STEVE DONOVAN, WESTERN MARSHAL
THE GREAT GILDERSLEEVE

THE FALCON
INNER SANCTUM
THE VISITOR
HOPALONG CASSIDY-HALF-HOUR-A
YOUR ALL STAR THEATER
CELEBRITY PLAYHOUSE
BIG PLAYBACK
JET JACKSON
JUNGLE JIM
TALES OF THE TEXAS RANGERS
TOP PLAYS OF '56
WORLD WE LIVE IN
BOWLING TIME
CARTOONS
INVITATION PLAYHOUSE
LITTLE THEATER
TALES OF TOMORROW
MOVIE MUSEUM

Commercial Cues

SHERMAN MARCH IN SOUTH

A new film studio is being formed at Winter Park, Fla., by Lawrence F. Sherman Jr., well-known TV and motion picture film producer and editor.

KEEP IT CHATTY

On the subject of audience recall and effectiveness of ad copy, another type of research was done by the Starch people.

IDES

Can spring be far behind? Harbingers Billy Piercel Joe Collins and Bill Hoeft, major leaguers, are warming up for William Esty's baseball player spots being shot for the R. J. Reynolds Tobacco Company by Transfilm.

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.

Table with columns: Sponsor, Product & Agency, No., (Seconds), Type, Commercial Producers. Lists various TV commercials.

MOVIELAB advertisement featuring 'QUALITY is our business Plus personalized service in the East it's... MOVIELAB' and 'ROUND-THE-CLOCK SERVICES'.

FILM COSTS SLASHED! advertisement for Rapid Film Technique, Inc., offering film repair services.

NEW... for DAYTIME TV advertisement for Guild of Films, featuring a 'hooker' character.

Advertisement for a top quality film show for Every Product, Every Market, Every Budget, featuring MCA-TV.

'Festival of Music'
Continued from page 11
strumental segments looked clean and uncluttered. Each one opened with a pan right from the emcee.

Charles Laughton seemed a wonderful choice as host. But from his opening line to his bow-off he was so strangely rattled and tongue-tied that it would be pointless to discuss his performance. Gene Plotnik

## Elliott Shapiro Dies, Publisher For 40 Years

NEW YORK, Feb. 4.—Elliott Shapiro, with the music publishing firm of Shapiro, Bernstein & Company, for over 40 years, died of a cerebral hemorrhage at his home here Thursday (2), at the age of 60. Louis Bernstein, the uncle of the deceased, was expected momentarily from Florida, and in several days it was believed that a pattern of operation on the management level would be crystallized.

The deceased, regarded as one of the most learned men in the many technical facets of copyright and the music business, had been instrumental in building the stature of the firm to its present eminence as one of the top independent companies in the music business. The firm was founded in 1903, and is, of course, a charter member of the American Society of Composers, Authors and Publishers, of which Society Bernstein is vice-president.

### Collector

Shapiro, who had an outstanding collection of musical Americana, was an author and widely known for his research activity in the copyright field. In collaboration with Harry Dichter he wrote "Early American Sheet Music—Its

*(Continued on page 42)*

## Disk Data to Justice Dept.

NEW YORK, Feb. 4.—Case loads of pertinent documents are being trundled down to the United States Court House here by record manufacturers complying with a December subpoena by the Justice Department. Latter is investigating possible violations of the antitrust laws (The Billboard, December 17).

Altho original return date of the subpoena was December 16, a series of extensions was granted to enable the diskeries to accumulate the voluminous data requested. Most of the affected diskeries—RCA Victor, Columbia, Decca, Capitol, Mercury and London—have already submitted requested material, it was learned this week.

Requested documents include all company correspondence and data relating to distributor sales, pricing of LP's, price-cutting, return allowances, radio station sample disks, etc. The period covered by the investigation extends from January 1, 1953, to December 6, 1955.

## Study Uniform Law On Radio Diskings

WASHINGTON, Feb. 4.—Uniformity in copyright laws governing the playing of records by radio stations may result from a hearing held here January 30 by the House Judiciary Subcommittee on Patents, Trademarks and Copyright. The congressmen heard testimony on a bill authored by Rep. Kenneth B. Keating (R., N. Y.), which would establish a uniform three-year period of limitation on bringing a civil action for copyright infringement.

Vincent T. Wasilewski, manager of government relations of the National Association of Radio and Television Broadcasters, told the subcommittee that "the most innocent playing of a recording by a radio station without a license subjects that station to a minimum of \$250 damages, plus attorney fees, under present law." He added that

## IVORIES OKAY BUT NO WAX, SAYS AFM

NEW YORK, Feb. 4.—Eli Oberstein's application for a recording license was turned down by the American Federation of Musicians this week, but the controversial record mogul was still available for dances, weddings, bar mitzvahs, etc., as a card-holding pianist member of Local 802.

Oberstein, who plans to launch his new Venus pop label next week, had applied for his license several weeks ago and sent his \$100 deposit to the Music Performance Trust Fund. This was refunded when it was learned that the AFM did not choose to okay his application as a diskier. "Not at this time," said one top AFM exec who declined to elaborate.

## Cap Releases 21 New Albums

HOLLYWOOD, Feb. 4.—Capitol Records continued its extensive promotion and merchandising of albums this week, with the release of 21 new packages in the company's February program.

New merchandise includes six classical and 15 popular albums. Two Cetra releases, the complete opera "Martha" with Ferruccio Tagliavani, and "Highlights From Madame Butterfly" with Clara Petrella are featured.

Other classical works include Ernesto Leucona's "Andalusia Suite" by Leonard Pennario, and albums by the Hollywood String Quartet, the Roger Wagner Cho-

*(Continued on page 42)*

## Allied-Bart Combine To Hypo Competish

HOLLYWOOD, Feb. 4.—Competition in the custom record and transcription manufacturing field is expected to spurt sharply as a result of the impending re-entry of Allied Record Manufacturing Company in the Eastern market. Allied this week joined forces with Bart Manufacturing Corporation, Belleville, N. J., in the formation of a new company to be known as American Sound Corporation.

At the same time Allied executives here acknowledged that negotiations for the purchase of Urania Records have been going on, with a deal expected to be consummated

shortly. Allied is not committed to the purchase, tho the firm does have an option on Urania.

Allied had been active in the New York area until mid-1954, operating the old Decca Records plant in conjunction with G. K. Smith. Bart formerly had been a leading manufacturer of custom matrices.

Operating thru its Allied Record division and utilizing the extensive engineering facilities of Bart Manufacturing, the new company is currently building a large capacity factory in Belleville. The parent companies will continue their own individual activities and operations in Hollywood and New Jersey, independent of each other.

American Sound is to be an all-industry-encompassing operation, with custom pressings, matrix, tape duplication and milling of all types of record biscuits and materials available. The plant is expected to begin active operation by March 1.

## Crowell-Collier Sets Sights On Jumbo Mail-Order Club

### Bill Fowler to Head Outfit; Acquire Urania Catalog; Set on Pressing

NEW YORK, Feb. 4.—Early entry of another major contender in the mail-order record club arena was confirmed here this week when it was learned that the Crowell-Collier Publishing Company is readying a full-scale disk operation.

The giant publishing firm is planning to launch the disk-club operation in late summer. It has already lined up basic catalog material, pressing facilities and a top record executive to oversee the operation.

Bill Fowler, executive vice-presi-

dent of Capitol Records and head of the diskery's electronics division, will move over to Crowell-Collier to handle the disk set-up. It is understood he will resign his Capitol post by mid-February.

### Top Brass

Crowell-Collier's record operation will be part of the publishing empire's new radio-record-TV division, Paul C. Smith, C-C president, said here yesterday. The division, headed up by veepee William A. H. Birnie, former publisher of Woman's Home Companion, is

one facet of the company's diversification program, inaugurated by Smith after he joined Crowell-Collier in 1953.

Fowler will report to Birnie. Smith confirmed reports that the Urania Records catalog will form an early nucleus for recorded repertoire to be made available thru the C-C club. Pressing is expected to be done by a new firm, Amercian Sound Corporation, formed by Allied Record Manufacturing and Bart Manufacturing, and which already is close to a purchase deal involving Urania (see separate story this page).

Smith also noted that negotiations are now under way whereby C-C hopes to purchase two existing record club operations. He would not identify the latter firms.

### Repertoire Plans

Promotion emphasis of the club operation will be "good music at

*(Continued on page 42)*

## Olman on Way Out At Big Three Music

### Loew's Making Study; No Successor Yet Appointed; ASCAP Post Left in Doubt

NEW YORK, Feb. 4.—Abe Olman, chief of the Big Three Music Corporation, will leave that firm shortly, it was stated late this week by a highly placed executive of Loew's, Inc., the parent firm. "The general manager will be out. No successor has been appointed," he said.

The Loew's exec confirmed that Olman would resign, despite the fact that in November he had signed a new three-year pact as head of the Big Three. This reportedly provided for a salary of \$1,000 per week, plus \$300 weekly expenses.

It was also reported that Olman would resign from the publisher wing of the board of directors of the American Society of Composers, Authors & Publishers. However, late this week, Dick Murray, ASCAP exec, stated that he had heard no such report.

The top-echelon Loew's exec, queried as to changes at the Big Three and as to whether an accounting of funds and expenditures was being made, said: "I am in the midst of a study now." He indicated that further developments may result from his analysis of the matter. He reiterated, however, that at this point no conclusions could be drawn.

Mickey Scopp, Big Three exec, stated that accountants were looking over the books; but that he could not indicate the results inasmuch as the accountants had not yet concluded their work.

Meanwhile, there was trade discussion mentioning the possibility that Scopp was being considered as a candidate for the ASCAP board.

## 3 Southern Hits in Top 10

NEW YORK, Feb. 4.—Peer International-Southern Music publishing enterprises are currently creating more of a stir in the pop field than ever before. Three of the firm's tunes during the past week were in the Top 10 on the Honor Roll of Hits. These included "The Great Pretender" (Southern), in second place; "Lisbon Antigua" (Southern), fifth, and "Teen-Age Prayer" (La Salle), 10th. This week, "Lisbon" moved up to fourth and "Prayer" dropped to 11th.

On the national best selling singles chart this week, the Platters' Mercury version of "Pretenders" is second, Nelson Riddle's Capitol disk of "Lisbon" is fourth and Gail Storm's Dot disk of "Prayer" is 13th.

Additionally, Southern's "Why," *(Continued on page 42)*

## Tony Wilson Joins Gray Gordon Org

NEW YORK, Feb. 4.—Tony Wilson, who formerly headed up Springfield Music, one of the Moe Gale publishing enterprises, has become professional manager of the Les Paul-Gray Gordon publishing firms. These are Deehaven Music, affiliated with the American Society of Composers, Authors and Publishers, and Iris-Trojan, affiliated with Broadcast Music, Inc.

## Capitol Records Re-Inks Riddle

HOLLYWOOD, Feb. 4.—Arranger-conductor Nelson Riddle signed a new six-year contract with Capitol Records here this week, his second pact since coming with the label in July, 1953. New contract is retroactive to January, 1956. Allan Livingston, label's executive vice-president, handled the contract negotiations. In addition to conducting his own singles and albums for the company, Riddle is assigned to back Frank Sinatra and Nat (King) Cole.

On another front, Capitol rushed into release its first sides by Guy Lombardo, who joined the label late last year. Tunes are "Our Melody," a German import, and "You Couldn't Help But Be Wonderful."

## RCA Re-Pacts Winterhalter

NEW YORK, Feb. 4.—RCA Victor this week renewed its pact with Hugo Winterhalter for another five years.

Winterhalter, who operates for the company as an artist, musical director for pop artists and repertoire, and as an arranger and conductor, has been with the label for six years. Prior to that he was with Columbia, and earlier with M-G-M.

Winterhalter, who has had several click disks under his own aegis, has been especially important to the diskery in his capacity as conductor-arranger on vocal *(Continued on page 42)*

## Mercury-Pye Exchange Deal

NEW YORK, Feb. 4.—Mercury's recent pact with Pye, Ltd., England, and its subsidiary Nixa Records—calling for the British firm to manufacture and distribute Mercury disks abroad—also involves a reciprocal deal, whereby some Nixa disks will be released here by Mercury.

Since Westminster is currently distributing Nixa's classical line, Mercury's Nixa output here will be limited to the label's pop material, with mood music instrumentals *(Continued on page 42)*

## Columbia Ups 78's to 98c

NEW YORK, Feb. 4.—Columbia Records has upped the price of its entire line of 78 r.p.m. single records to 98 cents. The move follows by two weeks similar actions by Decca, Coral and London Records.

Columbia's move completes the readjustment of shellac prices from the old 89-cent tag, started last year by other majors.

# Peak Number of Million-Copy Sellers Pace Disking Trade

The Billboard Best-Selling Charts Loaded With Money-Winning Entries

By JOEL FRIEDMAN

HOLLYWOOD, Feb. 4.—The record industry is currently undergoing what many veteran traders believe to be its most active sales period ever, sparked by the appearance of more million-disk sellers on The Billboard's best selling charts than at any other time in recent history.

The charts currently abound with records that unquestionably have sold in excess of one million—that much sought after pinnacle of success in the industry. Four of the top five tunes on the charts (The Billboard, February 11) have clipped the million mark: "Memories Are Made of This," "The Great Pretender," "Rock and Roll Waltz" and "Sixteen Tons." The Nelson Riddle recording of "Lisbon Antigua" on Capitol is almost certain to exceed the million mark, with sales currently estimated at approximately 900,000 by Capitol execs.

In all Capitol will have sold an estimated 5,750,000 copies of three records alone, three million on "Sixteen Tons," just under two million on "Memories" by Dean

Martin, and the aforementioned sales of "Lisbon Antigua."

Mercury's Mark Mercury's recording of "The Great Pretender" is reported to have clipped the 1,800,000 mark, while Kay Starr's "Rock and Roll Waltz" is reported to be well past 1,000,000.

Veteran merchandisers in the industry point to these sales as the greatest accelerated rate of single sales to have ever hit the disk market. Few can offer specific reasons for the sudden outburst of activity. There appears to be little doubt, however, that rock and roll music has certainly contributed immeasurably to the sales gains made by virtually every company in the business.

For some time before this, records that hit the top 10 achieved negligible sales when compared

to the figures currently being rung up. Less than a year ago, songs that occupied a top niche on the charts sold less than a half million. Few records on the lists today will sell less than that.

A number of other recordings are also almost certain to have achieved the million mark before completely waning. Columbia's "Moments to Remember" is beyond 800,000; "Band of Gold" by Don Cherry reportedly hovers around a similar figure; advance orders on "No, Not Much" by the Four Lads are already beyond 500,000, while Mercury's "Moritat," is put at 300,000.

While diskers are known to be overly enthusiastic in proclaiming sales of their records, these figures are reasonably established with numerous firms almost eager

(Continued on page 42)

## Fracas Mars Peace Of C&W Music Field

Cold War Simmers Between Sponsors of Rodgers, National Country Music Days

By BILL SACHS

CINCINNATI, Feb. 4.—A hassle of major proportion is developing in the country and western music field between the sponsors of the Jimmie Rodgers memorial celebration, slated for Meridian, Miss., May 26, and the Country Music Disk Jockeys' Association, which at the deejay convention in Nashville in November announced plans for a National Country Music Day to be held on the same date in a city still to be announced.

Ernest Tubb, president of the Jimmie Rodgers Memorial and Health Foundation, and Hank Snow, "Grand Ole Opry" names, last week announced that the Rodgers Day celebration would definitely again be held this year in Meridian. Tubb and Snow originally organized the Jimmie Rodgers Memorial Day program there in 1953. The event came in for some criticism in 1954 by those who attended the conclave, when Adlai Stevenson, who was invited to Meridian as principal speaker for the Rodgers affair, launched into a political harangue that had an unpleasant repercussion.

Cry 'Politics'

Hampered by the cry of "politics," brought on by that occasion, last year's event suffered somewhat from an attendance standpoint. In 1955, too, the country disk jockeys who made the celebration complained that they were left out in the cold, without a definite spot in the over-all program. They felt, too, that a tie-in with the Rodgers celebration has with

a State-wide railroad organization convention meeting in Meridian at the same time, still gave the affair a tinge of "politics" and prevented what might ordinarily be a successful country and western gathering.

On the final day of the 1955 celebration, the deejays present, headed by Biff Collie, of Houston, held an indignation meeting to air their views on the matter. They expressed themselves as being reluctant in attending the Meridian celebration in the future unless

(Continued on page 42)

## Hub M.D. Charity Show Sets AGVA Vs. DJ's

BOSTON, Feb. 4.—A hassle, sparked by the stopping of a charity show here last week, has brought an all-out campaign by the American Guild of Variety Artists to stop the "stealing" of recording artists and night club acts for appearances at record hops and benefits by disk jockeys.

The fracas took place at a \$100-a-plate dinner for the March of Dimes in the Hotel Statler at which Bob Clayton, WHDH disk jockey, had secured the services of the Four Lads, the Bonnie Sisters and singer Teddi King for free. It was discovered that the New Yorkers, Dorothy Sarnoff and Jack Marchand's orchestra, who also

## FANS PICK OWN FAVE VERSION

CINCINNATI, Feb. 4.—Deejay Ronn Dunn, of WCPO here, believes in letting his listeners have a fair shake at picking their favorite between competing wax versions of the same ditty.

On a recent seg he pulled hundreds of calls voting for "the best" cutting of "Moritat," after playing all versions. Dunn warned his listeners: "No gimmick, no contest, no prize."

## McCarthy for Repeal of Tax On 25c Kidisks

WASHINGTON, Feb. 4.—Manufacturers' excise tax on children's educational phonograph records retailing at 25 cents or less will be repealed if a bill introduced here January 30 by Rep. Eugene McCarthy (D., Minn.), is passed.

In a statement before the House Representative McCarthy said, "Unless the excise tax on these records is repealed, it is only a matter of time until their manufacture and sale will be terminated." He added that "the major record companies have already discontinued the production of these records, and there is danger that the remaining companies in the field will also go out of business."

Designed for children between the ages of two and 10, the records are used to teach children to read, to teach them religious and patriotic songs, to give them the experience of good music and to bring them the folklore of our country, Representative McCarthy noted.

McCarthy cited the fact that the records are valuable from an educational standpoint, adding that "educators and religious and patriotic leaders thruout the country have voluntarily attested to their great value."

## 2 M-O Clubs Up Disk Price To Consumers

Test Mail Shows No Resistance To New Schedule

NEW YORK, Feb. 4.—Two of the three major independent mail-order record clubs will change their consumer price structures later this month. Increases are being set by the Josefowitz-Concert Hall group for its jazz and classical clubs, and the Book-of-the-Month Club disk operation is also revising its price upward. In the latter case, however, an extra disk will be given subscribers.

Josefowitz' Musical Masterpiece Society will up its price per disk from the current \$1.65 to \$1.89. The firm's Jazztone Society will ask \$2.98 per LP, as against the present \$2.75. The increases are scheduled to go into effect February 15.

Sam Josefowitz, president, said the price hikes were decided upon to meet "increased operating expenses." A test mailing had shown no consumer resistance to the new prices, he added.

New price for the B-O-M-C's Music Appreciation Records will be \$3.90 per selection, as against the present \$3.60. The increase will go into effect before the end of this month. However, all selections will now include a full

(Continued on page 42)

## S'dtrack Blues Haunt M-G-M

NEW YORK, Feb. 4.—Original cast soundtrack album woes moved in to haunt M-G-M Records this week. The fact came to light when it was learned that Dan Dailey, an M-G-M pactee, this week cut two tunes, as a single disk, from the forthcoming M-G-M pic, "Meet Me in Las Vegas," in which he stars.

Tho the cast abounds with recording talent, including the Four Aces (Decca), Lena Horne (RCA Victor), and Frankie Laine (Columbia) in addition to Dailey, diskery execs felt they would have to overcommit themselves in terms of reciprocal deals to make a soundtrack package feasible. The Aces have already put a single for Decca of tunes from the pic.

Another film, considered a natural for original cast packaging, and now in the shooting stage, promises additional soundtrack headaches. Pic is tagged "High Society," a musical version of "The Philadelphia Story," starring Frank Sinatra, Grace Kelly and Bing Crosby, with an original score by

(Continued on page 16)

## Mercury Inks 9 New Artists; Wing Signs 2

NEW YORK, Feb. 4.—Mercury Records has signed nine new artists this month, while its subsidiary label, Wing, inked two, according to Mercury's veepee-artist and repertoire chief, Art Talmadge.

New Mercury artists include the Baker Sisters, formerly with Unique Records; a vocal group, the Tunetimers; warbler Tommy Prisco; Detroit canary Jean Swan; thrush Morgana King; Freddie Bell and the Bellhops, a rock and roll outfit; Sugar 'n' Spice, a boy-girl vocal duo; singer, Jimmy

(Continued on page 16)

## Mercury Dates Disks for DJ's

NEW YORK, Feb. 4.—Mercury Records is now putting release dates on all of its single platters, so that deejays can keep more accurate track of which disk versions of tunes are out first.

A slight problem developed on the first batch of release-dated disks tho, with some platters coming out weeks after the official release date stamped on the label. Mercury's landslide single business over the holidays resulted in several new releases being held back; hence the wrong release dates, explains an exec. Mercury was one of the first companies to put running time and publisher credits on its labels.

## New Format on Decca Display

NEW YORK, Feb. 4.—A new type of display material is being shipped to dealers by Decca Records. Using the principle of the "I-Beam," the displays are advantageous in that they can be rolled up for shipment and suffer no damage enroute. The displays are 30 per cent lighter in weight than those previously used, thus decreasing shipping costs. First display of this type shipped was on the original cast album of "Guys and Dolls." A similar unit on "Carousel" is on the way.

## Default Offer To Be Muddled By Creditors

NEW YORK, Feb. 4.—Creditors of the Haydn Society diskery, which went into bankruptcy proceedings recently, (The Billboard, January 14), were scheduled to meet Monday (6) to consider the outfit's latest settlement offer.

The company, which listed \$166,860 in liabilities against \$125,729 in assets, originally offered to settle for 33 1-3 cents on the dollar. This was reduced this week, however to an offer of 25 cents on the dollar.

The meeting was to be held in the offices of Rosenman, Goldmark, Colin and Kaye, attorneys for Columbia Records, the principle creditor.

Meanwhile, the court hearing was postponed to February 15.

## Imperial Adding Pop, Jazz, C&W

HOLLYWOOD, Feb. 4.—Imperial Records will shortly add a line of popular, jazz and country and western LP's to its rhythm and blues operation, with first releases expected to be in the hands of distributors by March 1.

Low Chudd, president of the firm, declared that the move is designed to keep pace with the continued diversification of the record industry. Chudd, repertoire assistant Eddie Ray and arranger Dave Bartholomew in New Orleans are currently looking for new talent to augment the forthcoming LP line. Firm recently signed Sonny Criss and Ernie Freeman, the latter also scheduled to appear on Imperial singles.

## Dealers Sign 900 To Col. Disk Club

CLEVELAND, Feb. 4.—Almost 900 new subscribers to Columbia Records' LP mail-order club were signed up by dealers here in the first two weeks of a special test campaign to spur dealer-club participation.

The test, due to run for two months, is limited to the Cleveland-Akron territory, and is the first permitting dealers to offer three bonus disks free "in front" to members signing up thru retailer channels (The Billboard, Jan. 14).

At the present rate of subscriber signings thru stores, Seaway Distributors, the Columbia distributor here, expects to rack up a minimum of 2,000 new club members before the end of February. Test was kicked off January 23.

Seaway execs reported that 62 dealers in the area are participating in the drive. They view this number as including practically all

eligible album dealers in the territory. The largest number of subscriptions was taken in by Record Rendezvous, store run by Leo Mintz, who inked 160 members in the first seven days of the drive.

In New York, Columbia brass indicated that Pittsburgh will probably be the next city in which the special bonus offer will be made available thru dealers. However, no timetable for its launching there has yet been set.

It is not expected that the plan will be extended nationally until early spring, when its promotional value will have most impact on normally reduced seasonal sales.

In this city the drive was sparked by a \$3,500 Seaway promotion splurge, which made large use of radio spots, newspaper ads, dealers window streamers and counter cards. Most effective device was found to be large posters fixed to city buses.

# Mull Formation Of Nat'l Disk Dealers' Assn.

## Gotham Plan Calls For Support From Local Trade Segs

HOLLYWOOD, Feb. 4.—The possibility that a national record dealers' association might be formed existed following the meeting of the Southern California Retail Merchants' Association here Thursday (2) at the Hotel Statler.

Dealers were informed that tentative plans along these lines are currently being mulled in New York, with support for such a national body to be sought among local trade groups throuth the country.

Norty Beckman, chairman of the Coast association, along with Moe Arbeitel, operator of the disk department at Eastern-Columbia here, reported on their recent trip to New York during which they observed the Sam Goody operation and that of other record discount houses East. Reports that the Record Hunter chain in New York has been planning to invade the West Coast have apparently caused consternation among local dealers, who to date have to contend with only one discount house. General feeling among dealers was, that should an operation such as Goody's come to the Coast, a majority of smaller dealers would be seriously affected.

Meeting also concerned itself with the recently announced RCA Victor Bonus Coupon Club, with a majority of dealers adopting negative attitudes toward the plan, which they similarly adopted toward the Columbia club last year.

# Mesners Form New Co., Jazz West Records

HOLLYWOOD, Feb. 4.—Leo and Eddie Mesner, Aladdin Records toppers, this week formed another label in Jazz West Records, latter company to be a package line featuring jazz only. Firm has thus far released three albums, with material by the Jack Sheldon Quintet with Zoot Sims, the Jazz Trio, and another package by the Jack Sheldon Quartet.

Company plans on releasing several albums monthly by artists associated with West Coast jazz.

The Mesners' recently announced Ultra Label, which bowed with its first release last week, is to be changed to Dig Records. Prior registration of the name necessitated the change.

In addition to the above firms, the Mesners are currently operating Aladdin, Score, Lamp and Orpheus records.

# 2 Music Firms Bowed by UPA

HOLLYWOOD, Feb. 4.—Television film producers continued to swell the ranks of music publishers with the entry of United Productions of America this week with two music firms. UPA, which gained renown as a result of its theatrical film cartoon series, disclosed the formation of UPA Music Publishers and UPA Music, Inc.

Firm is currently active in producing a series of cartoon features for CBS which will require the use of an extensive amount of original music. The official plans have not been divulged, CBS will reportedly use the show as a means of exposing Columbia Records, which reportedly has first refusal rights to record music being tuned by UPA.

Talent already used by UPA in line with its cartoon production includes Stan Freberg, Shorty Rogers and the Nilsson Twins.

# CAP'S LATEST ALBUM TAG, 'MR. GOODMAN'

NEW YORK, Feb. 4.—Capitol's new Benny Goodman album may well turn out to be a best seller, but right now it ranks as the label's No. 1 headache, and a rather expensive one.

Deliveries on the Goodman LP were held up again this week, while Capitol scurried around readying still another cover (its third) for the album. The original cover was scrapped a couple of weeks ago, when Decca, which has the sound-track version of "The Benny Goodman Story" movie, objected to the Capitol cover-copy's reference to the film. The copy was modified and a second new cover was brought out last week.

However, Decca evidently still complained, because the second cover was scrapped this week, and a third is in the works. The third cover merely reads "Mr. Goodman," with no reference at all to "The Benny Goodman Story."

# C&W Package Pulls 17,000 In Denver

DENVER, Feb. 4.—Bucking a four-inch snowstorm, a mammoth country & western package, headlining Red Foley and Webb Pierce, pulled 17,000 stub-holders in two performances at the 12,000-seat Coliseum here last Sunday. On the advance sale, ducats were scaled at \$1.25 and \$1.50. At the door, prices were \$1.50 and \$1.75. The promotion was handled by W. E. (Lucky) Moeller and Joe Lehr, the latter owner of Rainbow Ballroom here.

This marked the first time that Foley and Pierce had shared top honors in a country & western package. Other acts included the Foggy River Boys, Pete Stamper, Red Sovine, Ray Price, Floyd Cramer, Van Howard, Roy Hall, Tabby West, the Wondering Boys, the Echo Valley Boys, and Jimmy and Johnny.

Prior to opening in Denver, Moeller and Lehr promoted the Pierce unit on a successful trek thru the Southwest, including stops at Lubbock, Tex.; Phoenix and Tucson, Ariz., and Albuquerque. With Pierce on the Southwestern jaunt were Red Sovine, the Wondering Boys, Tabby West, Floyd Kramer, and Jimmy and Johnny.

Moeller and Lehr are mulling plans to launch several other big c.&w. packages, using top names in the feature slot, with several of the units being directed to the West Coast. Also on their agenda are plans to put out several units featuring top pop recording names.

# Ted Heath to Get 1st U. S. TV Show Spot

NEW YORK, Feb. 4.—Forthcoming first American tour for Ted Heath and his band will get a big advance kick-off via the group's first appearance on stateside TV.

Slotting, set by London Records, comes in the British-originated portion of the filmed Bob Hope show for airing Tuesday (7) on the NBC-TV network. The work will do the backing on music segs of the show as well as perform its newest disk material.

Another London Records performer, pianist Winifred Atwell, will guest here on the Ed Sullivan Show on CBS-TV, Sunday (19). These latest TV airers follow successful guest shots by the diskery's David Whitfield on the Sullivan show last year.

# B. G. PACKAGE NEWS REVIEW

# 'B. Goodman Story' Sparks Huge Shower of Albums

By BILL SIMON

NEW YORK, Feb. 4.—The next few months are certain to be Benny Goodman months for just about every disk dealer in the country. Universal-International's "The Benny Goodman Story" opens locally next week. Goodman takes his new band into the Waldorf Thursday (9) for a month or more, and four major record companies have launched rafts of Goodman albums on unprecedented waves of hoop-de-do.

In this week's crop alone there are 16 different Goodman packages, one of which—RCA Victor's "Golden Age of Swing" limited edition—contains five disks not available individually. Several of the new issues were available on LP previously, but have been repackaged, reprinted and some retitled.

Some will sell to the mass market that is certain to see the film, and others are purely jazz collectors items for a solid, but limited core of old-line Goodman followers.

Every one of the packages is likely to do good business for its company, but dealers would be wise to steer a fairly cautious course to avoid multiple duplication of repertoire, which can as a result keep listener booths jammed and actually discourage impulse sales.

## Film Sparks Action

The big action, of course, will stem from the film, and the majors—Decca, Capitol, RCA Victor and Columbia—have packages featuring Goodman playing selections therefrom.

Decca has the sound track on two 12-inch LP's available separately, and these are the disks that figure to grab the big play. First of all, taken as a whole, they are the best musically. Goodman's own performing, which in recent studio recordings has been cautious and sometimes pallid, surpasses much of his work on his more youthful versions. He plays with

# Fogel's Works To Be Sold

HOLLYWOOD, Feb. 4.—Approximately 1,000 musical selections recorded by Col. Irving Fogel, president of Tempo Records and Musitape, Inc., in Europe and Australia are scheduled to be sold to a number of major and independent recording companies shortly.

Sales have already been made to Randy Wood, Dot Records topper, on the latter's recent trip here. Wood acquired more than 200 sides which are to be used in the expansion of Dot's album catalog. The sale of an additional 100 sides to Lew Chudd, president of Imperial Records, is also pending.

Music is of a varied nature, comprising light orchestra works, concert, ballet, classical and additional background themes.

Fogel, thru his Musitape firm, the latter a background tape organization servicing commercial and industrial accounts, is retaining tape rights to the music. Album and electrical transcription rights are to be disposed of.

# S. Jones Tour Set by Verve

HOLLYWOOD, Feb. 4.—To coincide with the initial release of Verve Records this week, Spike Jones, recently signed by the label, along with national sales manager Bernie Silverman, take to the road on a six-city flying tour beginning February 13.

Jones and Silverman will cover distributors and disk jockeys in Cleveland, Detroit, Chicago, Philadelphia, Boston and New York,

fire, with invention and with beautiful tone. Stan Getz on tenor sax and Urbie Green on trombone are superior to anyone he had on those instruments in his working bands, and then there are the usual brilliant jobs by Harry James, Gene Krupa, Lionel Hampton and Teddy Wilson—all apparently still in full possession of their talents.

Sound-wise, too, this Decca transfer is the most exciting, although some of the brilliance appears the result of "souping up." There are 21 selections on the two disks, including complete performances of items that were either clipped or cluttered-up by film business in the picture.

Capitol's "Benny Goodman Plays Selections From 'The Benny Goodman Story'" was recorded after the track recordings, except for a couple of selections borrowed from his earlier big seller on the label, "B. G. in Hi-Fi." Harry James, Lionel Hampton and Martha

Tilton are guest stars on their picture specialties. Krupa and Wilson are missing, as is much of the track's excitement. Goodman himself fails to shake loose most of the time.

Victor's "The Benny Goodman Story," a single 12-incher, contains the original studio recordings from the 1930's on which, we are reminded, the King's ascendancy was based. However, the sound of these, even "enhanced," fails to equal that of Columbia's air-checks from the same period, and even of the Carnegie Hall Concert cuttings of 1938. Nine of these from the latter groups, plus two studio cuttings, make up Columbia's parallel collection to the sound track, which is entitled "The Great Benny Goodman." Many of these performances run over the conventional three-minute limit and contain extended solos. The music, atmosphere and sound make this preferable to the Victor originals, and this should be a front-runner.

Would-be purchasers of the broadcast performances may be directed by dealers to the multiple-disk "concert" packages from which the film selections were "borrowed." The air-checks, originally issued in a two-disk "SL" set under the nebulous title "Benny Goodman Concert 1937-'38," now has been retitled "The King of Swing," and it's still available in the "SL" series at \$9.96, but the identical material also has been spread over three 12-inch disks in the "CL 500" series, retailing individually for \$3.98. The company did this in order to split up the collection into conventional length EP's, and still keep the total EP price in line with the total LP tag.

The same has been done with the fabulous "Carnegie Hall Jazz Concert," formerly sold as a two-disk "SL" set, and now available also as three "CL" disks. It should be noted that the "SL" issue of this sold about 200,000 units at the former \$11.90 tag, which could mean that the cream has been somewhat skimmed. "The King of Swing" collection, when it first came out, was an anti-climax after the Carnegie bonanza, and it suffered thereby. However, the contents of that set stand as the best examples of Goodman's music from his Golden Era, and it should enjoy a healthy sale this time around.

## Victor's "Limited"

Next to the sound track, the new issue that could mean the most volume to retailers is Victor's monumental limited edition, a five-record volume called "Benny Goodman—The Golden Age of Swing," which, like the three Glenn Miller volumes, retails at \$24.95.

This is the set the many long-standing Goodman fans have been waiting for, containing re-issues of many great sides that have been out of print for as long as 17 years. It includes 60 numbers by band, trio and quartet, with vocals by Helen Ward, Martha Tilton, Johnny Mercer, etc. None of the numbers is duplicated in the film-score LP; only four tunes are duplicated in Columbia's "King of Swing," and only two in the Carnegie Hall volumes. And the solos are different enough to warrant duplication in any fan's collection.

The reconditioning of the sound on the Victor set is somewhat disappointing, as it seems that better work has been done along those lines. However, this is a minor consideration with this tremendous collection of jazz, dance music and nostalgia. The cover of this issue is one of the handsomest to emanate from any diskery.

According to Victor, this will be limited to 60,000 volumes. Some dealers are likely to get caught short.

## For Collectors

Of special interest to jazz collectors is "The Vintage Goodman," from Columbia. These sides were

# Cap's Grimes Transferred To N. Y. Office

HOLLYWOOD, Feb. 4.—Fred Grimes, in charge of Capitol Records' studio operations on the West Coast, has been transferred to the company's New York offices, where he will handle film music sales. Grimes will be replaced by conductor-arranger Bill Loose, with John Seely continuing in charge of the firm's film music library here.

Appointments were disclosed by Walt Heebner, Capitol vice-president in charge of New York operations. Heebner has scheduled a series of business huddles with Tom Mack, who arrives in New York for a two-week stay beginning Monday (6). Recently named manager of Capitol's custom service division, Mack will visit with Herb Sachs, Cap's Eastern custom sales manager, in addition to touring the company's Scranton, Pa., plant.

Cap studio personnel continued the transfer and installation of recording equipment at the site of their new studios and offices here this week. First sessions have already been held, with complete technical installations expected before the end of the month.

# Jazz TV Show Makes Debut On West Coast

HOLLYWOOD, Feb. 4.—Jazz gets a spotlight as the result of the debut this week (3) of a weekly live television series called "Tonight at Zardi's." Show will emanate from Zardi's, local nitespot catering to jazz enthusiasts. The local at the outset, negotiations are currently going on regarding the possibility of using the show as a network summer replacement.

Kick-off show featured the Stan Kenton orchestra, with disk jockey Bill Ballance as emcee. Talent already booked for future engagements and teleshows includes George Shearing, Joe Loco, Sarah Vaughan, Earl Bostic, Count Basie, Les Brown, Cal Tjader, Louis Jordan, Errol Garner, Dave Brubeck and Duke Ellington.

promoting "Spike Jones Spoofs the Pops."

Latter disk couples satires of four pop tunes on one single, titled "Little Child," "Memories Are Made of This?" "The Trouble With Pasquale" and "Sixteen Tacos." Verve's initial release will also include the company's first sides by Ella Fitzgerald, "Too Young for the Blues" and "It's Only a Man."

Company also disclosed the registration of its album line, to be known as Panoramic True Hi Fidelity.

# MUSIC AS WRITTEN

## ATCO RECORDS SIGNS NEW GROUP, THE COASTERS

Atco Records, subsidiary label of Atlantic Records, added to its talent roster this week with the signing of a new vocal group, the Coasters. Deal was made by Lester Sill as a result of the recently negotiated lease arrangement between the now defunct Spark label and Atlantic. Group is composed of two members formerly with the Robins, Carl Gardner and Bobby Nunn, in addition to Billy Guy and Leon Hughes. First record, titled "Down in Mexico" and "Turtle Dovin," is being rushed into release.

## JERRY MARSHALL PULLS RECORD VOTE IN POLL

Jerry Marshall pulled a record-breaking number of votes in WNEW'S 30th annual popularity poll here this week, with the 1956 "Make Believe Ballroom" poll drawing 15 per cent more ballots than last year's total, the previous record vote. The only big surprise was in the male vocalist division, where Alan Dale (No. 8 last year) walked off with No. 1 honors, followed by Perry Como (No. 1 last year) and Julius La Rosa. Patti Page and Joni James again headed the female vocalists list, in the

order named; and Mitch Miller placed first in the orchestra category. The Four Lads walked off with top honors for vocal groups with the Crew Cuts in second place.

## LARRY FOTINE FORMS BALBOA RECORDS . . .

Ex band leader Larry Fotine tossed his hat in the disk business this week with formation of Balboa Records. Firm has already set its first release in the Dixie vein by the Beale Street Buskers. Future releases will include popular and jazz material. No distribution plans have as yet been formed, the Fotine averred that he would restrict it to one-stops at the outset.

## PAUL SIEGEL TO REP GERMAN FIRM, TAKT UND TON

Composer-Publisher Paul Siegel has been named representative in all English-speaking countries of Edition Takt Und Ton, large German publisher. Siegel leaves for Berlin next month for confabs with execs of the German pubbery which are expected to lead to heavy exploitation of its material in this country. Also in the works is establishment of a sound track library and ties with TV-film firms.

## ANGEL DISKS TEES-OFF NEW BOSTON DEPOT

Angel Records this week placed in operation its new Boston depot, thru an arrangement with Music Suppliers of New England. Harry Carter and Gordon Dinerstein will run the set-up, while sales and promotion for the New England territory will be under the supervision of Edward Dolberg. Angel has other depot operations in New York, Chicago and on the West Coast.

## KAY THOMPSON DISK GETS BIG PROMOTION

Cadence Records is kicking off its first Kay Thompson disk, "Eloise," with a special promotional drive this week. Copies of the disk, inspired by Miss Thompson's current best seller, "Eloise," have been sent to 3,000 deejays, and the platter will be in the stores concurrent with initial deejay play next week. The disk is packaged in a special sleeve—and its publisher, Simon & Schuster, has arranged for special promotional display tie-ups on the record with book stores across the country.

## DECCA—POCKET BOOKS, INC., TEAM UP ON 'GOLDEN ARM'

Decca Records and Pocket Books, Inc., are planning a joint promotion on "The Man With the Golden Arm." Diskery is releasing the soundtrack album of the United Artists Picture, based on the Nelson Algren novel. Dealers are being shipped display material plugging the album and the novel. Additionally, deejays are getting the album and paper-bound copies of the book.

## CORAL SIGNS TOM GLAZER TO CUT C&W DISKS

Coral Records signed a disk pact this week with folk singer Tom Glazer. Glazer, long-time kidisk specialist with Columbia and previously with Young Peoples Records, will cut for Coral as a country and western artist. He will cut his first dates next week in Nashville. Glazer also is a songwriter, contracted to Shapiro-Bernstein.

# RCA Plans 2 Major Diskings For Red Seal

NEW YORK, Feb. 4.—RCA Victor's Red Seal department launched two major recording projects last week, both of which are earmarked for fanfare later this year.

One is a new production of the Kern-Hammerstein score for "Show Boat," which will feature opera stars Rise Stevens, Robert Merrill and Roberta Peters. Merrill will do "Ol' Man River," according to Red Seal artists and repertoire chief Allen Kayes. New arrangements, the first, incidentally, since the original stage production in the '20's, will be clefted by Lehman Engel who also will conduct the musical forces. It will be issued on one 12-inch LP.

The second project will be a three-record package entitled "Homage to Mozart," commemorating the 200th anniversary of the composer's birth. This set is being compiled from recorded performances that have been resting in the Victor archives, with selection of material and extensive annotation handled by Irving Kolodin, music editor of the Saturday Review.

Of the three disks, one each will be devoted to vocal, instrumental, solo and orchestral masterpieces. Among the vocal artists represented will be John McCormack, Mattia Battistini, Johanna Gadschi, Marcella Sembrich, Ezio Pinza, Dorothy Maynor, Erna Berger and Elisabeth Rethberg.

The instrumentalists, featured in short works, will include Yehudi Menuhin, Jacques Thibaud, Wanda Landowska and Fritz Kreisler. The Mozart Horn Concerto in D, performed by Aubrey Brain, will occupy one side.

The third disk in the set will have, on one side, Bruno Walter playing piano and conducting the D Minor Piano Concerto. On the flip, the disk will carry the late Arthur Schnabel's performance of the G Minor Piano Quartet, with three members of the Pro Arte Quartet.

# GE Backs New WEWS Seg

CLEVELAND, Feb. 4.—Deejay Bill Randle (WERE here and WCBS, New York) was scheduled to start a live half-hour TV variety show Sunday (5) over local video station WEWS from 10:30 to 11 p.m. The seg-top-budgeted show in Cleveland — is sponsored by General-Electric thru its local distributor, Baird-Foerster.

The first show spotlights a talent line-up from varied fields—Guy Mitchell, Richard Hayman, Rose Murphy Trio with Slam Stewart and Rex Allen. A 15-piece band will back the acts and different guest stars will be booked each week. The airmen will feature only live talent and the jockey has no plans for incorporating platters into the weekly format. This is in line with his theory that video isn't the medium for a record show.

# Soundtrack Blues

Continued from page 14

Cole Porter. With Sinatra in the Capitol stable and Crosby still in the Decca fold, it's considered unlikely that the competing labels would waive their rights to make an M-G-M original cast deal possible.

In the past M-G-M Records has been particularly successful in setting soundtrack deals with performers under contract to other diskeries.

# Hub Charity Show

Continued from page 14

ment and it was reported he was in Key West, Fla. All artists have been told that no outside engagements will be permitted and that any violation will be dealt with sternly by AGVA. The union has asked the

# Best Selling SHEET MUSIC IN BRITAIN For Week Ending January 28

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

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

# Best Selling POP RECORDS IN BRITAIN For Week Ending January 28

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

- | This Week  | Last Week |
|--|-----------|
| 1. SIXTEEN TONS  |           |
| Tennessee Ernie Ford (Capitol) . . .                                     | 1         |
| 2. THE BALLAD OF DAVY CROCKETT, Bill Hayes (London) . . .                | 2         |
| 3. LOVE IS THE TENDER TRAP   |           |
| Frank Sinatra (Capitol) . . . . .  | 6         |
| 4. LOVE AND MARRIAGE   |           |
| Frank Sinatra (Capitol) . . . . .  | 4         |
| 5. THE BALLAD OF DAVY CROCKETT, Tennessee Ernie Ford (Capitol) . . . . . | 3         |
| 6. ROCK A BEATIN' BOOGIE   |           |
| Bill Haley Comets (Brunswick) . . .                                      | 7         |
| 7. LOVE IS A MANY-SPLENDORED THING, Four Aces (Brunswick) . . .          | 5         |
| 8. ROCK ISLAND LINE  |           |
| Lonnie Donegan (Decca) . . . . .   | 9         |
| 9. PICKIN' A CHICKEN   |           |
| Eve Boswell (Parlophone) . . . . .                                       | 12        |
| 10. ROBIN HOOD   |           |
| Gary Miller (Nixa) . . . . .   | 13        |
| 11. DREAMS CAN TELL A LIE  |           |
| Nat (King) Cole (Capitol) . . . . .                                      | 18        |
| 12. WHEN YOU LOSE THE ONE YOU LOVE (David Whitfield (Decca) . . . . .    | 11        |
| 13. SIXTEEN TONS   |           |
| (Frankie Laine (Philips) . . . . .                                       | 10        |
| 14. ROCK AROUND THE CLOCK  |           |
| Bill Haley Comets (Brunswick) . . .                                      | 8         |
| 15. ONLY YOU   |           |
| Hilltoppers (London) . . . . .   | 14        |
| 16. ROBIN HOOD   |           |
| Dick James (Parlophone) . . . . .  | 16        |
| 17. ZAMESI   |           |
| Lou Busch (Capitol) . . . . .  | 18        |
| 18. SHIFTING, WHISPERING SANDS   |           |
| Eamonn Andrews (Parlophone) . . .  | 20        |
| 19. SUDDENLY THERE'S A VALLEY, Jo Stafford (Philips) . . . . .           | —         |
| 20. MY BOY—FLAT TOP  |           |
| Frankie Vaughan (Philips) . . . . .                                      | —         |

# Ray Anthony Signs With MCA

HOLLYWOOD, Feb. 4.—Band leader Ray Anthony inked a novel contract here this week, signing with Music Corporation of America to represent him for television and motion pictures, and remaining with General Artists Corporation for band appearances. Anthony's GAC pact still has another year to go, with a possibility existing that MCA might build a teleshow around the maestro. Anthony last appeared in "Daddy Long Legs" at Universal-International. Personal manager Fred Benson handled the negotiations.

March of Dimes committee to channel all entertainment activities thru a member of the committee familiar with AGVA regulations. Previously a Hub booker had offered the Four Lads \$400 to appear at the dinner. The offer was refused, but in the meantime, Clayton had approached the singers, who had agreed to come for nothing.

Hart said the situation had been particularly bad in the Hub. He said there was a great deal of pressure for visiting artists to accept dates for free at record hops and other charitable events. It is reported that the deejays receive a fee of \$50 for the record hops, usually held under auspices of churches.

# Mercury Inks 9

Continued from page 14

Randolph, and the Japanese-born pop canary, Myoshi (Nancy) Umeki. New Wing artists inked are singer-guitarist Jackie Paris and warbler Bobby Sharp. Wing is also readying a new album, "Salute to Eddie Duchin," featuring Chicago pianist David Le Winter. The LP will be released shortly, in conjunction with national showings of the new Eddie Duchin bio film, starring Tyrone Power. The Wing album, of course, will be tied in closely with promotion on the picture.

Mercury's rhythm and blues a.&r. chief, Bob Shad, is cutting a special "tribute to Helen Morgan" album by Miss King, spotlighting songs popularized by the famous torch singer. Shad is also handling sessions on Bell and His Bellboys (featured in the forthcoming Bill Haley movie, "Rock Around the Clock"), the Tunetimers, Paris, Sugar 'n' Spice and the Baker Sisters. Mercury's Eastern a.&r. men, Hugo Perette and Luigi Creatore, are cutting Randolph and Miss Umeki.

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Review Spotlight on . . .

ALBUMS

Popular

CAROUSEL (1-12) - Sound Track. Capitol W 694

Capitol is still chalking up phenomenal sales on its first Rodgers and Hammerstein sound track LP "Oklahoma," and this package may fare even better sales-wise. There are several "Carousel" LP's available in current catalogs, but this one will undoubtedly corner the bulk of plays. The big-budget musical movie will be released shortly with the usual all-out promotional drive, thereby offering dealers extensive opportunities for display tie-ups, etc. The handsomely packaged LP is sparked by fine performances and the wonderful R.&H. tunes ("June Is Bustin' Out All Over," "Mister Snow," "If I Loved You," etc.). Shirley Jones and Barbara Ruick exhibit plenty of sweet vocal showmanship, but Gordon MacRae easily walks off with top warbling honors.

MUSIC TO CHANGE HER MIND (1-12) - Jackie Gleason Ork. Capitol W 632

Gleason has recorded another gold-mine for Capitol in his ninth mood music LP for the label. The package—featuring the usual dreamy-eyed beauty on the cover—is waxed in the romantic, lushly nostalgic style of most of the comedian's LP's, with Buddy Hackett's slow, sweetly sensuous trumpet solo work dominating such notable standards as "All By Myself," "Dancing in the Dark," "It's the Talk of the Town," "You've Changed," etc. Sure-fire programming for deejays and an equally sure-fire stock item for dealers.

Jazz

THE BENNY GOODMAN STORY (2-12) - Sound Track. Benny Goodman, Harry James, Martha Tilton, Teddy Wilson, Stan Getz,

Gene Krupa, Lionel Hampton, Buck Clayton, etc. Decca DL 8252 See news review in this issue.

BENNY GOODMAN—THE GOLDEN AGE OF SWING (5-12) - Limited Edition. Benny Goodman, Gene Krupa, Lionel Hampton, Harry James, Helen Ward, etc. RCA Victor LPT 6703 See news review in this issue.

BENNY GOODMAN PLAYS SELECTIONS FROM "THE BENNY GOODMAN STORY" (1-12)—Benny Goodman, Harry James, Lionel Hampton, Martha Tilton, Mel Powell, Ruby Braff, etc. Capitol S 706 See news review in this issue.

THE GREAT BENNY GOODMAN (1-12)—Benny Goodman, Harry James, Gene Krupa, Teddy Wilson, Lionel Hampton, Orchestra, Sextet and Quartet. Columbia CL 820 See news review in this issue.

Classical

KHATCHATURIAN: VIOLIN CONCERTO (1-12)—David Oistrakh, Violin; Philharmonia Orchestra; Aram Khatchaturian, Cond. Angel 35244

This is the concerto that started all the Oistrakh excitement years ago. It sold and sold in a number of LP transfers, despite the primitive sound of those early entries. Now it's available in a modern studio cutting, with the composer leading the orchestra, and all the original excitement is enhanced by superb sound. No question but that this will be another best seller, with no small segment of the sales to come from collectors who wore out one or more copies of the older packages. Solid merchandise for every package store.

Reviews and Ratings of New Classical Releases

BRUCH: VIOLIN CONCERTO NO. 2 IN D MINOR; WIENIAWSKI: VIOLIN CONCERTO NO. 2 IN D MINOR (1-12)—Jascha Heifetz, Violin; RCA Victor Symphony Orchestra; Izler Solomon, Cond. RCA Victor LM 1931 . . . 80 This is mighty strong meat for fiddle enthusiasts. Both works are outstanding examples of virtuoso writing and few, if any, performers are able to render them with the dash and brilliance of Heifetz. The Wieniawski has long been a specialty of his; the Bruch, unlike the G Minor by the same composer, is rarely heard. This disk, etched in top-notch sound, should move mighty well in many outlets.

MOZART: DON GIOVANNI (3-12)—Giuseppe Taddei; Orchestra and Chorus of Radiotelevisione Italiana, Turin; Max Rudolf, Cond. Cetra C 1253 . . . 74 This Italian entry in the "Don Giovanni" sweepstakes requires words of praise for Max Rudolf, the conductor, at the outset. A wider audience should now become aware of the fine Mozart performances that Metropolitan Opera has gotten from him the past two years. In this music he shows magnificent control, esprit and abundant understanding. The Don Giovanni is Giuseppe Taddei, who is virile, persuasive and not lacking in authority. He has a fine Leporello in Italo Tajo. Cesare Valletti is a competent, but not distinguished Don Ottavio. Despite the huge commercial success of the recent London "Don," some have found it less than perfect, and it may be that this set will be more to some customers' taste.

BEETHOVEN: SYMPHONY NO. 2; CORIOLAN OVERTURE (1-12)—Philharmonia Orchestra. Herbert von Karajan, Cond. Angel 35196 . . . 74 Few orchestras strike a balance of strict disciplined playing with such a feeling of free, spontaneous expression; the Philharmonia's Beethoven 2d is a happy demonstration of this. Karajan fires the performance with his characteristic dynamism, the brio and excitement of the last movement being particularly thrilling. His "Coriolan" is conceived along grand lines,

and he builds it nobly. The sumptuous sound of the Philharmonia has seldom been more faithfully reproduced.

MOZART: QUINTET IN E FLAT MAJOR, K. 452; BEETHOVEN: QUINTET IN E FLAT MAJOR, OP. 16 (1-12)—Walter Gieseking, Piano; Philharmonia Wind Quartet. Angel 35303 . . . 72 One might search long and fruitlessly for ensemble playing that is phrased and blended as sensitively. In the sparse literature for piano and woodwinds this is the outstanding repertoire, and it is no wonder that there are two other disks that provide the identical coupling. Still, this issue will prove a strong attraction for chamber music collectors, many of whom will prefer it to the excellent year-old release by Serkin and group of Philadelphia Orchestra musicians.

A RECITAL OF DUETS BY MONTEVERDI, CARISSIMI AND DVORAK (1-12)—Elisabeth Schwarzkopf; Irmgard Seefried. Angel 35290 . . . 70 Vocal performances of great delicacy, to which the piano accompaniments of Gerald Moore give added distinction. The combined public appeal of the two singers should work to attract buyers normally wary of such rarified literature. Usefulness of the disk is only slightly lessened by the absence of silent bands separating the selections. Usual attractive Angel booklet provides complete texts and translations.

RICHARD STRAUSS SONG RECITAL (1-12)—Norman Foster, Bass-Baritone; H. Schmidt, Piano. Vox PL 9610 . . . 67

This judicious selection of songs from Strauss' early (pre-"Salome") period is a presentation of material that, surprisingly enough, is well known in this country only in part. "Sueignung" and "Allerseelen" appear on singers' programs often enough, but gems like "Im Spaetboot" and "Leises Lied" have remained somewhat obscure. The program is a rich one, and the American singer, Norman Foster, shows a sensitive, musicianly approach to these songs that does them justice—and him much credit.

Reviews and Ratings of New Popular Albums

HE (1-12) Coral CRL 57033 This album packages a dozen top inspirational songs by artists of proven competence and selling power. The McGuire Sisters, Johnny Desmond, Don Cornell, Lawrence Welk, Steve Lawrence, Ames Brothers, The Four Girls, Dorothy Collins, Alan Dale, Buddy Greco—truly a tremendous body of talent, doing such songs as "He," "In God We Trust," "The Bible Tells Me So," "If You Believe," "The Lord's Prayer" etc. This package stacks up as must inventory. The sides are excellently recorded, and in view of the broad pop market which has purchased inspirational disks the past year it can be predicted that this LP will have a steady sale.

TODAY'S HITS FROM "PIPE DREAM" . . . 80 Guy Lumar Ork (1-EP) Camden CAE 307 Something new for the bargain label; an all-instrumental collection of top tunes from the Rodgers-Hammerstein legit show, rather than the usual issue of top pops. The big, lush and hi-fi recordings by the European ork should draw some hefty action wherever exposed. A real classy buy at 79 cents, and one that won't be outdated for a long time.

LOCO MOTION . . . 79 Joe Loco and his Ork (1-12) Columbia CL 760 From Broadway to Miami to Podunk, this has to be a top seller in the

Latin dance category. Loco's first package for the major label, featuring his tasty piano with rhythm or with big band, is easy to listen to or dance to, with ideal tempos for the mambo, cha cha cha, baión and merengue. One side is all-Latin repertoire, while the flip offers Latinized versions of such as "Manhattan," "Tenderly," etc. The sound is especially good for the many-textured rhythm section. Nice cover.

STARRY-EYED . . . 78 Margaret Whiting (1-12) Capitol T 685 That "singer's singer" and deejay favorite, Margaret Whiting, has recorded 12 great standards in this package, which is bound to be one of the most-played items on jockey shows for the next few weeks. The thrush's rich, expressive phrasing, and infinite good taste is particularly well showcased on "Why Shouldn't I," "They Didn't Believe Me," "I Got Lost in His Arms," and "Remind Me." Lush backing is provided by Frank Devol. The cover (a close-up photo of a radiant beauty) is eye-catching but puts more emphasis on the model's pearly teeth than the title orbs.

AMES BROTHERS CONCERT . . . 77 (1-12) Coral CRL 57031 The foursome has put together a representative and most salable assortment of a dozen tunes for this package and no doubt dealers will move plenty of copies. Most of the group's biggest past hits are here, including "Sentimental Me," "Can Anyone Explain," "Rag Mop" and "Undecided." Shapes up as an active entry among both retailers and jockeys.

JAYE P. MORGAN . . . 76 (1-12) Victor LPM 1155 Miss Morgan, who has had a successful year on singles, does a dozen standards here, showcased by the instrumentation of Hugo Winterhalter's ork. Winterhalter's work is outstanding—lush, plush and tasteful—and his arrangements set off Miss Morgan as advantageously as possible. Selections include "You're Driving Me Crazy," "It All Depends On You," "Pagan Love Song," "Can't We Be Friends?"

THE DeCASTRO SISTERS SING . . . 75 (1-12) Abbott LP 5002 The DeCastros are well-recorded on this package—the selections having a quality of living presence; and the arrangements by Skip Martin are excellent. "Teach Me Tonight," "It's Love," "Boom Boom Boomerang"—12 in all are the numbers. The package makes very pleasant listening and is likely to have a good sale.

SILENT MOVIE MUSIC . . . 75 Jack Shaindlin, Piano (1-12) Coral CRL 57024 Here is an excellent novelty package with special appeal for old movie fans and oldsters with nostalgic memories of Charlie Chaplin, Mary Pickford and Bill Hart. Shaindlin, a top film musical director today, actually played piano in a nickelodeon when

he was 14, and this package (12 original compositions depicting well-known silent movie cliché scenes—"Follow That Car," "Head 'Em Off at the Pass," "Keystone Kapers," etc.) spotlights the authentic keyboard style of that era, with a couple of showmanly vocals by the Illustrated Slides Quartet. The cover is enhanced by stills from old silents; while comic Henry Morgan has written tongue-in-cheek liner notes.

LONELY SPELL . . . 74 Bob Manning (1-12) Capitol T 682

The well-schooled baritone voice weaves a romantic spell for the lonely lover set. Tho he has never been a big artist on single disks, the lad sings in a warm and convincing style and the hand-holders and dreamy dancers will without doubt go for this sampling. Assortment includes "I'm Thru With Love," "These Foolish Things," "You Call It Madness," "I Hadn't Anyone Till You" and eight others of the same general pattern.

HAROLD ARLEN AND HIS SONGS . . . 73 (1-12) Capitol T 635

As a singer Harold Arlen is an excellent composer, hence the chief value of this package is its novelty appeal, in line with a recent trend for composers to wax their own material. His phrasing and general spirit is certainly admirable, but in most cases he has written over the level of his own larynx, particularly on the delectable but demanding "Stormy Weather," "Over the Rainbow," "That Old Black Magic," and "Come Rain or Come Shine."

VIENNESE BONBONS . . . 72 Anton Karas, Zither (1-10) Period SPL 1016

Here is a charming package—an authentic sampling of Viennese material played on this instrument of the Austrian Tyrol. Karas, well-known since his smash "Third Man Theme," is accompanied by two accordions—this blend producing a reedy sound which admirably sets off the zither of Laras. Bernard Lebow has written a set of liner notes which are most interesting—telling something of the status of the zither and similar instruments in the musical cultures of different groups.

LITTLE BITS OF IRELAND . . . 71 Mickey and Mary Carton and their Orchestra (1-12) Decca DL 8186

Here's a package full of charm—there are 12 authentic Irish songs, sung by Mary Carton to the accompaniment of her brother's band. The performances have a lyric, heartfelt flavor. Most anyone who listens to the album will enjoy it; and for those dealers who sell considerable Irish packages, this is must inventory.

FREILACH IN HI-FI . . . 65 Murray Lehrer and his Ensemble (1-12) Period RL 1906

A collection of typical Jewish wedding dances cut in live and resonant sound. In certain areas this disk should prove a consistent seller. The concept is unique on LP.

REQUESTFULLY YOURS . . . 63 Alexander Brothers (1-12) Cavalier CAV 6001

The two brothers, primarily known as a smart nite club act, have waxed some of the material that's most typical of their routine. Voices are well matched as they accompany themselves on guitars thru a series of

numbers that are carefully selected for their showcase value. "Dry Bones" is one of them and others include "I Believe," "Wonderbar," "One Hour Ahead of the Posse," "Vaya Con Dios," etc. Some of the steam that's generated thru the "in person" medium is lost, but the artistry still comes thru on the disk in measurable quantity.

Jazz

THE BENNY GOODMAN STORY . . . 82 The Original Goodman Ork, Trio and Quartet (1-12) RCA Victor LPM 1099 See news review in this issue.

RAY ANTHONY'S BIG BAND DIXIELAND . . . 81 (1-12) Capitol T 678

Ray Anthony's big band performance of these Dixieland classics is superb: full of heart, flavorful and also has a modern sound. Relaxed and swinging arrangements by Heinie Beau and Matty Matlock of such favorites as "Basin Street Blues," "Dipper Mouth Blues," "Tin Roof Blues," etc. An excellent package for dealers with jazz and band buyers.

THE KING OF SWING . . . 80 Goodman, James, Krupa, Wilson, Hampton, Ork and Quartet (3-12) Columbia CL 817, 818, 819 See news review in this issue.

BENNY GOODMAN—THE FAMOUS 1938 CARNEGIE HALL JAZZ CONCERT . . . 79 Goodman, James, Krupa, Hampton, Wilson, Eiman, Hodges, Basie, Young, Clayton, Hackett, etc. (3-12) Columbia CL 814, 815, 816 See news review in this issue.

NEW ORLEANS JAZZ FESTIVAL . . . 78 Turk Murphy Band (1-12) Columbia CL 793

Here's a wonderfully flavorful package of 10 tunes recorded at the New Orleans jazz festival, and containing some of the least known yet greatly beloved selections. Examples are "Storyville Blues" and "Mecca Flat Blues." Included, too, is "Memphis Blues," played in the seldom-heard complete version. A set of very knowledgeable liner notes adds to the attractiveness of this album. The band, of course, plays with much style and heart.

BENNY GOODMAN-ROSEMARY CLOONEY: DATE WITH THE KING . . . 78 Goodman Sextet and Trio; R. Clooney and Goodman, vocals (1-10) Columbia CL 2572 See news review in this issue.

BATTLE OF THE BIG BANDS . . . 77 (1-12) Capitol T 667

The very title of this album is going to attract customers, with names like Goodman, Ellington, Barnet, Kenton, Gillespie, Herman, Sherwood, May, Ferguson, Anthony and Donahue, all pictured on the cover. Each one of the lads mentioned leads an individually selected band of top sidemen thru an assortment of wild, hard-driving, uninhibited big band items, stretching back as far as 1945. The result is top-notch packaging.

CONCEPTION . . . 77 Stan Getz, Miles Davis, Zoot Sims, Sonny Rollins, Gerry Mulligan, Lee Konitz (1-12) Prestige LP 7013 A re-mastering of some choice items previously available on Prestige EP's and 10-inch LP's. The recordings

date from the 1949-1951 period, and involve a flock of major modern jazz personalities. Davis plays "Conception" and "My Old Flame" from a memorable date with Sonny Rollins, Walter Bishop and Art Blakey. In another set, Davis is paired with Konitz, the selections are "Ezz-thetic," "Yesterdays," etc. Konitz, in turn, swings in two numbers with guitarist Billy Bauer. Mulligan rounds out the program with "Preservation" and "Into It," cut with Zoot Sims, Kai Winding and Jay Jay Johnson.

BENNY AT THE BALLROOM . . . 76 Benny Goodman Ork (1-10) Columbia CL 2533 See news review in this issue.

THE B. G. SIX . . . 75 Benny Goodman Sextet (1-10) Columbia CL 2564 See news review in this issue.

CASCADES . . . 75 Paul Smith, Piano (1-12) Capitol T 665

West Coast Smith, working with six others, has cut his second LP and the clean, bright and original artistry should make it another popular jockey entry. With a standard rhythm line-up, supplemented by alto sax, flute and clarinet, the ideas verge on the cool, but the melody is never obscured. The men all solo well and the ensemble is both fresh and pretty. "Why Shouldn't I," "My Shining Hour," "Let's Fall in Love" and "A Foggy Day" are samples of the Smith repertoire. The album cover is strikingly original.

THE VINTAGE GOODMAN . . . 73 Benny Goodman, Jack Teagarden, Gene Krupa, Billie Holiday, Teddy Wilson, Joe Sullivan, etc. (1-12) Columbia CL 821 See news review in this issue.

FRENCH TOAST . . . 68 Andre Persiani and his Ork; Guy Lafitte and his Ork; Christian Chevallier and his Ork (1-10) Angel ANG 6009

Modern jazz is gradually beginning to "take" in France. Combinations sampled here offer some of the most genuinely swinging sounds to issue from the Continent. Big bands, like Christian Chevallier's, have learned a lot from the likes of Herman and Kenton and blow some wonderful stuff. The arrangements are solid, giving a snug ensemble feel while providing ample space for solos by tenor man Bobby Jasper, trombonist Charles Verstraete and trumpeter Roger Guerin. Another fine tenor man, Guy Lafitte, leads his own group in two numbers and also solos with the Persiani band. Most impressive items of all are the two solos of vibist "Fats" Sadi with the Chevallier quartet.

Folk

JOSH WHITE COMES A-VISITIN' . . . 76 (1-10) Period SPL 1115

It's a pleasure to hear the fine folk singer on a well-recorded album—so many of the extant disks having been done many years ago. This package contains no less than six Josh White originals—and the range of style is wide indeed. Some have a sacred touch; others a rollicking, happy quality, whereas still others are touched with a fine jazz feeling. Tunes include "Evil Heard Me," "Bury Me High," "Bonbons, Choclates and Chewing Gum," etc. It's (Continued on page 43)



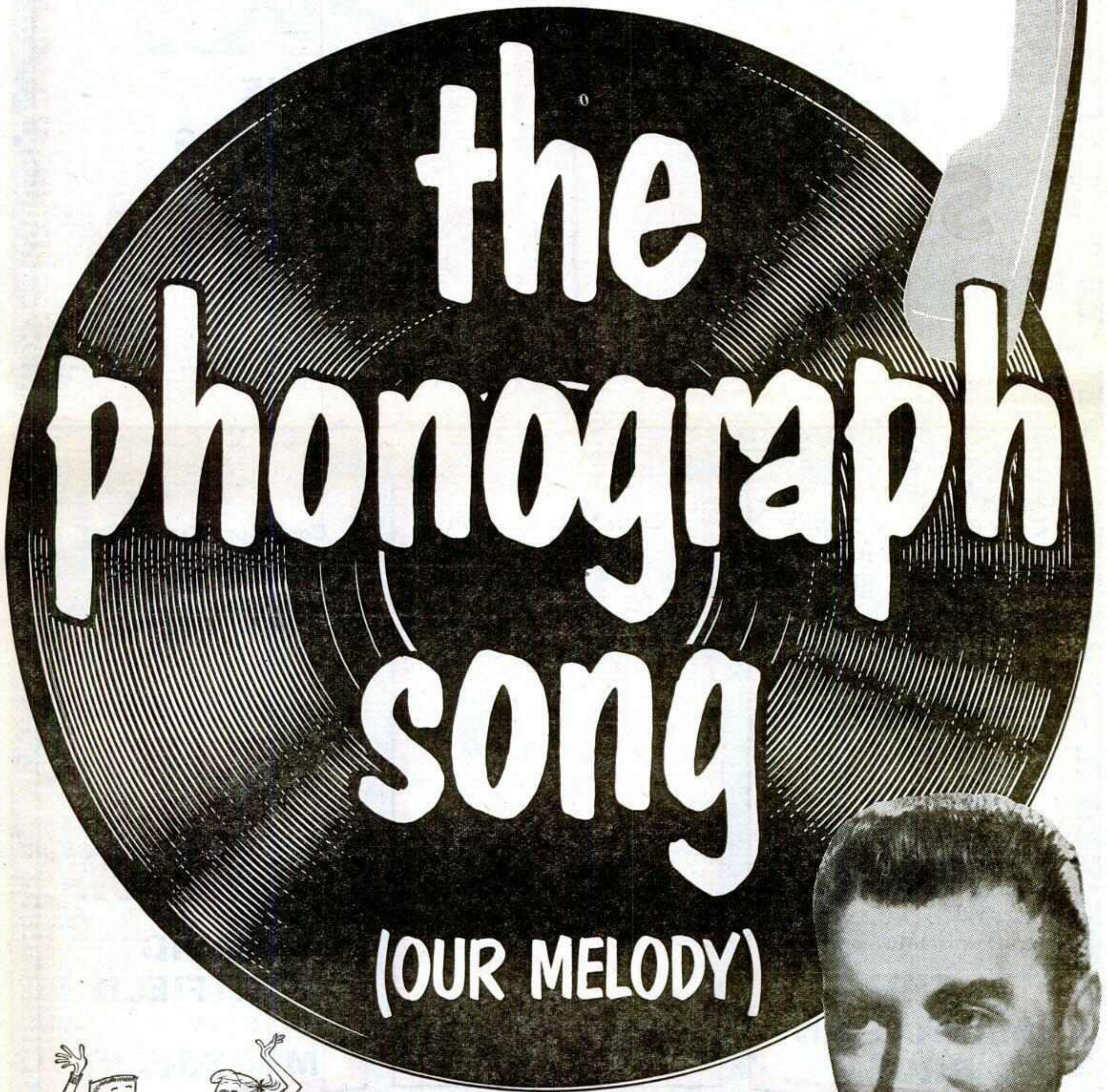
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THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

For survey week ending February 1

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Memories Are Made of This</b>		<b>1 10</b>	<b>6. Band of Gold</b>		<b>6 11</b>
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
<b>2. Great Pretender</b>		<b>2 9</b>	<b>7. It's Almost Tomorrow</b>		<b>7 14</b>
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020.			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 TRANSCRIPTION: Bill Walker Ork, Standard.		
<b>3. Rock and Roll Waltz</b>		<b>4 6</b>	<b>8. He</b>		<b>8 21</b>
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359.			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.		
<b>4. Lisbon Antigua</b>		<b>5 7</b>	<b>9. Dungaree Doll</b>		<b>9 6</b>
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			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.		
<b>5. Sixteen Tons</b>		<b>3 14</b>	<b>10. See You Later, Alligator</b>		<b>15 4</b>
By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; M. Katz, Cap 3342; B. B. King, RPM 451; Marvin & The Chirps, Tip Top 202; S. Shore, X 0187; R. Sovine, Dec 29739.			By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bush, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786.		
<b>Second Ten</b>					
<b>11. Teen-Age Prayer</b>		<b>10 8</b>	<b>16. Are You Satisfied?</b>		<b>17 6</b>
By Riechner & Lowe—Published by La Salle (ASCAP) BEST SELLING RECORD: G. Storm, Dot 15436. RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; G. Mann, Sound 126; K. White, Mercury 70750.			By Wooley & Escamella—Published by Cordial Music (BMI) BEST SELLING RECORD: R. Draper, Mercury 70757. RECORDS AVAILABLE: T. Arden, Vic 20-6346; C. Francis, M-G-M 12122; C. Johnson, Col 40612; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114.		
<b>12. Autumn Leaves</b>		<b>12 25</b>	<b>16. I Hear You Knockin'</b>		<b>13 19</b>
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth Ork, The-saurus; Henry Jerome Ork, Lang-Worth.			By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORD: G. Storm, Dot 15412; S. Lewis, Imperial 5356. RECORD AVAILABLE: M. Wiseman, Dot 1273.		
<b>13. No, Not Much</b>		<b>18 3</b>	<b>18. Go On With the Wedding</b>		<b>20 4</b>
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.			By Arthur Korb, Charley Purvis, Milt Yakus—Published by Pincus (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 70766. RECORDS AVAILABLE: K. Kallen-G. Shaw, Dec 29776; Modernaires, Coral 61555.		
<b>14. Moments to Remember</b>		<b>13 23</b>	<b>18. Tender Trap</b>		<b>18 8</b>
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballad, Bell 1107. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.			By Sammy Cahn and J. Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3290. RECORDS AVAILABLE: E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
<b>15. Theme From the Three Penny Opera (Moriart)</b>		<b>23 2</b>	<b>20. Love and Marriage</b>		<b>11 17</b>
By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORD: D. Hyman, M-G-M 12149. RECORDS AVAILABLE: P. J. Gordy, Vic 20-6419; R. Hayman-J. August, Mercury 70781; L. Paul, Cap 3329; T. Puente, Vic 20-6417; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.			By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3260. RECORDS AVAILABLE: H. Grayco, X 0168; Homer & Jethro, Vic 20-6374; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy May Ork, Standard; Henry Jerome Ork, Lang-Worth.		
<b>Third Ten</b>					
<b>21. Angels in the Sky</b>		<b>21 9</b>	<b>26. Cry Me a River</b>		<b>23 12</b>
By Dick Glasser—Published by Ridgeway (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70741; Monarchs, Wing 90040. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.			By Arthur Hamilton—Published by Saunders (ASCAP) RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; D. Gordan, Dootone 384; J. London, Liberty 55006; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTIONS: Airline Trio, Lang-Worth; George Cook, Standard.		
<b>21. Tutti Frutti</b>		<b>22 3</b>	<b>27. Seven Days</b>		<b>30 2</b>
By La Bastreie Tenniman—Published by Venice (BMI) RECORDS AVAILABLE: P. Boone, Dot 15443; A. Mooney, M-G-M 12165; Little Richard, Specialty 561.			By Carrol-Taylor—Published by Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61562; C. McPhatter, Atlantic 1081.		
<b>23. Only You</b>		<b>16 20</b>	<b>27. Memories of You</b>		<b>29 2</b>
By Buck Ram—Published by Wildwood (BMI) RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90015; B. Frank, Bell 1109; Hilltoppers, Dot 15423; Platters, Mercury 70633. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.			By Eubie Blake-Andy Razof—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Four Coins, Epic 9129; S. Allen, Coral 61542; H. Winterhalter, Vic 20-6339; Ink Spots, Col 40605; J. Carr, Cap 3304; B. Goodman-R. Clooney, Col 40616; A. Mooney, M-G-M 12133; P. Weston, Col 40605.		
<b>23. Woman in Love</b>		<b>23 11</b>	<b>27. I'll Be Home</b>		<b>- 1</b>
By Frank Loesser—Published by Frank Music (ASCAP) RECORDS AVAILABLE: M. Brando-J. Simmons, Dec 29783; Four Aces, Dec 29725; F. Laine, Col 40583; G. MacRae, Cap 3284. ELECTRICAL TRANSCRIPTIONS: George Cook, Standard; Airline Trio, Lang-Worth.			By Washington & Lewis—Published by Arc (BMI) RECORD AVAILABLE: P. Boone, Dot 15443.		
<b>25. Chain Gang</b>		<b>23 4</b>	<b>30. All at Once You Love Her</b>		<b>27 11</b>
By Quasha, Yakus—Published by Pincus (ASCAP) RECORDS AVAILABLE: L. Dresslar, Mercury 70774; B. Scott, ABC Paramount 9658; J. Oliver, M-G-M 12164.			By Rodgers & Hammerstein—Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; George Cook, Standard; Henry Jerome, Lang-Worth.		

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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

THE NATION'S TOP HITS ON



**"Tennessee" Ernie Ford**

**SIXTEEN TONS**

You Don't Have To Be A Baby To Cry

Record No. 3262

**Dean Martin**

**MEMORIES ARE MADE OF THIS**

Change Of Heart

Record No. 3295

**Nelson Riddle**

**LISBON ANTIGUA**

Robin Hood

Record No. 3287

**Frank Sinatra**

**LOVE AND MARRIAGE**

The Impatient Years

Record No. 3260

**Les Baxter**

**THE POOR PEOPLE OF PARIS**

Theme From "Helen Of Troy"

Record No. 3336

**Nat "King" Cole**

**ASK ME—NOTHING EVER  
CHANGES MY LOVE FOR YOU**

Record No. 3328

**Frank Sinatra**

(LOVE IS)

**THE TENDER TRAP**

Weep They Will

Record No. 3290

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**



**MICKEY KATZ**

**SIXTEEN TONS**

**FRAILACH JAMBOREE**

Record No. 3342



**RAY ANTHONY**

**MADEIRA**

**SHOW ME THE WAY  
TO GO HOME**

Record No. 3335



**ANGELE DURAND**

*A Hit from Germany*

**I LOVE PARIS  
C'EST MAGNIFIQUE**

Record No. 3341



**RENATO CAROSONE**

*A Hit from Italy*

**INFATUATION  
LOTTA PIANO**

Record No. 71001



**STAN KENTON**

**WINTER IN MADRID**

**BAA-TOO-KEE**

Record No. 3345



**MICKI MARLO**

**HOW COME YOU DO ME  
LIKE YOU DO**

**WAIT DOWN BY THE CHERRY TREE**

Record No. 3346



**THE**

**FOUR KNIGHTS**

**I LOVE YOU STILL**

**HAPPY BIRTHDAY, BABY**

Record No. 3338



**HANK THOMPSON**

**THE BLACKBOARD  
OF MY HEART**

**I'M NOT MAD, JUST HURT**

Record No. 3347



**JEAN SHEPARD**

**THIS HAS BEEN YOUR LIFE**

**I LEARNED IT  
ALL FROM YOU**

Record No. 3340



**MARGIE RAYBURN**

**CAN I TELL THEM  
THAT YOU'RE MINE?**

**BASIN STREET BLUES**

Record No. 3338



# THE EXCITING NEW HITS ARE ON COLUMBIA!



Introduced 3 Years  
Too Soon!

## Mitch Miller



## MADEIRA

and  
BOLERO GAUCHO

40655 • 4-40655

Couldn't Happen to a  
Nicer Guy—Breaking Big!

## Jerry Vale



## INNAMORATA

and  
SECOND ENDING

40634 • 4-40634

Plenty of Action  
On This One!

## Guy Mitchell



## NINETY-NINE YEARS

and  
PERFUME, CANDY and FLOWERS

40631 • 4-40631

Ridin' High on Every  
Best Selling Chart!

## THE Four Lads



## NO, NOT MUCH!

and  
I'LL NEVER KNOW

40629 • 4-40629

Another "Moulin Rouge"

## Percy Faith



## VALLEY VALPARAISO

and BLUEBELL

40633 • 4-40633

Watch This One Take Off!

## Johnnie Ray



## AIN'T MISBEHAVIN'

(To be introduced on the Perry Como Show  
Sat., Feb. 11, NBC-TV 8-9 P.M.)

## WALK ALONG WITH KINGS

40649 • 4-40649

### COLUMBIA RECORDS





**IT'S A  
NEW  
MR. "B"!**



in the  
greatest  
performance  
of his  
great  
career

**BILLY ECKSTINE**

**GRAPEVINE**

**THE BITTER AND THE SWEET**

with Hugo Winterhalter and his orchestra

20/47-6436

A "New Orthophonic" High Fidelity Recording

the dealer's choice

**RCA VICTOR**



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending February 1

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

This Week	Last Week	Weeks on Chart
<b>1. MEMORIES ARE MADE OF THIS (BMI)—D. Martin</b> .....	1	11
Change of Heart (BMI)—Cap 3295		
<b>2. GREAT PRETENDER (ASCAP)—Platters</b> .....	2	8
I'm Just a Dancing Partner (ASCAP) Mercury 70753		
<b>3. ROCK AND ROLL WALTZ (BMI)—K Starr</b> .....	3	6
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
<b>4. LISBON ANTIGUA (ASCAP)—N. Riddle</b> .....	5	7
Robin Hood (ASCAP)—Cap 3287		
<b>5. SIXTEEN TONS (BMI)—Tennessee Ernie</b> .....	4	14
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
<b>6. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley</b> .....	7	5
Paper Boy (ASCAP)—Dec 29791		
<b>7. BAND OF GOLD (BMI)—D. Cherry</b> ...	6	10
Rumble Boogie (BMI)—Col 40597		
<b>8. NO, NOT MUCH (ASCAP)—Four Lads</b> .....	10	3
I'll Never Know (BMI)—Col 40629		
<b>9. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers</b> .....	8	14
You Got Me Wondering (ASCAP)—Dec 29683		
<b>10. DUNGAREE DOLL (BMI)—E. Fisher</b> .....	9	7
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337		
<b>11. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—D. Hyman</b> .....	20	3
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149		
<b>12. ANGELS IN THE SKY (BMI)—Crew Cuts</b> .....	12	9
Mostly Martha (BMI)—Mercury 70741		
<b>13. TEEN-AGE PRAYER (ASCAP)—G. Storm</b> .....	18	7
<b>MEMORIES ARE MADE OF THIS (BMI)—Dot 15436</b>		
<b>14. ARE YOU SATISFIED? (BMI)—R. Draper</b> .....	11	6
Wabash Cannonball (BMI)—Mercury 70757		
<b>15. TUTTI FRUTTI (BMI)—P. Boone</b> .....	—	1
<b>ILL BE HOME (BMI)—Dot 15443</b>		
<b>16. HE (BMI)—A. Hibbler</b> .....	13	20
Breeze (ASCAP)—Dec 29660		
<b>17. GO ON WITH THE WEDDING (ASCAP)—P. Page</b> .....	21	2
Voice Inside (ASCAP)—Mercury 70766		
<b>18. I HEAR YOU KNOCKIN' (BMI)—G. Storm</b> .....	14	17
Never Leave Me (ASCAP)—Dot 15412		
<b>19. MOMENTS TO REMEMBER (ASCAP)—Four Lads</b> .....	16	24
Dream On, My Love, Dream On (ASCAP)—Col 40539		
<b>20. CHAIN GANG (ASCAP)—B. Scott</b> .....	19	4
Shadrach (ASCAP)—ABC-Paramount 9658		
<b>21. TUTTI FRUTTI (BMI)—Little Richard</b> .....	24	3
I'm Just a Lonely Guy (BMI)—Specialty 561		
<b>22. LOVE AND MARRIAGE (ASCAP)—F. Sinatra</b> .....	15	14
Impatient Years (ASCAP)—Cap 3260		
<b>23. AUTUMN LEAVES (ASCAP)—R. Williams</b> .....	22	26
Take Care (BMI)—Kapp 116		
<b>24. ONLY YOU (BMI)—Platters</b> .....	17	20
Bark, Battle and Ball (BMI)—Mercury 70633		
<b>25. SPEEDOO (BMI)—Cadillacs</b> .....	—	1
Let Me Explain (BMI)—Josie 783		

## THIS WEEK'S BEST BUYS

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

### THE POOR PEOPLE OF PARIS (Connelly, ASCAP)—Les Baxter Ork—Capitol 3336

When it comes to instrumentals, Baxter has a batting average that other conductors can only envy. Here again, two weeks after release, he has taken a tune a long way up the hit trail. Already on the Cleveland and Milwaukee territorial charts, "Poor People of Paris" is also rated a strong seller in New York, Chicago, Los Angeles, Philadelphia, Baltimore, Boston, Buffalo, St. Louis and other key markets. Flip is "Theme From Helen of Troy" (Harms, ASCAP). A previous Billboard "Spotlight" pick.

### WHY DO FOOLS FALL IN LOVE? (Patricia, BMI)—The Teenagers—Gee 1002

The inroads that this disk has made in both the pop and r.&b. fields in the past week prove it to be a two-front threat on the order of "The Great Pretender." The Teenagers are now showing on both pop and r.&b. terri-

torial charts and are moving up toward both national charts. Unusually good volume was reported in Cleveland, Cincinnati, Detroit, St. Louis, Nashville, Baltimore, Philadelphia, New York and Boston. Flip is "Please Be Mine" (Kahl, BMI). A previous Billboard "Spotlight" pick.

### IF YOU CAN DREAM (Feist, ASCAP) THE GAL WITH THE YALLER SHOES (Miller, ASCAP)—Four Aces—Decca 29809

Both these tunes from the pic "Meet Me in Las Vegas" are getting an excellent reception from disk jockeys, operators and retail customers, from all early indications. Shortly after being delivered, the disk was reported winging its way upward at a good clip in Philadelphia, Providence, Baltimore, Milwaukee, St. Louis, Pittsburgh and in several important Southern markets. Competition between sides is keen, with the ultimate "top side" unclear at this stage. A previous Billboard "Spotlight" pick.

## Most Played in Juke Boxes

For survey week ending February 1

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. MEMORIES ARE MADE OF THIS (BMI)—D. Martin</b> .....	1	8
Change of Heart (BMI)—Cap 3295		
<b>2. GREAT PRETENDER (ASCAP)—Platters</b> .....	3	6
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>3. SIXTEEN TONS (BMI)—Tennessee Ernie</b> .....	2	13
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
<b>4. ROCK AND ROLL WALTZ (BMI)—K Starr</b> .....	4	5
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
<b>5. LISBON ANTIGUA (ASCAP)—N. Riddle</b> .....	7	2
Robin Hood (ASCAP)—Cap 3287		
<b>6. BAND OF GOLD (BMI)—D. Cherry</b> ...	6	4
Rumble Boogie (BMI)—Col 40597		
<b>7. I HEAR YOU KNOCKIN' (BMI)—G. Storm</b> .....	5	16
Never Leave Me (ASCAP)—Dot 15412		
<b>8. DUNGAREE DOLL (BMI)—E. Fisher</b> .....	10	5
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337		
<b>9. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers</b> .....	8	10
You Got Me Wondering (ASCAP)—Dec 29683		
<b>10. TEEN-AGE PRAYER (ASCAP)—G. Storm</b> .....	9	7
<b>MEMORIES ARE MADE OF THIS (BMI)—Dot 15436</b>		
<b>10. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley</b> .....	—	1
Paper Boy (ASCAP)—Dec 29791		
<b>12. ARE YOU SATISFIED? (BMI)—R. Draper</b> .....	13	2
Wabash Cannonball (BMI)—Mercury 70757		
<b>13. MOMENTS TO REMEMBER (ASCAP)—Four Lads</b> .....	10	18
Dream On, My Love, Dream On (ASCAP)—Col 40539		
<b>13. ANGELS IN THE SKY (BMI)—Crew Cuts</b> .....	15	4
<b>MOSTLY MARTHA (BMI)—Mercury 70741</b>		
<b>13. GO ON WITH THE WEDDING (ASCAP)—P. Page</b> .....	17	2
Voice Inside (ASCAP)—Mercury 70766		
<b>16. LOVE AND MARRIAGE (ASCAP)—F. Sinatra</b> .....	12	10
Impatient Years (ASCAP)—Cap 3260		
<b>17. ONLY YOU (BMI)—Platters</b> .....	14	17
Bark, Battle and Ball (BMI)—Mercury 70623		
<b>17. CRY ME A RIVER (ASCAP)—J. London</b> .....	—	8
S'Wonderful (ASCAP)—Liberty 55006		
<b>17. IT'S ALMOST TOMORROW (ASCAP)—J. Stafford</b> .....	—	1
If You Want to Love (ASCAP)—Col 40595		
<b>17. SEVEN DAYS (BMI)—D. Collins</b> .....	—	1
Manuello (BMI)—Cor 61562		

## Most Played by Jockeys

For survey week ending February 1

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
<b>1. MEMORIES ARE MADE OF THIS (BMI)—D. Martin</b> .....	1	10
Change of Heart (BMI)—Cap 3295		
<b>2. GREAT PRETENDER—Platters</b> .....	2	7
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>3. ROCK AND ROLL WALTZ (BMI)—K Starr</b> .....	4	6
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
<b>4. LISBON ANTIGUA (ASCAP)—N. Riddle</b> .....	5	6
Robin Hood (ASCAP)—Cap 3287		
<b>5. SIXTEEN TONS (BMI)—Tennessee Ernie</b> .....	3	14
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
<b>6. BAND OF GOLD (BMI)—D. Cherry</b> ...	6	7
Rumble Boogie (BMI)—Col 40597		
<b>7. TEEN-AGE PRAYER (ASCAP)—G. Storm</b> .....	8	6
Memories Are Made of This (BMI)—Dot 15436		
<b>8. NO, NOT MUCH (ASCAP)—Four Lads</b> .....	14	2
I'll Never Know (BMI)—Col 40629		
<b>9. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley</b> .....	13	2
Paper Boy (ASCAP)—Dec 29791		
<b>10. DUNGAREE DOLL (BMI)—E. Fisher</b> .....	11	4
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337		
<b>11. THEME FROM THE THREE PENNY OPERA (MORITAT) (ASCAP)—B. Hyman</b> .....	—	1
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149		
<b>12. MEMORIES ARE MADE OF THIS (BMI)—G. Storm</b> .....	7	7
Teen-Age Prayer (ASCAP)—Dot 15436		
<b>13. TENDER TRAP (ASCAP)—F. Sinatra</b> .....	10	9
Weep They Will (ASCAP)—Cap 3290		
<b>14. CHAIN GANG (ASCAP)—B. Scott</b> .....	—	1
Shadrach (ASCAP)—ABC-Paramount 9658		
<b>15. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers</b> .....	17	9
You Got Me Wondering (ASCAP)—Dec 29683		
<b>16. GO ON WITH THE WEDDING (ASCAP)—P. Page</b> .....	—	1
Voice Inside (ASCAP)—Mercury 70766		
<b>17. ANGELS IN THE SKY (BMI)—Crew Cuts</b> .....	18	5
Mostly Martha (BMI)—Mercury 70741		
<b>18. BAND OF GOLD (BMI)—K. Carson</b> .....	20	9
Cast Your Bread Upon the Waters (ASCAP)—Cap 3283		
<b>19. CRY ME A RIVER (ASCAP)—J. London</b> .....	16	11
S'Wonderful (ASCAP)—Liberty 55006		
<b>20. I'LL BE HOME (BMI)—P. Boone</b> .....	—	1
Tutti Frutti (BMI)—Dot 15443		

# BREAKING BIG!

# THE DIAMONDS

**"YOU BABY  
YOU"**

COUPLED WITH

**"WHY DO FOOLS  
FALL IN LOVE"**

MERCURY 70790



## BEST SELLERS

**The Great Pretender / I'm Just A Dancing Partner**

MERCURY 70753 • **THE PLATTERS**

**Go On With The Wedding / The Voice Inside**

MERCURY 70766 • **PATTI PAGE**

**Are You Satisfied? / Wabash Cannonball**

MERCURY 70757 • **RUSTY DRAPER**

**Angels In The Sky / Mostly Martha**

MERCURY 70741 • **THE CREWCUTS**

**Moritat (theme from "The Three Penny Opera")  
/ I'll Be With You In Apple Blossom Time**

MERCURY 70781 • **RICHARD HAYMAN and JAN AUGUST**

**Lullaby Of Birdland / That's My Girl**

MERCURY 70742 • **BLUE STARS**

**Seven Days / That's Your Mistake**

MERCURY 70782 • **THE CREWCUTS**

**Mr. Wonderful / You Ought To Have A Wife**

MERCURY 70777 • **SARAH VAUGHAN**

**These Hands / Chain Gang**

MERCURY 70774 • **LEN DRESLAR**

**Vino-Vino / Molly-O**

MERCURY 70778 • **THE GAYLORDS**

**The Show Must Go On / Couldn't Stand It No More**

MERCURY 70776 • **DINAH WASHINGTON**

**Lookout Mountain / Boogie Blues**

MERCURY 70767 • **CHUCK MILLER**

**The Grass Is Green / Where The Wind Blows**

MERCURY 70771 • **RALPH MARGERIE**

**I Don't Want Nobody / Doot Doot Dow**

MERCURY 70775 • **BUDDY JOHNSON**

**Who's Sorry Now / You Tell Me Your Dream**

MERCURY 70772 • **THE HARMONICATS**



35 E. WACKER DRIVE • CHICAGO 1, ILL.

*You'll Have a Hit Record in...*

# "OUR MELODY"

(The Phonograph Song)  
**Mercury-70803**  
**(70803x45)**



**HUGO and LUIGI**  
with their **FAMILY SINGERS**



Soaring To The Top!

# NICK NOBLE

## "To You My Love"

COUPLED WITH

## "YOU ARE MY ONLY LOVE"

WING 90045

**LOLA DEE**

"I'll Be Forever Loving You"

AND

"MA PETITE"  
WING 90052

**FRANKIE CASTRO**

"Steamboat"

AND

"WHY BABY WHY"  
WING 90051

**THE EMPIRES**

"By The Riverside"

AND

"TELL ME PRETTY BABY"  
WING 90050

**BUDDY MORROW**

AND HIS ORCHESTRA

"Tippity Top"

AND

"A BAND OF ANGELS"  
WING 90047

### NEW TALENT



**BOBBY SHARP**

"Baby Girl Of Mine"

AND

"FLOWERS, MR. FLORIST PLEASE"

WING 90056



**JACKIE PARIS**

"Heart Of Gold"

AND

"INDIANA"

WING 90053



**WING RECORDS**

A SUBSIDIARY OF MERCURY RECORD CORPORATION

**M-G-M**  
hits ring  
the bell!



**JONI JAMES**

**DON'T TELL ME  
NOT TO  
LOVE  
YOU**

SOMEWHERE  
SOMEONE  
IS LONELY

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

PLUGGED ON  
COMO  
TV SHOW

**BARRY**

NUTTIN' FOR  
CHRISTMAS

**GORDON**

**ROCK AROUND  
MOTHER GOOSE**

**SEVEN**

Featuring **ART MOONEY** and His Orchestra  
MGM 12166 78 RPM • K 12166 45 RPM

NEW  
HIT

**BETTY MADIGAN**

**FAITHFUL and TRUE**  
and  
**TO YOU, MY LOVE**

MGM 12156 78 rpm • K 12156 45 rpm

**DESI ARNAZ**

**FOREVER, DARLING**

(From the MGM film, "FOREVER DARLING")

and  
**THE STRAW HAT SONG**

MGM 12144 78 rpm • K 12144 45 rpm

**JOHNNY OLIVER**

**THESE HANDS** | **CHAIN GANG**

MGM 12164 • K 12164

**MARVIN RAINWATER**

**WHERE DO WE GO FROM HERE**  
and  
**DEM LOW DOWN BLUES**

MGM 12152 78 rpm • K 12152 45 rpm

**THE NATURALS**

**PATSY ORY  
ORY AYE**

MOLLY-O  
MGM 12158 78 rpm  
K 12158 45 rpm

**SUSAN HAYWARD**

**I'LL CRY TOMORROW**

(From MGM film, "I'll Cry Tomorrow")

AND

**JUST ONE OF THOSE THINGS**  
MGM 12174 • K 12174

**CONNIE FRANCIS**

**MY  
TREASURE**

MGM 12138 78 rpm  
K 12138 45 rpm

**AMBROSE** and His Orch.

**BLUEBELL  
AND  
MARCHING THROUGH  
GEORGIA**  
MGH 12171 • K12171

**The Billboard Music Popularity Charts  
POPULAR RECORDS**

**• Territorial Best Sellers**

For survey week ending February 1

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

**Atlanta**

1. Memories Are Made of This D. Martin, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Great Pretender, Platters, Mer.
4. Moments to Remember, Four Lads, Col.
5. No, Not Much, Four Lads, Col.
6. Dungaree Doll, E. Fisher, Vic.
7. It's Almost Tomorrow Dream Weavers, Dec.

**Baltimore**

1. Great Pretender, Platters, Mer.
2. No, Not Much, Four Lads, Col.
3. See You Later, Alligator, B. Haley, Dec.
4. Memories Are Made of This D. Martin, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Tutti Frutti, P. Boone, Dot
7. Go On With the Wedding K. Kallen-G. Shaw, Dec.
8. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
9. Sixteen Tons, T. Ernie, Cap.
10. Lisbon Antigua, N. Riddle, Cap.

**Boston**

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Lisbon Antigua, N. Riddle, Cap.
5. No, Not Much, Four Lads, Col.
6. See You Later, Alligator, B. Haley, Dec.
7. Band of Gold, D. Cherry, Col.
8. It's Almost Tomorrow Dream Weavers, Dec.
9. Sixteen Tons, T. Ernie, Cap.
10. April in Paris, C. Basie, Clif.

**Buffalo**

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Great Pretender, Platters, Mer.
5. Seven Days, D. Collins, Cor.
6. Sixteen Tons, T. Ernie, Cap.
7. No, Not Much, Four Lads, Col.
8. Dugaree Doll, E. Fisher, Vic.
9. See You Later, Alligator, B. Haley, Dec.
10. Go On With the Wedding, P. Page, Mer.

**Chicago**

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, 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. Great Pretender, Platters, Mer.
7. Chain Gang, B. Scott, Par.
8. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
9. Sixteen Tons, T. Ernie, Cap.
10. It's Almost Tomorrow Dream Weavers, Dec.

**Cincinnati**

1. Great Pretender, Platters, Mer.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Lisbon Antigua, N. Riddle, Cap.
4. Memories Are Made of This D. Martin, Cap.
5. See You Later, Alligator, B. Haley, Dec.
6. It's Almost Tomorrow Dream Weavers, Dec.
7. Angels in the Sky, Crew Cuts, Mer.
8. No, Not Much, Four Lads, Col.
9. Are You Satisfied? R. Draper, Mer.
10. Sixteen Tons, T. Ernie, Cap.

**Cleveland**

1. Why Do Fools Fall in Love? Teen-Agers, Gee
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Memories Are Made of This D. Martin, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
7. That's Your Mistake, O. Williams, Del.
8. Great Pretender, Platters, Mer.
9. Poor People of Paris, L. Baxter, Cap.
10. Sixteen Tons, T. Ernie, Cap.

**Dallas-Fort Worth**

1. Memories Are Made of This D. Martin, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Great Pretender, Platters, Mer.
5. Sixteen Tons, T. Ernie, Cap.
6. No, Not Much, Four Lads, Col.
7. See You Later, Alligator, B. Haley, Dec.
8. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M

**Denver**

1. Great Pretender, Platters, Mer.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Band of Gold, D. Cherry, Col.
4. Memories Are Made of This D. Martin, Cap.
5. Lisbon Antigua, N. Riddle, Cap.
6. See You Later, Alligator, B. Haley, Dec.
7. Sixteen Tons, T. Ernie, Cap.

**Detroit**

1. Lisbon Antigua, N. Riddle, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
5. No, Not Much, Four Lads, Col.
6. See You Later, Alligator, B. Haley, Dec.
7. Memories Are Made of This D. Martin, Cap.
8. April in Paris, C. Basie, Clif.
9. That's Your Mistake, O. Williams, Del.
10. Tutti Frutti, Little Richard, Spe.

**Kansas City**

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. See You Later, Alligator, B. Haley, Dec.
5. Angels in the Sky, Crew Cuts, Mer.
6. Great Pretender, Platters, Mer.
7. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
8. Tutti Frutti, P. Boone, Dot

**Los Angeles**

1. Great Pretender, Platters, Mer.
2. Memories Are Made of This D. Martin, Cap.
3. Lisbon Antigua, N. Riddle, Cap.
4. Sixteen Tons, T. Ernie, Cap.
5. Band of Gold, D. Cherry, Col.
6. Rock and Roll Waltz, K. Starr, Vic.
7. Autumn Leaves, R. Williams, Kap.

**Milwaukee**

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. No, Not Much, Four Lads, Col.
4. See You Later, Alligator, B. Haley, Dec.
5. Great Pretender, Platters, Mer.
6. Angels in the Sky, Crew Cuts, Mer.
7. Rock Around Mother Goose B. Gordon, M-G-M
8. Poor People of Paris, L. Baxter, Cap.

**Mpls.-St. Paul**

1. Rock and Roll Waltz, K. Starr, Vic.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Lisbon Antigua, N. Riddle, Cap.
5. No, Not Much, Four Lads, Col.
6. See You Later, Alligator, B. Haley, Dec.
7. Band of Gold, D. Cherry, Col.
8. Go On With the Wedding, P. Page, Mer.
9. Sixteen Tons, T. Ernie, Cap.
10. Angels in the Sky, Crew Cuts, Mer.

**New Orleans**

1. Great Pretender, Platters, Mer.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Memories Are Made of This D. Martin, Cap.
4. See You Later, Alligator, B. Haley, Dec.
5. Sixteen Tons, T. Ernie, Cap.
6. Dugaree Doll, E. Fisher, Vic.
7. Lisbon Antigua, N. Riddle, Cap.
8. Are You Satisfied? R. Draper, Mer.
9. No, Not Much, Four Lads, Col.
10. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M

**New York**

1. Memories Are Made of This D. Martin, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. Sixteen Tons, T. Ernie, Cap.
4. Great Pretender, Platters, Mer.
5. Rock and Roll Waltz, K. Starr, Vic.
6. It's Almost Tomorrow Dream Weavers, Dec.
7. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
8. No, Not Much, Four Lads, Col.
9. Band of Gold, D. Cherry, Col.
10. He, A. Hibbler, Dec.

**Philadelphia**

1. Rock and Roll Waltz, K. Starr, Vic.
2. Great Pretender, Platters, Mer.
3. Lisbon Antigua, N. Riddle, Cap.
4. Memories Are Made of This D. Martin, Cap.
5. Dugaree Doll, E. Fisher, Vic.
6. Sixteen Tons, T. Ernie, Cap.
7. It's Almost Tomorrow Dream Weavers, Dec.
8. See You Later, Alligator, B. Haley, Dec.
9. It's Almost Tomorrow, J. Stafford, Col.
10. No, Not Much, Four Lads, Col.

**Pittsburgh**

1. No, Not Much, Four Lads, Col.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. I'll Be Home, P. Boone, Dot
5. Rock and Roll Waltz, K. Starr, Vic.
6. It's Almost Tomorrow Dream Weavers, Dec.
7. Band of Gold, D. Cherry, Col.
8. Dugaree Doll, E. Fisher, Vic.
9. Lisbon Antigua, N. Riddle, Cap.
10. Go On With the Wedding, P. Page, Mer.

**St. Louis**

1. See You Later, Alligator, B. Haley, Dec.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Great Pretender, Platters, Mer.
4. Band of Gold, D. Cherry, Col.
5. Lisbon Antigua, N. Riddle, Cap.
6. Memories Are Made of This D. Martin, Cap.
7. These Hands, J. Clay, Cor.
8. Seven Days, Crew Cuts, Mer.
9. Dugaree Doll, E. Fisher, Vic.
10. No, Not Much, Four Lads, Col.

**San Francisco**

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Sixteen Tons, T. Ernie, Cap.
4. Lisbon Antigua, N. Riddle, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Band of Gold, D. Cherry, Col.
7. Love and Marriage, F. Sinatra, Cap.
8. Dugaree Doll, E. Fisher, Vic.
9. It's Almost Tomorrow Dream Weavers, Dec.
10. Theme From the Three Penny Opera (Moritat), L. Armstrong, Col.

**Seattle**

1. Lisbon Antigua, N. Riddle, Cap.
2. Great Pretender, Platters, Mer.
3. See You Later, Alligator, B. Haley, Dec.
4. Memories Are Made of This D. Martin, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. When You Dance, Turbans, Her.
7. Teen-Age Prayer, G. Storm, Dot
8. Angels in the Sky, Crew Cuts, Mer.
9. Dugaree Doll, E. Fisher, Vic.
10. Sixteen Tons, T. Ernie, Cap.

**Toronto**

1. Great Pretender, Platters, Mer.
2. It's Almost Tomorrow Dream Weavers, Dec.
3. Memories Are Made of This D. Martin, Cap.
4. Sixteen Tons, T. Ernie, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Band of Gold, D. Cherry, Col.
7. Woman in Love, Four Accs, Dec.

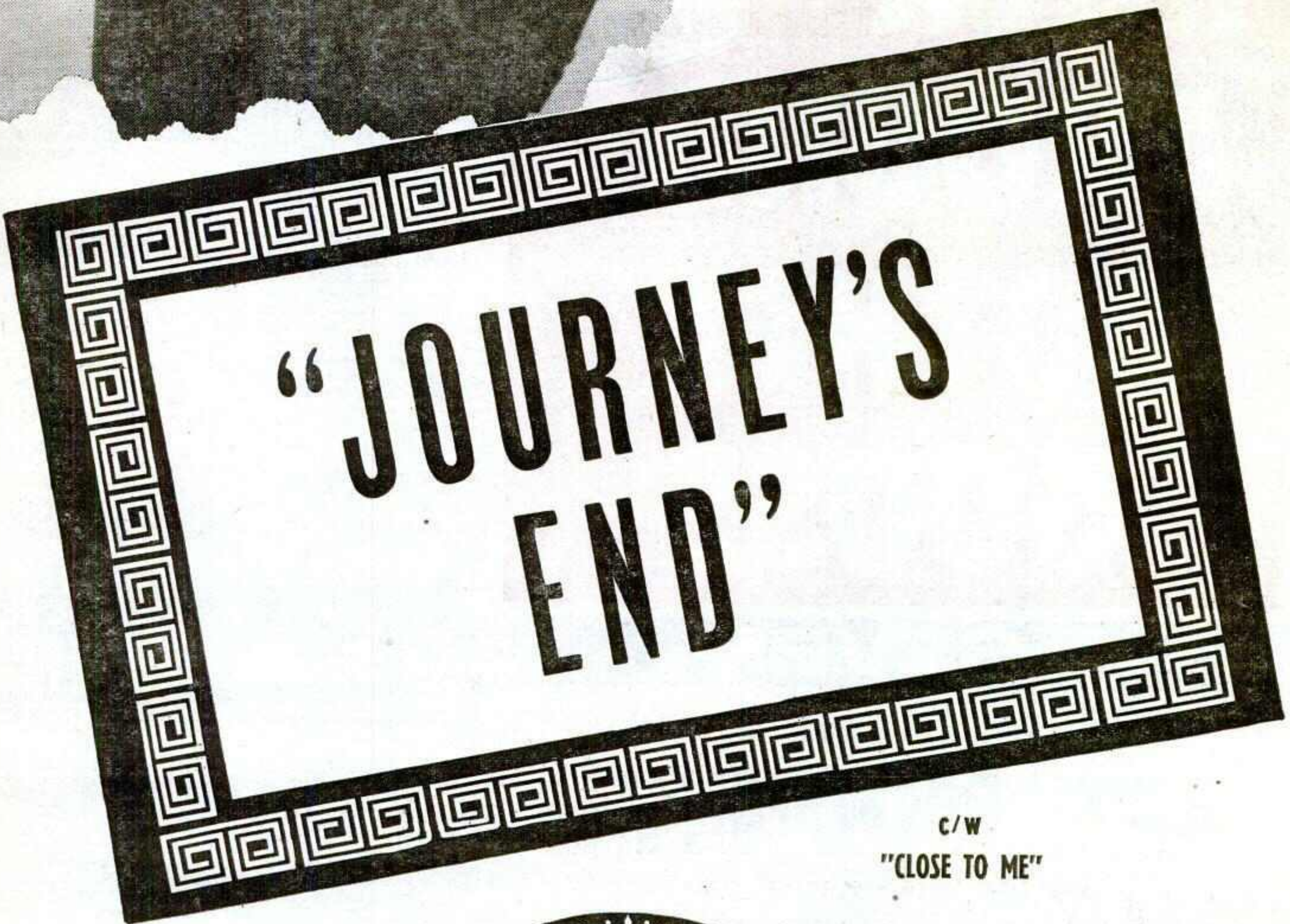


*A Great Song*

RECORDED IN ENGLAND  
BY POPULAR DEMAND

By the One and Only

*Al  
Martino*



**"JOURNEY'S  
END"**

C/W  
"CLOSE TO ME"



**3307**

# BREAKING BIG EVERYWHERE

**BARRY**  
"NUTTIN' FOR CHRISTMAS"  
**GORDON**



ROCK  
AROUND  
MOTHER  
GOOSE

and **SEVEN**

Orchestra Conducted by

**ART MOONEY**

MGM 12166 • K 12166

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 35, N. Y.

## VOX JOX

**MARCH OF DIMES:** Dee-jays across the country are going all out again this year in behalf of the 1956 March of Dimes fund. Paul Coburn, KOL, Seattle, is raising money for the local polio fund drive by not playing records. The jock played Sid Caesar's satirical rock and roll platter "Going Crazy" by the Haircuts over and over and asked for contributions to stop the record. Then after a substantial contribution was offered, he asked for a higher bid to hear the disk again. Coburn does the same thing each day with a different disk, with the highest bid controlling the record either play or stop. "Creating a lot of interest," notes Paul, "and raising a lot of money to fight polio here." . . . Don Sherman, WAFB, Baton Rouge, La., is also helping the March of Dimes, and his most recent stunt was the auctioning off of a "Dun-garee Doll" (complete with pony tail and plug for the Eddie Fisher disk of the same name).

Four WHIL, Medford, Mass. dee-jays — George Fennell, Bob Walsh, Al Bennett and Jim Aylward recently conducted an all-day marathon broadcast to raise funds for the March of Dimes. Visiting record artists joined the jocks in the window of a local department store, where the show was aired and contributions accepted. Prizes, donated by local merchants, were auctioned off during the 10-hour show and total contributions exceeded expectations. . . . Ken Collins, KXYZ, Houston, emceed a March of Dimes affair last week at a local night club. Performers, recruited from other Houston niteries, also donated their talent services to the show.

Still another March of Dimes drive was conducted last month by WACE, Springfield, Mass., marking the 10th year the station has campaigned for the fund. Special shows were presented every day thruout the month of January, with WACE accepting telephone requests on behalf of the fund. Each dee-jay asked for a pledge of \$1 or more in return for playing the platter requested. Participating dee-jays included Sy Levy, Larry Therion, Russ Baldwin, Andy Szuberla and Frank Skibinski. For the past nine years, WACE has average March of Dime contributions of \$5,000 or better on each campaign.

**GIMMIX:** More than \$15,000 in cash and merchandise has been given away by dee-jays at KIMN, Denver, during the past 16 weeks. In an all-out effort to build audience, each spinner promotes some kind of a give-away contest such as guessing the weight of the jock, his age, the number of tubes in the transmitter, length of time for a record to run, etc. Bob Davies gives away free merchandise to the listener who calls from the most distant point on his nightly "Yawn Patrol" show. Smith pushes a "guess the name of the song" on his "Tunsmith" show and Ray Perkins ties in a "name the top ten mystery tunes of the week" with his sponsor. Jimmy Neill and Les Barry round it out with other give-away gimmicks. Every musical show at the station has some kind of a give-away angle, and KIMN claims the stunts are paying off in audience increases.

**CHANGE OF THEME:** Russ Barnett has taken over the late night show "Nightwatch" over WFAA, Dallas. . . . Bill Gerson, formerly with WJBK, Detroit, has joined WINN, Louisville. . . . Ray Harris, ex-stagger at WTWN, St. Johnsbury, Vt., is now spinning 'em at WTSV, Claremont, N. H. . . . Lou Shabott has left WIVY, Jacksonville, Fla., to join WCCP, Savannah, Ga. . . . Al Simmons, WMAG, Forest, Miss., is leaving that station to enter the University of Mississippi and Tom Estes is taking over his shows, including the 7:45 to 8:15 a.m. morning

## YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

FEBRUARY 9, 1946:

1. Symphony
2. Let It Snow! Let It Snow! Let It Snow!
3. I Can't Begin to Tell You
4. It Might as Well Be Spring
5. Aren't You Glad You're You?
6. I'm Always Chasing Rainbows
7. Doctor, Lawyer, Indian Chief
8. Some Sunday Morning
9. Chickery Chick
10. Just a Little Fond Affection
11. It's Been a Long, Long Time
12. Waitin' for the Train to Come In
13. Personality
14. Come to Baby, Do
15. Dig You Later (A Huba-Huba-Huba)

FEBRUARY 10, 1951:

1. Tennessee Waltz
2. My Heart Cries For You
3. Be My Love
4. If
5. The Roving Kind
6. You're Just in Love
7. Harbor Lights
8. The Thing
9. Nevertheless
10. So Long

show. Incidentally, WMAG has started to spotlight taped station breaks by record artists, and has already lined up most of the top country and western stars. However, Estes reports they are still in the market for taped breaks by pop artists, and would like to hear those interested in going along with the gimmick.

## Goodman Round-Up

• Continued from page 15

made between 1931 and 1934, a period depicted in the film as one of great frustration for Goodman. Jazz buffs will be able to observe here the germination of the ultimate Goodman swing style out of the Chicago and Five Pennies and Casa Loma idioms. Cohorts here include Jack Teagarden, Billy Holiday, Gene Krupa, Teddy Wilson and other well-known musicians who made their fame later outside the Goodman orbit.

Columbia also has made three new 10-inch Goodman disks available in its \$1.98 House Party series. One is an informal session called "Date With a King" in which Rosemary Clooney sings three tunes, "Goodbye," "Memories of You" and a cute Cole Porter oldie, "It's Bad for Me," duetting with Benny Goodman on the latter. The first two stand as the only Benny Goodman performances of these two tunes featured in the flick, which have vocals. The musicians never really get going here, but Clooney fans undoubtedly will welcome her intimate contributions.

### Standard Merchandise

Despite fluctuating personnel, a high level of music is maintained in "Benny at the Ballroom," which stems from Columbia dates cut between 1941 and 1946. People like Dave Tough, Cootie Williams, Lou McCarrity, Sid Catlett and Mel Powell were on these sides, all of which are characterized by a comparatively relaxed drive, more modern arrangements generally and good recorded sound. "Pound Ridge," "On the Alamo" and "Perfidia" are included.

In 1945 Goodman organized a new sextet for the Billy Rose show, "Seven Lively Arts," and it included Red Norvo, Slam Stewart, Teddy Wilson (later Mel Powell), etc. Six numbers cut by this group for a shellac, and later LP set called "Sextet Session," now have been reissued in the \$1.98 series as "The B. G. Six." Included are "Tiger Rag," "China Boy" and "Rachel's Dream." There's some great jazz here, tho Stewart's bass clowning is a little passe today. This set and the "Ballroom" set are standard Goodman merchandise that need never be out of stock, and both should get added impetus from the picture.



# ALBUMS

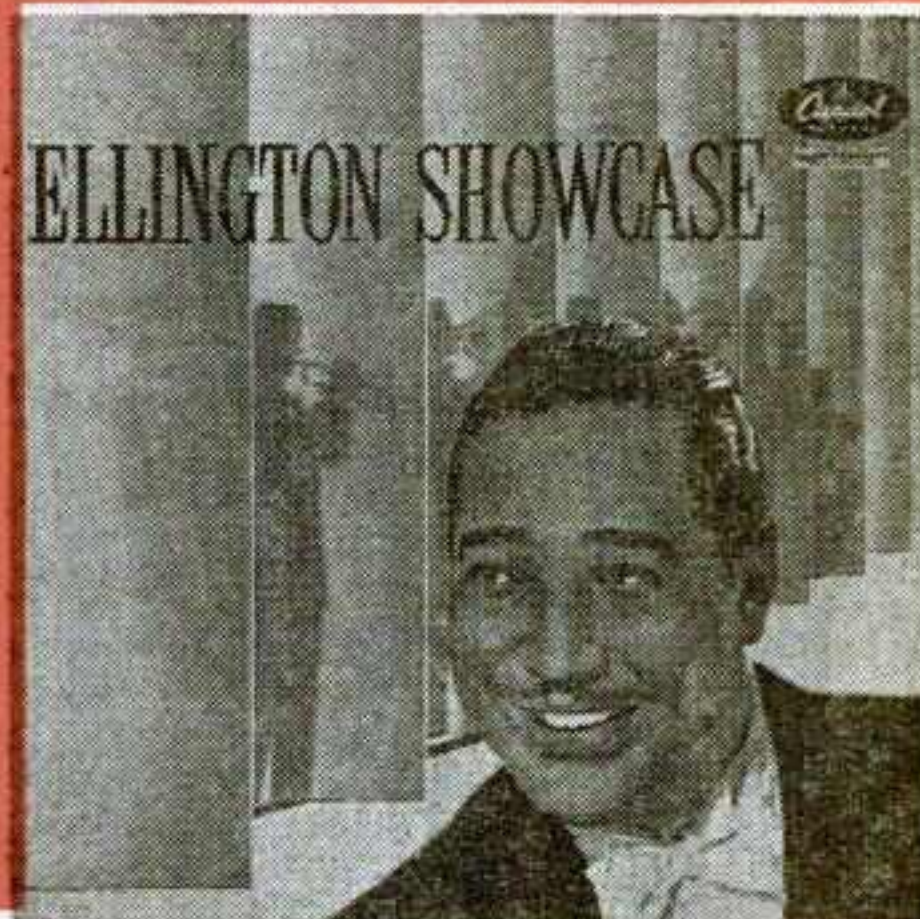
just released by



**FOUR FRESHMEN AND FIVE TROMBONES**  
The big new album by the Four Freshmen, following up their immensely successful *Voices in Modern*. Backing this modern vocal group is Pete Rugolo, leading five top trombonists and an all-star rhythm section. T 683



**THE PIANO STYLE OF NAT "KING" COLE**  
Here is Nat Cole the pianist today, playing with delicate sensuality, and creating expressive keyboard solos that shine brightly against rich orchestral backing by Nelson Riddle. W 689



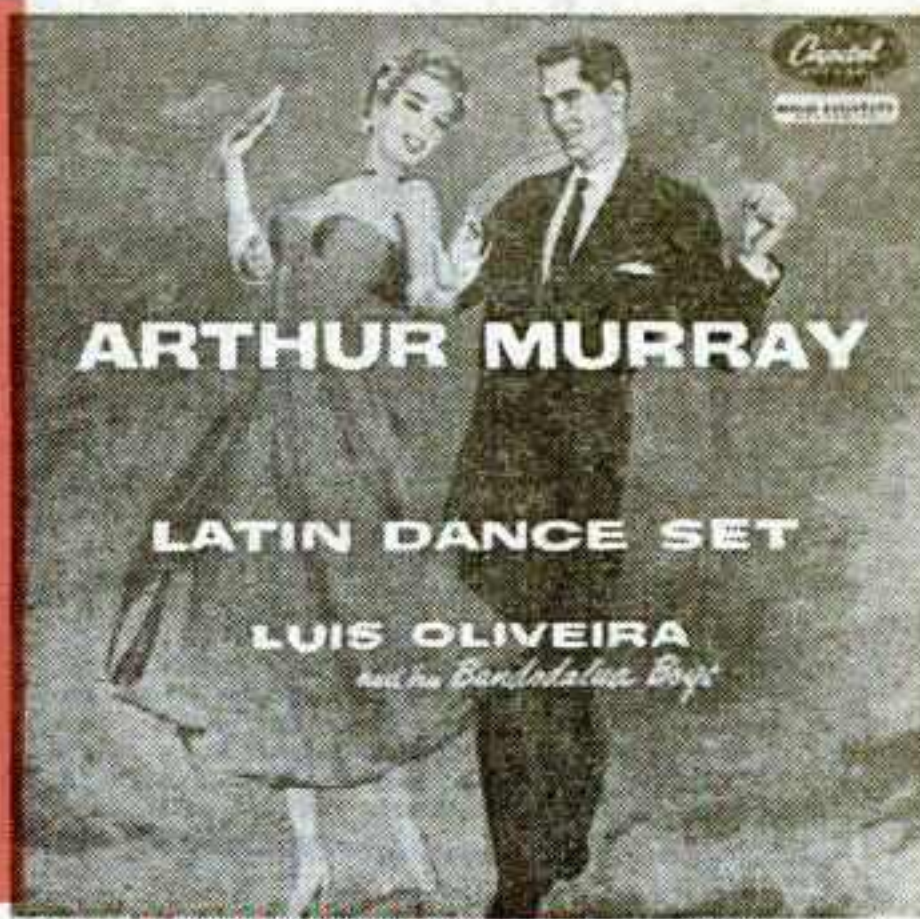
**ELLINGTON SHOWCASE**  
For three decades the Ellington Band has been a soloists' hall of fame. Showcased here, along with the Duke himself, are jazz worthies of today like Clark Terry, Jimmy Hamilton, and Britt Woodman. T 679



**MUSIC IN THE NIGHT** Richard Jones conducting  
The Strings of the Pittsburgh Symphony Orchestra  
The opulent strings of a great symphony orchestra are led by Richard Jones in a restful program of popular melodies. This is music full of nocturnal feeling to enhance the pleasure of quiet hours. T 690



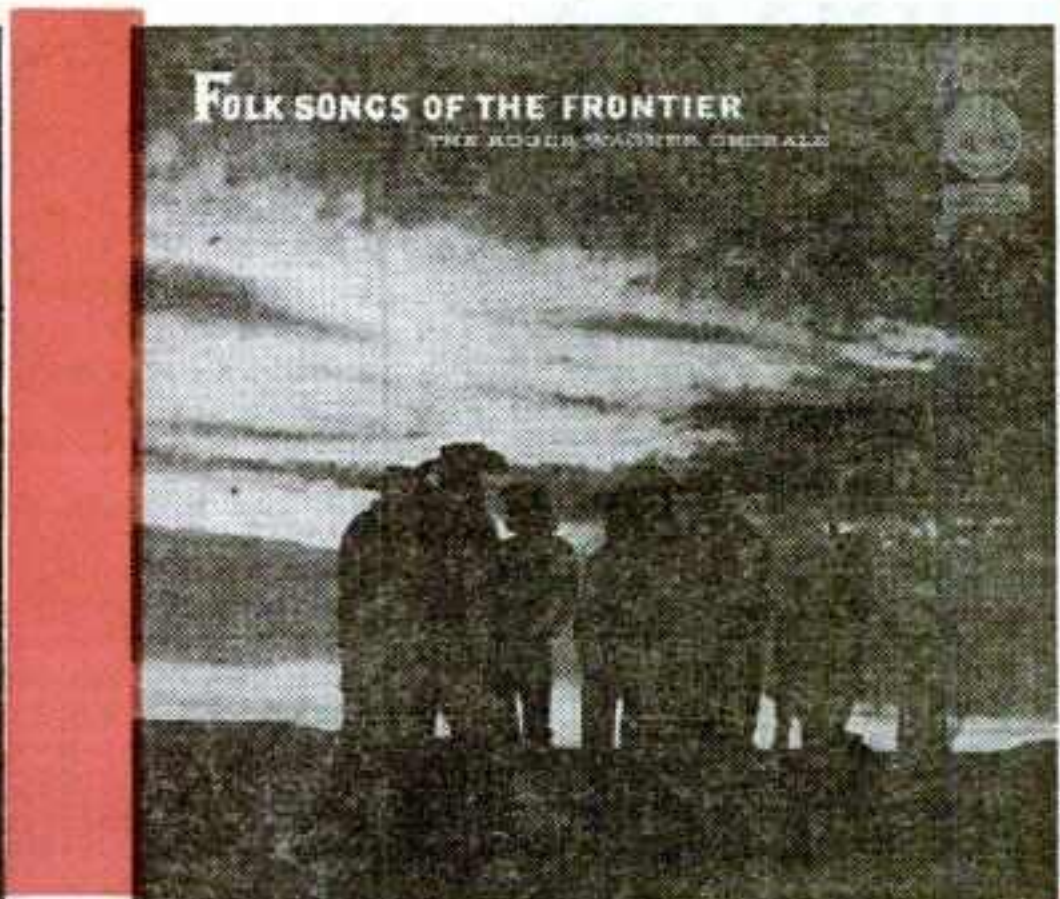
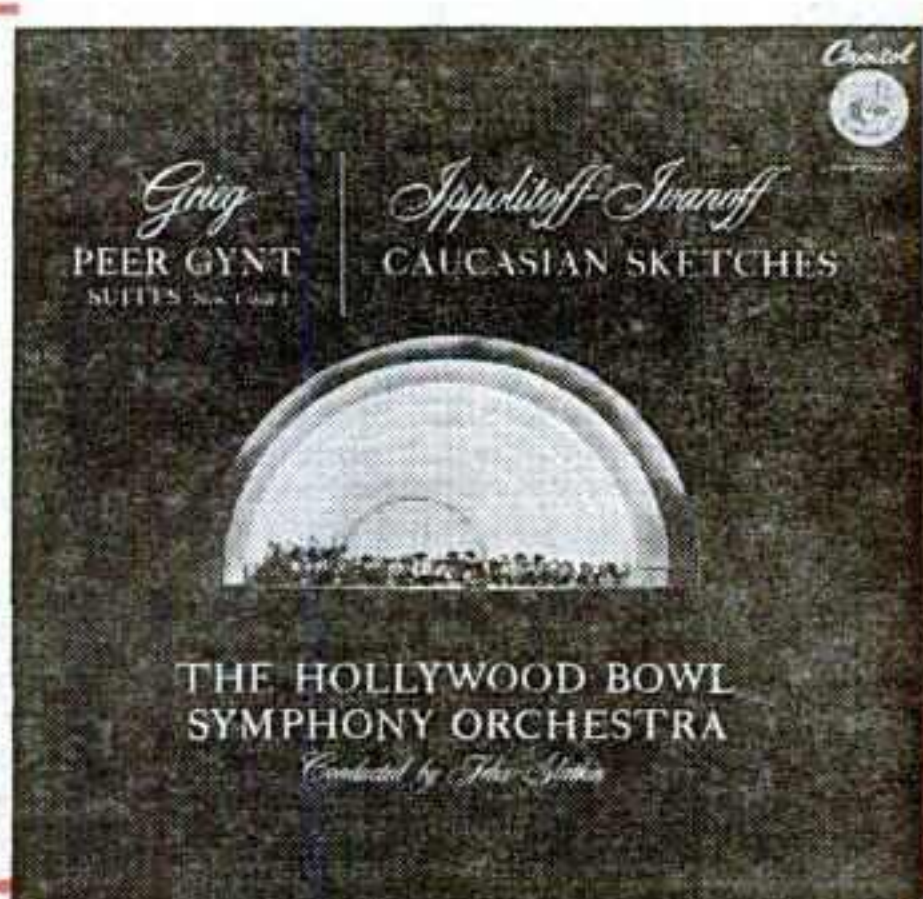
**SORTA-DIXIE I**  
Billy May  
Leaving tradition in a happy daze, Billy orchestrates some highly unorthodox notions of Dixieland music into a hilarious, free-thinking concert with the motto "let the two-beats fall where they May!" T 677



**ARTHUR MURRAY LATIN DANCE SET**  
Luis Oliveira  
Played by Brazilian Luis Oliveira and recommended by America's greatest dance teacher, these are authentic—and irresistible—performances of Latin music in many moods and tempos. T 567

... and two classical albums of wide appeal

**HOLLYWOOD BOWL SYMPHONY ORCHESTRA**  
GRIEG: Peer Gynt Suites  
IPPOLITOFF-IVANOFF: Caucasian Sketches  
This immensely popular orchestra performs the familiar music of Peer Gynt, including such selections as Anitra's Dance and In the Hall of the Mountain King. Companion piece is a work both powerful and seductive, inspired by the mysterious mountains of the Caucasus. P 8329



**THE ROGER WAGNER CHORALE**  
Folk Songs of The Frontier  
In the third in a series of exceptional albums of great American folk music, the most imaginative and accomplished of choral groups sings a colorful assortment of songs—rugged, poetic, lonesome—that bespeak life in the days of the American frontier. P 8332

"ANOTHER MOULIN ROUGE"

—The Billboard

PERCY FAITH



Columbia 40633

"Valley Valparaiso"

**REVIEW SPOTLIGHT**  
 BILLBOARD—Here's a lush and beautiful nostalgic-type melody set to a very stylish arrangement that has the feel of "Moulin Rouge." Lyric is sung in quietly tasteful fashion by the chorus. This is an unusually appealing job with strong commercial potential.

**BEST BET**  
 CASH BOX—Percy Faith's orchestra and chorus team up to present a lush and lovely Latin tempo ballad. Side has a delightfully charming quality about it. Could step out and make noise.

**VARIETY—BEST BET**  
 hold of an intriguing item like "Valley Valparaiso." It becomes a sure bet for a big payoff. With orch and chorus serving him in tiptop fashion, Faith turns it into one of his most melodic sides in some time.

"HELP YOURSELF"

Recorded by:

- DAHANN CARROLL.....RCA Victor
- NITA SUMMERS.....Coral
- JOAN WHEATLEY.....Kapp

**BROADCAST MUSIC, INC.**  
 589 Fifth Avenue New York 17, N. Y.  
 JULIE STEARNS (Gen. Prof. Mgr.)  
 Chicago JIMMIE CAIRNS • New York GEORGE FURNESS • Hollywood EDDIE JANIS  
 MAC KOOPER

The Billboard Music Popularity Charts

POPULAR RECORDS

• COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. The Poor People of Paris ..... Les Baxter  
 (ASCAP) Capitol 3336
2. 11th Hour Melody ..... Al Hibbler  
 (ASCAP) Decca 29789
3. Why Do Fools Fall in Love?  
 ..... The Teenagers  
 (BMI) Gee 1002
4. That's Your Mistake ..... Otis Williams  
 (BMI) Deluxe 6091
5. Ninety-Nine Years ..... Guy Mitchell  
 (ASCAP) Columbia 40631
6. Theme From "The Three Penny Opera" (Moritat).  
 ..... Richard Hayman-Jan August Ork  
 (ASCAP) Mercury 70781
7. Ask Me  
 Nothing Ever Changes My  
 Love for You ..... Nat (King) Cole  
 (ASCAP); (ASCAP) Capitol 3328
8. If You Can Dream  
 The Gal With the Yaller Shoes  
 ..... The Four Aces  
 (ASCAP); (ASCAP) Decca 29809

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

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
A Teen-Age Prayer (R)—La Salle—ASCAP	A Tear Fell (R)—Progressive—BMI
Woman in Love (R)—Frank—ASCAP	A Woman in Love (R)—Frank—ASCAP
All at Once You Love Her (R)—Williamson—ASCAP	All at Once You Love Her (R)—Williamson—ASCAP
Arriverderci Roma (R)—Hill & Range—BMI	Angels in the Sky (R)—Ridgeway—BMI
Ask Me (R)—ABC—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP	Bible Tells Me So (R)—Paramount-Rogers—ASCAP
(Baby, Baby) Be Good to Me (R)—Bregman, Vocco & Conn—ASCAP	Bo Weevil (R)—Reeve—BMI
Band of Gold (R)—Ludlow—BMI	Dungaree Doll (R)—E. B. Marks—BMI
Dungaree Doll (R)—E. B. Marks—BMI	Great Pretender (R)—Southern—ASCAP
Everybody's Got a Home But Me (R) (M)—Chappell—ASCAP	He (R)—Avas—BMI
Forever Darling (R)—Miller—ASCAP	Heart You Break May Be Your Own (R)—Four Star—BMI
Great Pretender (R)—Southern—ASCAP	I Hear You Knockin' (R)—Commodore—BMI
Helen of Troy (R) (F)—Harms—ASCAP	It's Almost Tomorrow (R)—Northern—ASCAP
Innamorata (R)—Paramount—ASCAP	Kickin' the Blues Around (R)—Modern—BMI
It's Almost Tomorrow (R)—Northern—ASCAP	Lipsick and Candy and Rubbersole Shoes (R)—Jimskip—BMI
Lisbon Antigua (R)—Southern—ASCAP	Lisbon Antigua (R)—Southern—ASCAP
Little Child (R)—E. H. Morris—ASCAP	Love and Marriage (R)—Barton—ASCAP
Little Mistakes (R)—Bregman, Vocco & Conn—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Love and Marriage (R)—Barton—ASCAP	Marry a Rich Woman (R)—Cadenza—ASCAP
Lullaby of Birdland (R)—Patricia—BMI	Memories Are Made of This (R)—Montclare—BMI
Memories Are Made of This (R)—Montclare—BMI	Mr. Wonderful (R)—Laurel—ASCAP
Memories of You (R)—Shapiro-Bernstein—ASCAP	No, Not Much (R)—Beaver—ASCAP
Next Time It Happens (R)—Chappell—ASCAP	Only You (R)—Wildwood—BMI
Rock and Roll Waltz (R)—Sheldon—BMI	Rock and Roll Waltz (R)—Sheldon—BMI
Rose Tattoo (R)—Paramount—ASCAP	Rose Tattoo (R)—Paramount—ASCAP
Sing You Sinners (R)—Famous—ASCAP	Sing You Sinners (R)—Famous—ASCAP
Sixteen Tons (R)—American—BMI	Sixteen Tons (R)—American—BMI
Sure (R)—Witmark—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Tender Trap (R) (F)—Barton—ASCAP	Tender Trap (R) (F)—Barton—ASCAP
Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP	Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
Valley Valparaiso (R)—Broadcast—BMI	
Vino, Vino (R)—Paramount—ASCAP	

• 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. He	2	20
Avas		
2. Memories Are Made of This	1	8
Mont Clare		
3. Rock and Roll Waltz	4	4
Sheldon		
4. It's Almost Tomorrow	3	9
Northern		
5. Great Pretender	8	4
Southern		
6. Band of Gold	6	7
Ludlow		
7. Lisbon Antigua	9	4
Southern		
8. Sixteen Tons	4	13
Ardmore		
9. Dungaree Doll	10	4
E. B. Marks		
10. Autumn Leaves	7	22
American		
11. Love and Marriage	11	15
Barton		
12. Tender Trap	14	6
Barton		
13. Teen-Age Prayer	13	4
La Salle		
14. Moments to Remember	12	20
Beaver		
15. Go on With the Wedding	15	2
Pincus		



Frank Sinatra  
*sings*  
**FLOWERS MEAN FORGIVENESS**  
*You'll get yours*  
Capitol RECORDS  
record no. 3350

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## The Billboard Music Popularity Charts POPULAR RECORDS

# THE TOP 100

For survey week ending February 1

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Pos.	Song	Artist	Label	Last Week
1.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	1
2.	GREAT PRETENDER	Platters	Mercury	2
3.	ROCK AND ROLL WALTZ	K. Starr	Victor	4
4.	SIXTEEN TONS	T. Ernie	Capitol	3
5.	LISBON ANTIGUA	N. Riddle	Capitol	3
6.	BAND OF GOLD	D. Cherry	Columbia	6
7.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	13
8.	DUNGAREE DOLL	E. Fisher	Victor	7
9.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	8
10.	TEEN-AGE PRAYER	G. Storm	Dot	9
11.	GO ON WITH THE WEDDING	P. Page	Mercury	18
12.	ARE YOU SATISFIED?	R. Draper	Mercury	14
13.	ANGELS IN THE SKY	Crew Cuts	Mercury	17
13.	NO, NOT MUCH	Four Lads	Columbia	26
15.	MOMENTS TO REMEMBER	Four Lads	Columbia	9
16.	I HEAR YOU KNOCKIN'	G. Storm	Dot	11
17.	LOVE AND MARRIAGE	F. Sinatra	Capitol	12
18.	CHAIN GANG	B. Scott	ABC Paramount	22
19.	THEME FROM THE THREE PENNY OPERA (Moritat)	D. Hyman	M-G-M	20
20.	HE	A. Hibbler	Decca	15
21.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	28
22.	ONLY YOU	Platters	Mercury	15
23.	BAND OF GOLD	K. Carson	Capitol	24
23.	TUTTI FRUTTI	P. Boone	Dot	27
25.	CRY ME A RIVER	J. London	Liberty	20
26.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	43
27.	TUTTI FRUTTI	Little Richard	Specialty	30
28.	TENDER TRAP	F. Sinatra	Capitol	32
29.	WOMAN IN LOVE	F. Laine	Columbia	38
30.	SPEEDOO	Cadillacs	Josie	33
31.	HE	McGuire Sisters	Coral	29
32.	SEVEN DAYS	D. Collins	Coral	48
33.	THEME FROM THE THREE PENNY OPERA (Moritat)	R. Hayman-J. August	Mercury	60
34.	LULLABY OF BIRDLAND	Blue Stars	Mercury	35
35.	I'LL BE HOME	P. Boone	Dot	72
36.	WOMAN IN LOVE	Four Aces	Decca	37
37.	TEEN-AGE PRAYER	G. Mann	Sound	25
38.	BURN THAT CANDLE	B. Haley	Decca	35
39.	GO ON WITH THE WEDDING	K. Kallen-G. Shaw	Decca	44
39.	MOSTLY MARTHA	Crew Cuts	Mercury	31
41.	WHEN YOU DANCE	Turbans	Herald	47
42.	GEE WHITTAKERS	P. Boone	Dot	49
42.	MEMORIES OF YOU	Four Coins	Epic	52
44.	ONLY YOU	Hiltoners	Dot	23
45.	AUTUMN LEAVES	R. Williams	Kapp	19
45.	DADDY-O	Fontane Sisters	Dot	34
46.	ALL AT ONCE YOU LOVE HER	P. Como	Victor	38
46.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	—
49.	DON'T GO TO STRANGERS	V. Monroe	Victor	54
49.	EVERYBODY'S GOT A HOME BUT ME	E. Fisher	Victor	41
51.	APRIL IN PARIS	C. Basie	Clef	40
51.	NINETY-NINE YEARS	C. Mitchell	Columbia	51
53.	THEME FROM THE THREE PENNY OPERA (Moritat)	B. Vaughn	Dot	70
54.	IT'S ALMOST TOMORROW	S. Lanson	Dot	72
55.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	60
55.	SEVEN DAYS	C. McPhatter	Atlantic	44
57.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	94
58.	SEVEN DAYS	Crew Cuts	Mercury	68
59.	LIPSTICK CANDY AND RUBBER SOLED SHOES	J. La Rosa	Victor	—
60.	TROUBLE WITH HARRY	Alfi & Harry	Liberty	44
60.	MACK THE KNIFE	L. Armstrong	Decca	—
62.	C'EST LA VIE	S. Vaughan	Mercury	65
62.	MEMORIES OF YOU	H. Winterhalter	Victor	93
64.	MR. WONDERFUL	S. Vaughan	Mercury	—
65.	MEMORIES ARE MADE OF THIS	M. Carson	Columbia	53
66.	WHO ARE WE?	G. Grant	Era	74
67.	ROCK AROUND MOTHER GOOSE	B. Gordon	M-G-M	—
68.	TAKE ME BACK TO TOYLAND	Nat (King) Cole	Capitol	68
69.	LET IT RING	Doris Day	Columbia	66
69.	MEMORIES ARE MADE OF THIS	B. Goodman-R. Clooney	Columbia	59
71.	MY BELIEVING HEART	J. James	M-G-M	56
72.	LOVE AND MARRIAGE	D. Shore	Victor	42
73.	STOLEN LOVE	D. Shore	Victor	—
74.	ASK ME	Nat (King) Cole	Capitol	—
74.	LOVE IS A MANY-SPLENDORED THING	Four Aces	Decca	60
76.	NOT ONE GOODBYE	J. P. Morgan	Victor	80
76.	WANTING YOU	R. Williams	Kapp	57
76.	LITTLE BOY BLUE	B. Vaughn	Dot	—
79.	AUTUMN LEAVES	M. Miller	Columbia	67
80.	DADDY-O	B. Lou	King	87
80.	TROUBLE WITH HARRY	L. Baxter	Capitol	—
80.	OUR LOVE AFFAIR	T. Charles	Decca	—
83.	TWENTY-FOUR HOURS A DAY	G. Gibbs	Mercury	87
84.	I'M GONNA LAUGH YOU RIGHT OUT OF MY LIFE	Nat (King) Cole	Capitol	78
84.	THAT'S YOUR MISTAKE	O. Williams	De Luxe	63
86.	WHY DO POOLS FALL IN LOVE?	Teen-Acers	Gee	—
87.	ROCK A BEATIN' BOOGIE	B. Haley	Decca	75
87.	MY BOY FLAT TOP	D. Collins	Coral	91
87.	I'M JUST A DANCING PARTNER	Platters	Mercury	—
90.	AT MY FRONT DOOR	P. Boone	Dot	54
90.	TEEN-AGE PRAYER	K. White	Mercury	81
92.	CHARMAINE	Four Freshmen	Capitol	—
93.	MY TREASURE	Hiltoners	Dot	—
93.	GOODBYE TO ROME	G. Gibbs	Mercury	96
95.	THEME FROM THE THREE PENNY OPERA (MORITAT)	L. Paul & M. Ford	Capitol	—
95.	NEXT TIME IT HAPPENS	G. Mac Rae	Decca	75
97.	SIXTEEN TONS	J. Desmond	Coral	—
97.	KEY TO MY HEART	R. Clooney	Columbia	—
97.	WHAT IS A WIFE?	S. Allen	Coral	87
100.	SHIFTING, WHISPERING SANDS	B. Vaughn	Dot	63



OTIS WILLIAMS and his NEW GROUP

AT'S YOUR MISTAKE  
DeLuxe 6091

LITTLE WILLIE JOHN  
NEED YOUR LOVE  
SO BAD

b/w  
HOME AT LAST  
King 4841

ALL AROUND  
THE WORLD  
King 4818

BOYD BENNETT  
RIGHT AROUND  
THE CORNER  
PARTNERS FOR LIFE  
King 4874

BONNIE LOU  
MISS THE  
LOVE  
THAT I'VE BEEN DREAMING OF  
King 1506

DADDY-O  
King 4835

BUBBER JOHNSON  
A WONDERFUL  
THING HAPPENED  
KEEP A LIGHT IN THE  
WINDOW FOR ME  
King 4872

THE INK SPOTS  
I'LL WALK A  
COUNTRY MILE  
King 4857

THE "5" ROYALES  
RIGHT AROUND  
THE CORNER  
King 4869

THE MIDNIGHTERS  
PARTNERS FOR LIFE  
b/w  
SWEET MAMA,  
DO RIGHT  
Federal 12251

THE HURRICANES  
YOURS  
b/w  
MAYBE IT'S ALL  
FOR THE BEST  
King 4867

### 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.

1946 TO 1956 • 1946 TO 1956 • 1946 TO 1956

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sings **MR. WONDERFUL** and  
**ARE YOU SLIPPING THRU MY FINGERS** 20-6392



The Billboard Music Popularity Charts  
**POPULAR RECORDS**

**Review Spotlight on . . .**

**RECORDS**

TERESA BREWER . . . Coral 61590 . . . . . A TEAR FELL  
(Jay and Cee, BMI)

**BO WEEVIL** . . . . . (Reeve, BMI)  
The little gal with the belting pipes pitches a couple of top-notch sides at the fans here. On top is a tender, waltzy weeper which gets sock emotional treatment. The flip is a rouser in a driving, hand-clapping rhythm mood, which got a healthy kick-off via the Ed Sullivan show Sunday (29). Both sides have big hit potential with coin due to start clinking fast.

GALE STORM . . . Dot 15448 . . . . . WHY DO FOOLS FALL IN LOVE?  
(Patricia, BMI)

Miss Storm has a hot follow-up here to her two most recent efforts, both now on the best selling retail chart. This one has its philosophical touches but, more important, it swings and drives with an exciting and spirited delivery. The band gets in its wild and exciting licks in a fitting back-up. This one is slated for sure action. Flip is "Partners for Life," a tender love opus (Wemar, BMI).

**TALENT**

ALICE BABS . . . Decca 29804 . . . . . OPEN THE WINDOW OF YOUR HEART  
(Kassner, ASCAP)

**ASK ME** . . . . . (ABC, ASCAP)  
Miss Babs' first disk on the label was cut in Germany and a top performance it is. The gal gives out with some unusually clean swinging sounds and she handles the lyrics in English with nary a trace of dialect. Strictly a superior talent who can be counted on for more grade A sides to come.

RUSS MORGAN . . . Decca 29836 . . . . . THE POOR PEOPLE OF PARIS  
(Connelly, ASCAP)

**ANNABELLE** . . . . . (M. M. Cole, BMI)  
Morgan has two potent covers here, each rendered in distinctive arrangements, however. Topside is off at jet speed in Les Baxter's version, while flip song has shown some territorial strength in the Midwest in the original Buddy version. This coupling represents a great juke value, and many retail buyers actually may prefer Morgan's stylings to the originals.

**Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

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

- 80-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-59, Satisfactory
- 50-49, Limited
- 0-48, Poor

VERA LYNN . . . . . 82

Such a Day . . . . .  
LONDON 1642—Tune has been getting territorial action in the Rita Raines version, and now comes a dinking that could break the thing wide open. Beautiful singing by Miss Lynn and male chorus. (Hill & Range, BMI)

Unfaithful You . . . . . 80  
This backing will help considerably and could even be the side to take off. It's a gang-type cornball item with big whistling chorus and sweet thrushing. (Boosey & Hawkes, ASCAP)

LAWRENCE WELK ORK . . . . . 79

The Poor People of Paris . . . . .  
CORAL 61592 — Welk and the band apply their typical bubbly style to the big new tune with most pleasing results. Regular TV showcase should hype action. (Connelly, ASCAP)

Nobody Knows But the Lord . . . . . 75  
Singer Larry Hooper and the Sparklers come thru with a moving reading of an attractive spiritual. Band lends a pleasing hand. (Harms, ASCAP)

GLORIA MANN . . . . . 78

Why Do Fools Fall in Love? . . . . .  
DECCA 29832 — A cover of the Gee record, this is a well-produced side. Gloria chants the unusual ditty to a lively backing supported by a chorus. Watch it. (Patricia, BMI)

Partners for Life . . . . . 76  
Disk is a cover of that released earlier by King. Miss Mann sings it well, to an r.&b.-type backing. (Wemar, BMI)

FRANK SINATRA . . . . . 77

You'll Get Yours . . . . .  
CAPITOL 3350—The Voice delivers a slightly less than sentimental vocal on the perils of romantic attachments. Fine swinging beat with the usual classy backing will bring much action. (Barton, ASCAP)

Flowers Mean Forgiveness . . . . . 77  
Slow-paced romantic delivery with lush vocal group is a pleasant reminder of an earlier day when Sinatra paired so well with the Pied Pipers. (Barton, ASCAP)

NORMAN LUBOFF . . . . . 77

Vino Vino . . . . .  
COLUMBIA 40653—Here's a gay rollicking and definitely catchy tune with the Luboff men's group in the spotlight. Should chalk up plenty of spins.

The Last Frontier . . . . . 75  
Another fine tune with an equally impressive male chorus effort. This time there's a Western flavor with lyrics very much above par.

THE FOUR KNIGHTS . . . . . 77

Happy Birthday, Baby . . . . .  
CAPITOL 3339—The r.&b. styling and backing of this happy tune is commercially potent, and ought to be one of the group's most salable entries in recent months. (Roosevelt, BMI)

I Love You Still . . . . . 75  
Another bright side set to a catchy jump beat. The ditty is simple, ear-catching and skillfully harmonized. (Paxton, ASCAP)

EDDY HOWARD . . . . . 76

Why Is Your Dog Following Me? . . . . .  
MERCURY 70700—An original, zany idea for a tune here. It's in three-quarter time, has some intriguing barks and Howard gives it a barber shop touch. Could be a sleeper. (Porgie, ASCAP)

Rustic Old Cathedral . . . . . 74  
This is in Howard's more familiar, nostalgic ballad vein, with a "Swallows Come Back to Capistrano" idea. The fans will gobble it up. (Judy, ASCAP)

RALPH YOUNG . . . . . 76

Molly-O . . . . .  
DECCA 29833—An attractive vocal on the interesting jazz theme from the Frank Sinatra movie "Man With the Golden Arm." This one could be a sleeper, also earlier versions have yet to stir. (Dena, ASCAP)

Goodbye to Love . . . . . 72  
A pleasant baritone reading of a pretty ballad, but flip will probably pull more play. (Bull's-Eye, ASCAP)

EDDIE BARCLAY . . . . . 76

Heart of Paris . . . . .  
MERCURY 70796—The pretty melody is bowed soulfully by a solo fiddle with the ork later joining in for a lush interpretation that makes for top-notch listening. Deejays can make good program use of this wax. (B. F. Wood, ASCAP)

If Hearts Could Talk . . . . . 72  
Another attractive instrumental side, this an elegant waltz tune by the French ork. (Hill & Range, BMI)

MITCH MILLER ORK . . . . . 76

Madeira . . . . .  
COLUMBIA 40655 — Exotic North African-type instrumental is bound to get heavy jockey play. It's strong on color, with the harpsichord, horns, slave chains and assorted aromatic ingredients.

Bolero Gaucho . . . . . 71  
Another exotic opus with a semi-legit Spanish flavor. Pleasant listening fare.

EDDIE FONTAINE . . . . . 75

I Look at You . . . . .  
VIK 0193—This is a cover of a tune which has enjoyed great popularity in England in the Jimmy Young version. Fontaine's reading is appealing and full of emotion. Should get deejay spins.

Here 'Tis . . . . . 74  
A clever, funny opus that brings out Fontaine's best, and makes effective contrast to the flip side. The boys in the band have a honking good time and provide a solid groovy beat.

JO STAFFORD . . . . . 75

All Night Long . . . . .  
COLUMBIA 40640—The thrush does this bluesy ballad with great technical skill, and gets the most out of each phrase. A very well-made record. (Scorpio, BMI)

As I Love You . . . . . 74  
Another fine side—a tender ballad beautifully done. (Northern, ASCAP)

(Continued on page 40)

STAY HOT WITH  
**IMPERIAL**

A Sure Fire  
Smash!  
No. 5380

SMILEY LEWIS  
"ONE NIGHT"

Sure Fire  
Hit!  
No. 5375

FATS DOMINO  
"DON'T BLAME  
IT ON ME"  
b/w  
"BO WEEVIL"

Already  
A Hit!  
No. 5377

THE JEWELS  
"HOW"  
b/w  
"RICKETY ROCK"

Breaking  
Big!  
No. 5378

BOBBY MITCHELL  
"TRY ROCK AND  
ROLL"  
b/w  
"NO NO NO"

Imperial Records

GOING UP  
THE LADDER!  
Checker #832  
**'DIDDY WA DIDDY'**  
b/w  
**'I'M LONGING FOR A WOMAN'**  
By BO DIDDLY  
Chess #1615  
**'DOWN BOUND TRAIN'**  
b/w  
**'NO MONEY DOWN'**  
By CHUCK BERRY  
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RELEASE  
Little Child  
LAEL & CAB  
CALLOWAY  
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2671

A Smash!  
PAT BOONE  
"TUTTI-FRUTTI"  
b/w  
"I'LL BE HOME"  
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the Fire from **Vik**



**EDDIE  
FONTAINE**

**Here  
'Tis**

*and*

**I Look  
at You**

Vik x/4x-0193



**Vik records**  
A Product of Radio Corporation of America

# LATEST WELK HIT



## POOR PEOPLE OF PARIS

(INSTRUMENTAL)

## NOBODY KNOWS BUT THE LORD

VOCAL BY LARRY HOOPER

CORAL 61592 (78 rpm) • 9-61592 (45 rpm)

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America's Fastest Growing Record Company

BREAKING WIDE OPEN In Los Angeles  
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SMASH FOLLOW-UP TO "WHEN YOU DANCE"

## THE TURBANS Sister Sooky

b/w I'LL WATCH OVER YOU #469

BILLBOARD SPOTLIGHT  
FEBRUARY 4 ISSUE



## SINGER ONE-STOP

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KEEP YOUR EYE ON THIS ONE!

Deed #1010  
"SUCH A DAY"  
b/w  
"OLE DEVIL MOON"

with Rita Raines  
Records 64 W. Randolph, Chicago

## The Billboard Music Popularity Charts

### POPULAR RECORDS

#### • Reviews of New Pop Records

• Continued from page 38

- MEG MYLES**  
Sing on Baby .....74  
CAPITOL 3330—Meg Myles sings this bluesy item with a subtle touch of the spiritual style, and with plenty of passion. Watch it. (Meridian, BMI)
- Will You Shed a Tear for Me...**74  
Another bluesy song, with real quality chanted with the same skill. (Teri, ASCAP)
- DON LANG**  
Cloudburst .....74  
VICTOR 6423—Listeners may recall Sam Taylor's instrumental of this tune last year. This English recording features a rapid patter vocal that is good for a lot of laughs. Excellent for change of pace programming. (Mellin, BMI)
- Four Brothers...**73  
This material is familiar from an older Woody Herman recording. Lang's high speed delivery of the vocal is hilarious. Both sides are novelties that will attract a lot of attention. (Mayfair, ASCAP)
- BILLY WILLIAMS QUARTET**  
A Crazy Little Palace .....73  
CORAL 61576—Slow and swinging is this performance by the Williams Quartet. There's a good relaxed mood to the side. (LaSalle, ASCAP)
- Cry Baby...**73  
A change of pace. This rapid tempo reading is made even more attractive by a very slick backing. It's a cover of the Bonnie Sisters' Rainbow disking. (Regent, BMI)
- LORRY RAINE**  
Tell My Love Goodbye .....73  
ADVANCE 3011—A beautiful song, with a touch of folk flavor, is done very tenderly by Miss Raine. Deejays will like this side. (Gayle, ASCAP)
- Ain't Gonna Cry...**71  
This side is in a slow march tempo. Thrush's performance is good; but side is not quite as effective as the flip. (Highland, BMI)
- MAX STEINER ORK**  
Theme From "Helen of Troy" .....73  
VICTOR 6422—The beautiful theme from the Warners film makes a strong disk for deejay play, in this version by Steiner's ork. Lush, big sound. (Harms, ASCAP)
- A Star Is Born...**70  
Lush instrumental from the Selznick International film of the same name. (Bourne, ASCAP)
- PATTY ROSS AND BOB TERRY**  
The Secret .....73  
AARDELL 0008—The problem of putting a one-time lover down just before the wedding is the topic here. The problem isn't solved, but it's a poignant little ditty and the two fresh voices make the most of it. A good side. (Pop, BMI)
- I Just Want to Be With You...**69  
Another tender item, expertly sung. Flip has better possibilities, tho. (Cadenza, ASCAP)
- BARBARA RUICK**  
My One and Only Love .....72  
COLUMBIA 40642—This much-recorded song gets a tender reading. Miss Ruick's voice has an attractive, fresh quality. (Sherwin, ASCAP)
- Nice to See You Again...**72  
Another good side. Tune is an uncommonly bright piece of material. (Robbins, ASCAP)
- THE SKYSCRAPERS**  
I Thought You'd Care .....72  
MERCURY 70795—Group and especially the lead, gives an Ink Spots flavor to this slow tune, in the "If I Didn't Care" idiom. Good job, merits spins. (Studio, ASCAP)
- Don't Cry...**71  
Contagious male group effort on this shuffle beat ditty, with a touch of Four Aces inspiration. (Judy, ASCAP)
- GEORGIE AULD**  
Tippin' In .....72  
MERCURY 70797—Auld lends an okay revival touch to the old Erskine Hawkins swing classic. (Advance, ASCAP)
- Love Is Just Around the Corner...**71  
A gently swinging band job here with Auld heard in a typical tenor solo effort. Good dance wax. (Famous, ASCAP)
- JOE LOCO ORK**  
Yumbambe (June in Bombay) .....72  
COLUMBIA 40636—The unusual sound effects used on this side will give it above-average sales appeal to pop and Latin-American customers who like dancing to loco instrumentals. (La Clave, BMI)
- Begin the Beguine...**70  
This is an attractive arrangement of the Cole Porter standard. It is taken to a comfortable dance tempo, and ought to be a good, steady catalog seller for a long time to come. (Harms, ASCAP)
- MERRY MACS**  
Good Will .....72  
ERA 1010—A warmly sincere group vocal job on a moving spirited tune with an up-tempo spiritual flavor in their last near-clock disk "The Lord Is a Busy Man." Good juke and jockey wax. (Thunderbird, ASCAP)
- Why Can't We Begin (Where We Left Off Last Night)...**70  
The veteran warblers sing with verve and feeling on a dramatically paced ballad with an exciting beat. (Thunderbird, ASCAP)
- BILL CAREY**  
Laughing Boy .....72  
CORAL 61571—This is the old Dave Lambert song, an unusual piece of material. Carey chants it very well, a class backing by Dick Jacobs. (Marguerita, ASCAP)
- Where Walks My True Love...**69  
From the film, "The Court Jester," comes this soulful ditty. Carey sings it with heart to a fine Dick Jacobs backing. (Dena, ASCAP)
- TEX RITTER**  
These Hands .....72  
CAPITOL 3324—The wonderful religious ballad is sung with resonant sincerity by Ritter. Backing is pop and the entry will probably have tough sledding against earlier wax competition. (Hill & Range, BMI)
- The Last Frontier...**69  
The rip-roaring western ballad is sung in manly fashion. Prospects are modest, tho. (Shapiro-Bernstein, ASCAP)
- JACKIE PARIS**  
Heart of Gold .....72  
WING 90053—Here's a pretty melody with distinctive rhythm, which Paris handles in able fashion. (Shapiro-Bernstein, ASCAP)
- Indiana...**68  
Paris offers a light, bright touch to the nostalgic old standard. (Shapiro-Bernstein, ASCAP)
- THE FIVE ENCORES**  
Readin', 'Ritin', 'Rithmetick  
Rock 'n' Roll .....72  
RAMA 185—A novelty ditty with a rollicking blues beat. Solid instrumentation backs the Encores' vocal. (Planetary, ASCAP)
- Ben, Ben, Quaker Ben (The Ballad of Benjamin Franklin)...**68  
The latest in the line of disks and tunes depicting the lives of American worthies. Adequate. (Myers, ASCAP)
- JOSE CURRELO ORK**  
La La La (A La La E) .....71  
FIESTA 062—Vocalists "swing" on this "a la la e" chant and everybody seems to have a happy time at the upbeat pace. (Pemora, BMI)
- Poco Poco...**70  
The whole group again exudes excitement on equally good, but slower paced cha cha cha fare.
- THE COMMANDERS**  
By Myself .....71  
DECCA 29784—A strong vocal performance by Lucia Roberts on the oldie, while Eddie Grady and the band provide sock backing with a deft terp beat. (DeSylva, Brown & Henderson, ASCAP)
- There She Goes...**70  
An infectious instrumental on a swingy rhythm novelty with a catchy danceable beat. Should catch some juke coin. (Hill & Range, BMI)
- BONNIE DAVIS**  
I've Lost All My Love for You .....71  
DECCA 29802—The gal belts across a catchy rhythm song with a strong r.&b.-styled beat. (Feist, ASCAP)
- I'll Make You Mine...**68  
The strong-voiced Miss Davis sings so solemnly paced love song with appropriate sincerity, but flip is the better showcase for her talents. (Rish, BMI)
- DOLLY HOUSTON**  
Take Mine .....70  
UNIQUE 325—Very pretty, sentimental waltzer is sung sweetly by the ex-Woody Herman thrush in a newly-adopted style. (Pincus, ASCAP)
- Big Deal...**70  
Gal does a great rhythm job on this slightly sardonic ditty. Good teen-age fodder. (Britton, BMI)
- ANITA O'DAY**  
The Rock and Roll Waltz .....70  
VERVE 2000—A sock vocal by the veteran thrush on Kay Starr's current hit ditty. It's late, but should pick up considerable jockey and juke play anyway. (Sheldon, BMI)
- I'm With You...**69  
Tasteful piping on a smartly paced rhythm tune. Nice backing by Buddy Bregman. (Commander, ASCAP)
- HELEN MERRILL**  
Mountain High, Valley Low .....70  
MERCURY 70798—There's a soft, mystical flavor to this oriental style melody from "Lute Song" and Miss Merrill registers tops in the mood. (Goldsen, ASCAP)
- Comes Love...**69  
The gal shows to considerable hushed voice effect on this standard about the pangs of 'amour. (Chappell, ASCAP)
- LARRY SONN ORK**  
O! Dem Buns .....70  
CORAL 61575—Sonn's ork is Coral's new progressive instrumental group. The band has a good sound and an imaginative arrangement. (Mayfair, ASCAP)
- Zany...**69  
This is slower in pace, but with the same smart instrumentation and arranging. (Mayfair, ASCAP)
- GLORIA VAN**  
Sweet William .....70  
RESERVE 103—The ballad is projected with winning simplicity by the thrush. Jockeys ought to hand it spins. It's especially good for late hour programs.
- Am I in Love...**68  
Gloria Van handles the ballad warmly to backing by a softly swinging combo. Nice listening. (Reserve, BMI)
- NITA SUMMERS**  
Help Yourself .....70  
CORAL 61586—A commendable cover vocal on a tune currently banned by CBS and Mutual. Miss Summers reportedly is the new monicker of a gal who's been around the music business for a while. She sings smoothly and professionally, but this disk may be a trifle late. (Broadcast, BMI)
- So Long, My Darling...**68  
A breezy, blues receives an attractive reading with relaxed, listenable backing by the King Guion Quintet. (Broadcast, BMI)
- ANGELE DURAND**  
I Love Paris .....69  
CAPITOL 3341—Capitol has come up with some competition for Caterina Valente in Miss Durand. Recorded in Germany, this beautiful arrangement of the tune from "Can-Can" is hard to resist. (Buxton, ASCAP)
- C'est Magnifique...**68  
Another "Can-Can" song, rendered with a maximum of sexy personality by Miss Durand. Both sides are sung in German, but their message is unmistakable, language barrier or no. (Buxton, ASCAP)
- GABE GARLAND ORK**  
If You Don't Dance  
(You're Nowhere) .....69  
ONYX 217—A novelty lyric with a driving rock and roll beat. The vocal by the Garland-aires is backed by solid instrumentation. (Bennett, BMI)
- You Are My Only Love...**65  
Good straight reading of this ballad, with the Garland-aires featured on the vocal. (Bennett, BMI)
- THE TRACEY TWINS**  
Locked in My Heart .....69  
RESERVE 104—Slow ballad, given a street-corner Salvation Army arrangement, is sung sweetly by the girls. The side creates a mood that many will like. Good wax. (Hill & Range, BMI)
- Every Little Now and Then...**64  
Cute little bouncer, but on the slight side. (Hill & Range, BMI)
- RITA DELMAR**  
I Got a Good Mind to Quit'cha .....68  
RAMA 193—Bright item in the "I Hear You Knockin'" vein is sung with personality for the rock and rollers. (Kahl, BMI)
- Teenage Heart...**68  
The Alan Freed song is harmonized by the thrush in a double-track effort. Stronger versions are available. (Weimar, BMI)
- EDDIE DEXTER BAND**  
Eddie's Tune .....68  
CAPITOL 3325—Catchy juke wax in this bouncy instrumental treatment of a pleasant rhythm tune with an old-fashioned soft-shoe beat. (Beechwood, BMI)
- Goodbye Blues...**68  
Same comment. (Robbins, ASCAP)
- RENATO CAROSONE**  
Infatuation (Scappricciatello) .....68  
CAPITOL F 71001—Chanter is big shakes in his native Italy, and he renders this Neapolitan ditty in attractive fashion. Support by the ork and whistlers is intriguing. (Beechwood, BMI)
- Lotta Piano (Pianofortissimo)...**67  
Here Carosone shows himself a pretty able man at the 88's. He's something of a virtuoso Crazy Otto on this face; a listenable side. (Beechwood, BMI)
- MARGIE RAYBURN**  
Basin Street Blues .....68  
CAPITOL 3338—A vigorous, outgoing interpretation of the standard that suggests the voice and style of Kay Starr. Miss Rayburn invests the tune with warmth and excitement. (Mayfair, ASCAP)
- Can I Tell Them  
That You're Mine...**65  
A pleasant ballad that Miss Rayburn reads with feeling and a touch of a bluesy style. (Weiss & Barry, BMI)
- BUD JOHNSON ORK**  
I Heard That Song Before .....67  
VICTOR 6412—The great standard is given a stylized instrumental reading, with slow, relaxed beat, featuring Johnson's sax. (E. H. Morris, ASCAP)
- Windbag...**67  
Another instrumental, in rapid tempo. Composition has considerable novelty value, and features Johnson's sax in a wild session. (Meridian, BMI)
- SHERRY PARSONS**  
Lonely Heart .....67  
UNIQUE 327—The canary oozes warm breath into this pleasant torcher. (ASCAP)
- The Moment...**67  
Cute rhythm novelty by Kramer and Whitney is less suitable for the thrush's sound. Attractive material nevertheless. (Pincus, ASCAP)
- MOLLY BEE**  
Fair Weather Fellow .....67  
CORAL 61580—Fresh-voiced thrushing on a fast-paced rhythm ditty with a strong country flavor. (Opal, BMI)
- Young and Naive...**66  
The lass essays a bouncy ballad with self-assured brightness and a happy tempo. (Nutmeg, ASCAP)
- DARLENE POWELL**  
Mood Music .....67  
PALACE 145—Low-light's music is mighty easy to listen to in this attractive rendition. (Granite, BMI)
- In the Middle of the Night...**65  
Gentle weeper is sung with feeling by Miss Powell. Light, jazz-type backing is appropriate. (Granite, BMI)
- THE SATISFIERS**  
When Your Heart Is Weary .....66  
BELLE 714—Leisurely-paced song, (Continued on page 42)



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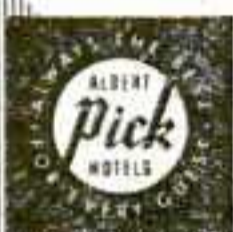
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## Hassle Over C&W Celebrations

Continued from page 14

plans were made to give them a more prominent spot on the program, and the celebration itself were divorced from conflicting outside interests.

### National Day Still On

Reminded this week that the Meridian Rodgers Memorial Celebration was definitely set for May 26, the same date mentioned for the National Country Music Day as outlined by the country music deejay association in convention in Nashville last November, Nelson King, of WCKY here, president of the CMDJA, stated that the sponsors of the Meridian were free to hold their celebration in honor of Jimmie Rodgers, but that the CMDJA would still go ahead with plans to hold its National Country Music Day on the same date.

When plans for the National Country Music Day were announced last fall, King suggested that the first such day be held in Nashville as a tribute to Station WSM, which has pioneered in the country music field and which engineered the initial national country and western deejay conclave now held in Nashville each year. At that time, King said, a WSM official present at the meeting indicated that he thought the WSM execs would go along with such a plan and would support the idea of the National Country Music Day in Nashville on May 26, 1956.

### May Make Switch

Since then, King says, he has heard nothing from WSM officials on the matter. Either they have chilled on the idea, King stated, or have never given it their official sanction. King said he will again contact WSM officials on the idea for a National Country Music Day in Nashville in May within the next week or so.

If they turn down the venture, King said he will submit the idea to RadioOzark Enterprises, Springfield, Mo., producers of "Ozark

Jubilee," which is beamed from there over the ABC-TV network on Saturday nights. King feels that the "Ozark Jubilee" people would be happy to sponsor such a day in Springfield as a nationwide promotion gimmick for its TV attraction.

Meanwhile the trade will look with interest upon the outcome. Music men, record people and the artists themselves look upon such country celebrations as an asset, as a means of valuable contact, when controlled, but they fear that duplication or too frequent a repetition may prove too expensive for all concerned, in time, money or lost bookings, to make any of them worthwhile. It may be, they fear, the thing that'll kill the goose.

## Crowell-Collier

Continued from page 12

a low price." Eventually the club will embrace all types of recorded repertoire, including classical, semi-classical, pop and jazz.

Crowell-Collier, publisher of Collier's, American Magazine and Woman's Home Companion, also has a book division and markets the Collier's Encyclopedia door to door. Latter was formerly known as the National Encyclopedia.

Smith asserted the record club operation could easily be absorbed in C-C's present circulation, promotion and fulfillment operation. Latter already services about 10,500,000 subscribers by mail.

Presumably the gaint mail order list would be used for disk club solicitation.

It is expected that Fowler's Capitol post as head of the diskery's electronics division will be taken over by Walter Heebner. Latter is currently in charge of the diskery's New York operations. Capitol's electronics division was formed largely to explore the possibilities of marketing here products of Electric & Musical Industries (Cap's parent company) other than records.

## Cap Releases 21

Continued from page 13

rale, and the Hollywood Bowl Symphony Orchestra.

Pop albums are by Billy May, Duke Ellington, Luis Oliveira, two mood music sets with Richard Jones conducting and strings of the Pittsburgh Symphony, a new instrumental album by Nat Cole, and the "Four Freshmen and Five Trombones." Additional sets are by Les Paul and Mary Ford, Les Baxter, Walter Schumann, Yma Sumac, Jane Froman, a jazz package by Buddy DeFranco and "Songs of the Brazos Valley," by Hank Thompson.

Highlight of the pop release is the Cole album, "The Piano Style of Nat (Kin Cole)," and the package by the Four Freshmen. Latter albums will receive special disk jockey and dealer promotional aids.

## Reviews of New Pop Records

Continued from page 40  
full of sentiment, gets that kind of performance. (Highland, BMI)  
To You...65  
Competent chanting by The Satisfiers, sans gimmicks. (Paramount, ASCAP)

OTTO BASH  
Lookout Mountain...66  
VICTOR 6426—A cover of a folksy tune recorded recently by Chuck Miller. Bash handles the material with an appropriately vigorous style. (Admont, ASCAP)  
Later, Alligator...61  
Considering how well established the Bill Haley version of this tune is, Bash will have rough sledding, even tho he does an effective job. (Arc, BMI)

## Jazz

BILL JENNINGS QUINTET  
Day Train...70  
KING 4877—Nice playing by the combo of rather simple fare, with Jennings doing well on the guitar. The hip crowd will realize kicks with this one. (Jay & Cee, BMI)  
Three Little Words...68  
The evergreen is handed a swinging reading by the Jennings' forces. (Harms, ASCAP)

## Allied-Bart

Continued from page 13

tionably effect production economies for the new company (The Billboard, January 28). For 22 years one of the nation's leading custom pressing and processing plants, and reputed to handle more than 80 per cent of the nation's custom transcription business, the formation of the new company brings together two of the industry's pioneers. Bart has been widely known for precision electroplating and electroforming of military and industrial components since 1912, and in recent years has supplied large amounts of nickel-plated pipe and tubing to the Atomic Energy Commission.

American Sound Corporation will be headed by Daken K. Broadhead, chairman of the board; Sigmund C. Bart, president, and Morris M. Messing, Short Hills, N. J., and Samuel Salzman, Hollywood, vice-presidents. Harold Neely has been named national sales manager of the new firm, a position he also holds with Allied.

The possibility also exists that Allied might reactivate its Allied Record label, which has not issued a release this past year. The disk operation had been active in the children's and pop field, merchandised thru toy jobbers and established independent distributors.

## Elliott Shapiro

Continued from page 13

Lure and Its Lore," published in 1941.

The sudden death of Shapiro saddened the entire industry, many executives stating that his professional knowledge was virtually inexhaustible and irreplaceable.

Among those mentioned as likely to be considered for more important posts at the firm's managerial level were Dick Vollter, of the New York office, and Sammy Friedman, of the West Coast branch.

Shapiro is survived by two daughters, his widow, Dorothy; his mother, Mrs. Fanny Shapiro; an aunt, Rae Bernstein, and his uncle, Louis Bernstein. Services are being held tomorrow (5) at the Riverside Chapel here.

## Million Sellers

Continued from page 14

to open their books to one and all such is their joy.

### Singles a Stimulant

Lagging far behind the package field for almost a year, the sales of single records today have offered the dealer the greatest stimulant to their business, since single sales have always represented the most potent source of income. A dealer's business is by the very nature of the industry inextricably tied to turnover, and only thru single sales can he achieve a rapid turnover and likewise a rapid profit.

Some point to rock and roll as being responsible for getting teenagers, who represent the largest potential source of buyers, into the stores again. With the division between rock and roll and pop records almost non-existent, dealers are achieving greater exposure of singles than previously.

Other records that are selling well into the hundreds of thousands include Decca's "It's Almost Tomorrow" and "Hen," Dot's "I Hear You Knockin'" and the upcoming "Tutti-Frutti," the indie version of "Teenager's Prayer," Bobby Scott's "Chain Gang" and Capitol's "Love and Marriage."

## 2 M-O Clubs

Continued from page 14

12-inch LP, holding music alone, with an accompanying 10-inch carry analytic commentary. In most cases to date B-O-M-C disks have carried one side of music, with the other side featuring the commentary.

A spokesman of the Sutliff-Stevenson Music Treasures Club said his company plans no price change.

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

This Week's Best Buys

SINFUL SECRET (Central Songs, BMI)-Ferlin Huskey-Capitol 3316 This weeper has been attracting considerable favorable attention in the short time that it has been available. It is now reported selling well in most key Southern markets, including Nashville, Atlanta, Birmingham, Memphis and Durham. Flip is "Slow Down, Brother" (Milene, ASCAP).

Review Spotlight on . . .

RECORDS

WEBB PIERCE

Yes, I Know Why (Cedarwood, BMI) 'Cause I Love You (Cedarwood, BMI)-Decca 29805-Webb Pierce apparently never misses, and his latest disk should be another two-sided hit for him. He warbles with sincerity and warmth on two appealing ballads, which are bound to pick up plenty of juke, jockey and cross-counter attention.

JEAN SHEPARD

This Has Been Your Life (Tree, BMI) I Learned It All From You (Central, BMI)-Capitol 3340-Here are two fine vocals by Jean Shepard, and both should pull considerable play. "This Has Been Your Life" spotlights a sock reading on a highly effective weeper with great lyrics. The flip is another excellent weeper with an intriguing lyric theme and a poignant performance by the thrush.

ELVIS PRESLEY

Heartbreak Hotel (Tree, BMI) I Was the One (Jungnickel, ASCAP)-Victor 6420-Presley's first Victor disk might easily break in both markets. "Heartbreak Hotel" is a strong blues item wrapped up in his usual powerful style and a great beat. "I Was the One" is about as close to r.&b. as you can get without horns, and has more pop appeal. Presley is riding high right now with network TV appearances, and this disk should benefit from all the special plugging.

HANK THOMPSON

The Blackboard of My Heart (Texoma, BMI) I'm Not Mad, Just Hurt (Brazos, BMI)-Capitol 3347-Thompson warbles with showmanly effectiveness on "The Blackboard of My Heart," a fine weeper with an interesting lyric line. "I'm Not Mad, Just Hurt" is another poignant weeper, delivered with moving emotional impact by the singer. Both sides should grab off coin.

NOVELTY

JIMMY HEAP ORCHESTRA

Butternut (Central, BMI)-Capitol 3333-Here's an off-beat and an unusual near-r.&b. sound. It's a catchy item, which could move out in the pop market, and is particularly strong as programming material for jocks and jukes. Flip, "It Takes a Heap of Lovin'" (Beechwood, BMI) is a slow c.&w. ballad, sung with suitable plaintiveness by Perk Williams.

Reviews of New C & W Records

BOBBY LORD

So Doggone Lonesome . . . 78 COLUMBIA 21498-A cover of the Sun disk. Bobby Lord chants the excellent bluesy tune backed by an effective beat featuring bass. Pie, Peachie Pie, Pie. . . 75 This side is a lilting novelty with a slow, persuasive, bouncy beat.

(LITTLE) JIMMY DICKENS

Hey, Worm! . . . 77 COLUMBIA 21491 - "Hey, worm, wanna wiggle?" is the idea here as Dickens gets set for his "Night to howl." This one swings in top country style and should stir action aplenty. (Central, BMI) Where Did the Sunshine Go. . . 76 Insistent plea by weeping chorus backs up Dicken's great wailing about the lady with the sunshine in her smile. Should make country boxes jingle. (Showcase, BMI)

HYLO BROWN

The Wrong Kind of Life . . . 77 CAPITOL 3327-She traded her fire-side for "the flashing neon signs." He makes an urgent plea "while the spark of love still burns." Strong material here, well sung by Brown. (Central, BMI) Let's Stop Fooling Our Hearts. . . 75 They both have someone new, apparently. Strong country styling. (Tree, BMI)

JIMMY SKINNER

Want You for My Baby . . . 76 MERCURY 70792-Skinner belts out a country blues-one with a cute lyric and a catchy beat. (Acuff-Rose, BMI) Steppin' Out on You. . . 75 Jimmy Sings a weeper on this side. A typical country ballad, well-constructed and performed. (Acuff-Rose, BMI)

ARTHUR SMITH

Nobody, Somebody, Nobody . . . 75 M-G-M 12176-The talented vocalist in this attractive cry-ballad is Tommy Faile. His is a strong reading and he gets emphatic rhythm support from Smith and the Cracker-Jacks. (Lynn, BMI) All Night Blues. . . 74 One of those funky blues instrumentals that is coming back into popularity. A fine showcase for the fleet fingers of the guitarist. (Lynn, BMI)

GENE AUTRY

A Voice in the Choir . . . 75 COLUMBIA 21229-Here's another of those sweet love opuses that mixes

romance with the "church in the valley" theme. Great juke wax. (Western, ASCAP) Angels in the Sky. . . 73 Autry offers an effective and moving cover of the simple, charming sacred tune. Organ backing adds atmosphere. (RidgeWAY, BMI)

PETE PIKE

A Friend of the Bride . . . 75 CORAL 61581-Pike warbles plaintively on an effective weeper about a guy standing by bravely while his gal weds another. (Four Star Sales, BMI) At My Side. . . 72 Another good vocal performance by Pike on a melodic ballad with a happier lyric theme than the flip. (Four Star Sales, BMI)

LADELL SISTERS

Hasta Luego . . . 75 MERCURY 70793 - Sweet-voiced thrashing on a leisurely paced, pretty tune. Both performance and song could go both pop and c.&w. (Trinity, BMI) Say It Again. . . 72 Bright, bouncy reading of a catchy rhythm tune with nice string backing. Another dual-market entry. (Tannen, BMI)

PATSY CLINE

I Love You, Honey . . . 74 CORAL 61583-The canary thrushes brightly on a cute gold-digger's ditty -e.g. "I love your money, but most of all I love your automobile." Both performance and tune are on the pop side, and the disk might go in both markets. (Four Star Sales, BMI) Come on In. . . 72 A sprightly-paced ditty is wrapped up in a happy vocal treatment with more country flavor than the flip. (Four Star Sales, BMI)

STANLEY BROTHERS

Nobody's Love Like Mine . . . 73 MERCURY 70789 - The brothers have an authentic country sound on this ditty. Disk is aided by bright string instrumentation. (Acuff-Rose, BMI) Big Tilda. . . 73 A lively, sparkling country instrumental. (Acuff-Rose, BMI)

BENNY MARTIN

If I Didn't Have a Conscience . . . 73 MERCURY 70794-A strong weeper. Benny Martin chants this sad lyric with much feeling. (Cedarwood, BMI) You're Guilty, Darling. . . 72 She has had a secret love affair; but

he doesn't care. Benny chants this theme to good backing. (Cedarwood, BMI)

DOT AND SMOKEY

You're No Good . . . 72 M-G-M 12177-Dot sadly concludes that she'll have to give up her boy friend. Smokey gives her terrific harmonic support on this attractive ditty, taken at a wild lickity-split speed. (Acuff-Rose, BMI) Now That You Know. . . 71 The duo chalks up another neat harmony job here, on this nostalgic tune, set to a spirited beat. Deejays should find good use for both sides. (Acuff-Rose, BMI)

MASON DIXON

Don't Worry 'Bout Nuthin' . . . 72 METEOR 5028-This is a swiny little chin-chucker that has the rose-colored glasses outlook. (Meteor, BMI) I'll Never Fall . . . 70 Emotional subject matter is handled in slow, meaningful tones. (Meteor, BMI)

JACK MORRIS

My Pony Wants to Go . . . 68 STARDAY 541-Western type talking novelty could get some spinning around the home territory. (Opal, BMI) Cooling to the Wrong Pigeon. . . 68 Same goes for this bright blues ditty. (Opal, BMI)

CAL DAVIS

Partnership Love Affair . . . 66 FORTUNE 185-He'll never fall in love again with a girl he'll have to share. Davis chants this theme adequately. (Trianon, BMI) Third Set of Tears. . . 60 This disk lacks brightness and sparkle. (Trianon, BMI)

Committee for 'Rodgers Day'

NASHVILLE, Feb. 4. - Special committee to plan activities in connection with the next "Jimmie Rodgers-National Country Music Day" celebration was announced last week by Ernest Tubb and Hank Snow. Tubb is president of the Rodgers Memorial and Health Foundation. Committee includes publishers Julian Aberbach, Nat Tannen, Wesley Rose, Sylvester Cross and a representative of Southern Music yet to be determined.

Other committeemen are Bob Burton, Broadcast Music, Inc., general manager, and Harold Moon of BMI Canada. Cliffie Stone of Central Songs has not yet confirmed his invite to be a committee member.

The celebration is planned for May 26.

Reviews and Ratings of New Popular Albums

Continued from page 18

obvious Livingston took extreme care in making this set.

WANDERIN' WITH STAN WILSON. . . 73 (1-10")

Cavalier CAV 5005 Wilson is one of the most interesting and versatile folk singers on wax. He has a great depth of tenderness but where it's needed he can impress with great power and conviction. There seems to be nothing forced or phoney. The tunes are done with genuineness and sincerity and the self accompaniment on guitar is unusually good. The moods range from a tender "Barbara Allen" to a lilting wink-of-the-eye treatment of the Calypso tune, "Young Girls." Followers of the Josh White school will particularly enjoy Stan Wilson.

FRISCO BOUND! . . . 72

Jesse Fuller, Guitar (1-10") Cavalier CAV 5056 This interesting album contains true folk material, both in the material and the performance. Touches of Leadbelly, primitive blues curiously remindful of Jimmie Rodgers are all here. The tunes include "Leavin' Memphis, Frisco Bound," "Motherless Children," "As Long As I Can Feel the Spirit"-the last a spiritual. A package for dealers with a clientele interested in American folk material and primitive blues.

CHILDREN . . . CHILDREN . . . 71

MY LITTLE WORLD . . . 71 Leroy Holmes (1-12") M-G-M X 1159 Mini Stein has a mystical and fascinating gift of story telling. From

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C & W Territorial Best Sellers

For survey week ending February 1

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Eat, Drink and Be Merry P. Wagoner, Vic.
2. Don't Take It Out on Me H. Thompson, Cap.
3. It's a Great Life, F. Young, Cap.
4. Sixteen Tons, T. Ernie, Cap.
5. Why, Baby, Why? R. Sovine-W. Pierce, Dec.

Charlotte

- 1. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
2. I Forgot to Remember to Forget E. Presley, Vic-Sun
3. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
4. Sixteen Tons, T. Ernie, Cap.
5. I've Kissed You My Last Time K. Wells, Dec.
6. Eat, Drink and Be Merry P. Wagoner, Vic.
7. Love, Love, Love, W. Pierce, Dec.
8. No One But You, R. & B. Foley, Dec.
9. You're Free to Go, C. Smith, Col.

Dallas-Fort Worth

- 1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. Why, Baby, Why? G. Jones, Sdy.
6. Beautiful Lies, J. Shepard, Cap.

Houston

- 1. What Am I Worth? G. Jones, Sdy.
2. These Hands, H. Snow, Vic.
3. Why, Baby, Why? G. Jones, Sdy.
4. Only You, C. Walker, Dec.
5. I Thought I'd Never Fall in Love Again J. Newman, Dot
6. Love, Love, Love, W. Pierce, Dec.
7. Sixteen Tons, T. Ernie, Cap.
8. Eat, Drink and Be Merry P. Wagoner, Vic.
9. Mystery Train, E. Presley, Vic-Sun

Memphis

- 1. Sixteen Tons, T. Ernie, Cap.
2. Blue Suede Shoes, C. Perkins, Sun
3. Trouble in Mind, E. Arnold, Vic.
4. Folsom Prison Blues, J. Cash, Sun
5. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
6. Love, Love, Love, W. Pierce, Dec.

Nashville

- 1. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
2. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
3. Love, Love, Love, W. Pierce, Dec.
4. Sixteen Tons, T. Ernie, Cap.
5. Eat, Drink and Be Merry P. Wagoner, Vic.
6. Why, Baby, Why? G. Jones, Sdy.
7. Run Boy, R. Price, Col.

New Orleans

- 1. Sixteen Tons, T. Ernie, Cap.
2. I Forgot to Remember to Forget E. Presley, Vic-Sun
3. Why, Baby, Why? G. Jones, Sdy.
4. I Feel Like Cryin', C. Smith, Col.
5. Love, Love, Love, W. Pierce, Dec.
6. Just Call Me Lonesome, E. Arnold, Vic.

Richmond, Va.

- 1. Sixteen Tons, T. Ernie, Cap.
2. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
3. Folsom Prison Blues, J. Cash, Sun
4. Maudlinner, H. Snow, Vic.
5. Lonely Side of Town, K. Wells, Dec.
6. I Walked Alone Last Night E. Arnold, Vic.

her native South Africa, she has toured many regions of the world, yet her stories have a simplicity and charm that has universal appeal to children. A half dozen of her stories and poems of the everyday things in a child's life, of love, kindness and unselfishness, as expressed in the spirit of God, have been included in this attractive package. Background music was composed and conducted by Leroy Holmes and the tunes are sung appealingly by Roseanne June. Effort can both teach and entertain kiddies.

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The Billboard The Music-Record Industry's Leading Newsweekly

# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • Best Sellers in Stores

For survey week ending February 1

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	14	SIXTEEN TONS (BMI)—Tennessee Ernie	Ernie
2	3	21	LOVE, LOVE, LOVE (BMI)—W. Pierce	W. Pierce
3	2	8	WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	R. Sovine & W. Pierce
4	4	22	I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	E. Presley
5	6	3	I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	Louvin Brothers
6	5	11	EAT, DRINK AND BE MERRY (BMI)—P. Wagoner	P. Wagoner
7	7	9	I FEEL LIKE CRYIN' (BMI)—C. Smith	C. Smith
8	—	8	YOU'RE FREE TO GO (ASCAP)—Col 21462	Col 21462
9	12	26	JUST CALL ME LONESOME (BMI)—E. Arnold	E. Arnold
10	10	14	BEAUTIFUL LIES (BMI)—J. Shepard	J. Shepard
11	11	3	YOU AND ME (BMI)—R. Foley & K. Wells	R. Foley & K. Wells
12	7	9	WHY, BABY, WHY? (BMI)—C. Jones	C. Jones
13	9	3	TROUBLE IN MIND (ASCAP)—E. Arnold	E. Arnold
14	—	1	SO DOGGONE LONESOME (BMI)—J. Cash	J. Cash
15	—	1	THESE HANDS (BMI)—H. Snow	H. Snow

## • Most Played in Juke Boxes

For survey week ending February 1

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	12	SIXTEEN TONS (BMI)—Tennessee Ernie	Ernie
2	2	5	WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	R. Sovine & W. Pierce
3	3	13	I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	E. Presley
4	4	19	LOVE, LOVE, LOVE (BMI)—W. Pierce	W. Pierce
5	5	9	EAT, DRINK AND BE MERRY (BMI)—P. Wagoner	P. Wagoner
6	6	24	JUST CALL ME LONESOME (BMI)—E. Arnold	E. Arnold
7	—	4	YOU'RE FREE TO GO (ASCAP)—Col 21462	Col 21462
8	7	13	WHY, BABY, WHY? (BMI)—C. Jones	C. Jones
9	8	3	WHAT AM I WORTH? (BMI)—C. Jones	C. Jones
10	—	9	BEAUTIFUL LIES (BMI)—J. Shepard	J. Shepard

## • Most Played by Jockeys

For survey week ending February 1

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	Title	Artist
1	3	9	WHY, BABY, WHY?—R. Sovine & W. Pierce	R. Sovine & W. Pierce
2	1	20	LOVE, LOVE, LOVE—W. Pierce	W. Pierce
3	2	13	SIXTEEN TONS—Tennessee Ernie	Ernie
4	4	18	I FORGOT TO REMEMBER TO FORGET—E. Presley	E. Presley
5	10	5	RUN BOY—R. Price	R. Price
6	5	5	I DON'T BELIEVE YOU MET MY BABY—Louvin Brothers	Louvin Brothers
7	7	10	YOU'RE FREE TO GO—C. Smith	C. Smith
8	6	11	EAT, DRINK AND BE MERRY—P. Wagoner	P. Wagoner
9	15	2	THESE HANDS—H. Snow	H. Snow
10	13	2	WHAT AM I WORTH?—C. Jones	C. Jones
10	—	1	FOLSOM PRISON BLUES—J. Cash	J. Cash
10	—	1	I'VE KISSED YOU MY LAST TIME—K. Wells	K. Wells
13	—	3	YOU'RE NOT PLAY LOVE—Wilburn Brothers	Wilburn Brothers
13	9	24	JUST CALL ME LONESOME—E. Arnold	E. Arnold
15	12	10	WHY, BABY, WHY?—C. Jones	C. Jones

# FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

The new membership list of the Country Music Disk Jockey Association has just left the presses and is available free to all record firms, music companies and other members of the trade. For your copy write to the CMDJA prexy, Nelson King, at Station WCKY, Hotel Gibson, Cincinnati, or Tommy Sutton, secretary, 2338 Rustic Road, Dayton 6, O. King, incidentally, appears as guest of Red Foley on "Ozark Jubilee" over the ABC-TV network from Springfield, Mo., February 18. He'll feature his new Mercury recording, "Mail Order From Heaven."

Lefty Frizzell is set at Town Hall, Los Angeles, each Friday and Saturday until mid-March. On February 12 Lefty flies to Denver to do a show at the Auditorium there for A. V. Bamford. . . . Joni Hall and Lucky Caroline show their wares at Phoenix, Ariz., February 11, with Cousin Herb Henson making the same town a week later. . . . Freddie Hart is working the Modesto, Calif., sector beginning this week. . . . Carolina Cotton, back from her trek to the Orient, is keeping busy on personals while holding down her "Western Varieties" show, beamed every Friday over KTLA-TV, Los Angeles.

Webb Pierce, Red Sovine, Roy Hall, Van Howard, Floyd Cramer and Jimmy and Johnny move into the Casino Theater, Toronto, Thursday (9) for a week's stand in conjunction with the U-I flicker filmed some months ago, featuring Webb and his Wondering Boys. . . . Tex Williams, of "Smoke, Smoke, Smoke" fame, guestars on "Ozark Jubilee" February 25. . . . Faron Young, the Wilburn Brothers and Rita Robbins are set for the Home Show at the National Guard Armory, Washington, February 18-26.

Carl Smith, Porter Wagoner, Tommy Collins, Sonny James, Charline Arthur and Goldie Hill headed up a "Grand Ole Opry" unit at Municipal Auditorium, Norfolk, Sunday (5). . . . Carl Story (Mercury) has left "Mid-Day Merry-Go-Round" on WNOX, Knoxville, to join up with the Cas Walker shows on WIVK in the same city. Claude Boone, composer of "Wedding Bells," which hit a few years ago, is another recent addition to the WIVK talent staff. . . . Buddy Bain, Kay Wayne and Merle (Red) Taylor, of WCMA, Corinth, Miss., have as their latest on the Meteor label "Can We Live It Down?," backed with "Daydreams, Come True." The trio is slated to make appearances soon on WDXI-TV, Jackson, Tenn.

Freddie Hart, Tex Carman, Joni Hall and Lucky Caroline have been booked by the Americana Corporation, Los Angeles, for 16 one-nighters, starting February 17 at El Centro, Calif. Trek will take them into Arizona, New Mexico and West Texas. Around mid-March they begin another jaunt for Americana that will take them to the East Coast and up into Canada. . . . The Gene Autry Show, which began its current auditorium swing at Beloit, Wis., January 20, winds up the tour at Charlotte, N. C., February 19. With Autry are Gail (Annie Oakley) Davis, Pat Buttram, the Cass County Boys, Carl Cotner, the Strongs, the Rudells, the Cycling Villenaves, Happy Kellems, Frankie Marvin, and the Promenaders, square dancers.

Dave Dudley (King) and His Country Caravan have moved into the Gay 90's, Minneapolis, for an indefinite stand. Guesting there

each Tuesday night is Texas Bill Strength, who's now spinning the country wax over a local station. Dudley began his own country record show over WCOW, St. Paul, February 1. He's on daily from 12 noon to 1 p.m. . . . Red Kirk, whose latest on the Republic label is "Red-Lipped Girl," is now handling country deejay chores at WSKY, Asheville, N. C. Ken Marvin, former vocalist with Roy Acuff, is now morning country music man on WSKY. Also appearing on the same station nightly, 9-10:30 o'clock, is Cactus Pete Williams.

Herbert L. Shucher, for the last several years personal manager to Carl Stuart, well known in the Boston area, is now working in a similar capacity for Jim Reeves and will soon leave the Hub to make his permanent abode in Nashville. Shucher is now in the process of lining up a tour for Reeves. . . . The rumor making the rounds is that Station WGN, Chicago, is mulling plans to inaugurate a Saturday night c.&w. jamboree. . . . Webb Pierce, Red Sovine and Jimmy and Johnny have just concluded a successful swing thru the Southwest, with the promotion handled by Lucky Moeller and Joe Lehr, the latter of Denver.

Carl Perkins, who guested with "Big D Jamboree," Dallas, January 28, is slated for a return engagement there February 18. Perkins is managed by Dick St. . . . George Jones set for the guest slot on "Big D Jamboree" next Saturday (11). . . . Sonny James and Charline Arthur, still on tour thru the South for A. V. Bamford, return to "Big D" February 25. . . . Jimmy and Johnny, the Belew Twins and Helen Hall played San Angelo, Tex., Friday (3) and Odessa, Tex., Saturday (4).

Libby Horne, 10-year-old country canary of McAlester, Okla., has been signed to a long-term personal-management contract by Crossroads TV Productions, Springfield, Mo. Libby made her initial appearance with the firm's "Ozark Jubilee" last September and returned two months later to serve as mistress of ceremony of the first "Junior Ozark Jubilee." . . . George Riddle, still on radio and TV in Knoxville as a member of the Cas Walker shows, is working personals in the area with Jimmy Murphy (Columbia), Carlos Henderson and James Carson. Murphy has a new Columbia release in "Here, Kitty, Kitty," b/w "Lookin' for a Mustard Patch," both from his own pen. Murphy continues on WIVK, Knoxville.

Faron Young, the Wilburn Brothers, Jean Shepard and Hawkshaw Hawkins will be on deck in person at the Lyric Theater, Indianapolis, when Faron's flicker, "Hidden Guns," has its world premiere there February 10-13. . . . Station KRLD, Dallas, is revamping its Sunday afternoon TV show, using guest artists instead of acts from its "Big D Jamboree" to augment the show's regular features, the Belew Twins and the station's Country Gentlemen band. An auto agency is sponsoring. Artists passing thru are urged to contact KRLD officials.

Carl Smith, currently on tour of the Southland for A. V. Bamford, has a brand-new one on the Columbia label, "I've Changed" b/w. "If You Do, Dear," released last week. On the unit with Smith are Sonny James and Charline Arthur. The tour, which began in Atlanta January 22, winds up in Corpus Christi, Tex., February 20.

### With the Jockeys

Jack Holden, KWEM, Memphis, did a recent "Mr. Deejay, U. S. A." stint over WSM, Nashville. . . . Malcolm Bradt, CKLY, Lindsay, Ont., info: "CKLY is a new 1,000-watter that covers most of Central Ontario from Toronto to North Bay and Georgian Bay to Kingston. Our western shows include the 'Western Serenade,' with June Marshall and myself. Many of your artists come to Canada regularly and we would like to promote them to our listeners. This, of course, is not feasible unless we have a fair-size, western library. In short, we need records."

Jimmie Lee Durden has moved his country & western show from Baytown, Tex., to KTLW, Texas City, Tex. He's on each Saturday from 12:15-1 p.m. with his band, the Drifters, and from 1-2:45 p.m. with a deejay show, "Jimmie Lee's Jamboree." Tater Pete Hunter and Pleasant Ray Hedgewood carry on with the country music over KTLW from 9 a.m.-1 p.m. Monday thru Friday. . . . Balin' Wire Bob Strack, KIMO, Independence, Mo., says he's noticed an increasing number of tunes by duets or trios appearing on various hit parades. Says Strack: "This may be an indication that the general public is taking a decided liking to having several lead voices instead of just the usual solo." . . . Herbert Oscar is spinning out six hours of the country music each night, midnight till 6 a.m., over KSTP, St. Paul. The early morning show is worked on a P.I. basis.

KLAK, Lakewood, Colo., only station in the Rocky Mountain area that plays country & western music exclusively, has been receiving numerous visits from c.&w. artists since going on the air a few months ago. Morey DeVolt, station topper, says the latched string is always out at KLAK. . . . Jimmy Dunklin, who heads up "Southland Jamboree" over WXYK, Sarasota, Fla., reports that he's been receiving a lot more records since his gripe appeared here recently. . . . Gordon Guest has moved his base of operations from KHBR, Hillsboro, Tex., to KSEY, Seymour, Tex. Guest, who spun country platters for almost six years at KHBR, advises that he is still in need of much wax. . . . Wild Bill Price, formerly with WCOJ, Coatesville, Pa., is now doing a daily five-hour country show, 9 a.m.-2 p.m., over XERB, Rosarito Beach, Mexico, a 50,000-watter that covers the West Coast. According to Price, record distribution is poor at the station, especially from the larger companies. Address of XERB is Box 1190, San Diego 12, Calif.

Smiley Roberts, WJKO, Springfield, Mass., is promoting a new c.&w. artist, Rod Barkley. Roberts reports that Barkley is doing an hour TV show, and that he has an audition coming up soon with RCA Victor. . . . Stopping by Bill Bentley's mike at KSTV, Stephenville, Tex., recently, were Billy Walker and the Jubalaires. . . . The Western Swing Kings drew 1,500 dancers to the Cotton Club, Lubbock, Tex., New Year's Eve, according to Ray (Slim) Corbin, KTFY, Brownsfield, Tex. Group consists of Bobby Durham, piano and emcee; Corbin, vocals, lead and rhythm guitar; Weldon Turpin, fiddle and vocalist; Bobby Stuffle, steel guitar; Irvin Fuller, bass; Shelby Glenn, drums,

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# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## • Reviews of New R & B Records

**LAVERN BAKER**  
**Get Up, Get Up (You Sleepy Head)**... 83  
 ATLANTIC 1087—Baker fans will welcome this "Tweedle Dee" type number. This bright arrangement, with a cute whistled obbligato in the background, will appeal to pop as well as r.&b. customers, and could be a big one for her. (Lowell, BMI)  
**My Happiness Forever**... 81  
 This catchy ballad, set to a strong beat, makes an unusually apt vehicle for the thrush. Miss Baker delivers it forcefully and with her usual suave style. (Progressive, BMI)

**JANE BAKER**  
**Boom-De-De-Boom**... 78  
 VICTOR 6425—The thrush sings up a storm on this rocking, rhythm tune. The basic idea is a simple one, which makes its appeal direct and memorable. A talent and a piece of material to watch. (Meridian, BMI)  
**Sing On, Baby**... 76  
 In this interesting side, the material has the development and choral response to the soloist of a spiritual. Miss Baker has a warm voice and a throaty projection that is hard to resist. (Meridian, BMI)

**THE COLTS**  
**Sweet Sixteen**... 80  
 VITA 121—Here's a heavy play to the teen-age market, and it's well-rendered by the group. Purity angle, however, may stretch the imagination. (Peer, BMI)  
**Honey Bun**... 77  
 The lads rock thru a tale that's just sly enough in the lyric department to bring some sales. Good rock 'n' roll box material. (Peer, BMI)

**THE SOUNDS**  
**Sweet Sixteen**... 80  
 MODERN 981—Prolific deejay Alan Freed co-authored this paean to precocious love. The group sings well, and the side is bound to benefit from solid plugging in certain cities. (Peer, BMI)  
**Anything for You**... 75  
 Fine rocking effort on an item that holds forth great generosity. Tune is not in the hackneyed jump blues progression. Should get a good whirl. (Modern, BMI)

**THE NOTES**  
**Cha Jezebel**... 76  
 CAPITOL 3332—Smooth, showmanly group vocalizing on an exotic-flavored rhythm item with a hypnotic, steady beat. Should grab off considerable play. (Meridian, BMI)  
**Don't Leave Me Now**... 75  
 A commendable reading by the Notes on an appealing ballad with standout work by the lead singer. (Meridian, BMI)

**THE PENGUINS**  
**She's Gone, Gone**... 76  
 MERCURY 70799—To a pounding beat, the group harmonizes this up-tempo material with a vengeance. A nicely tailored job that will appeal to the teen-agers. Excellent for juke boxes. (Pera, BMI)  
**My Troubles Are Not at an End**... 73  
 The lead says that he has lost his love, and appears to be inconsolable. This pretty close-harmony reading is pleasant listening. (Pera, BMI)

**EARL BOSTIC ORK**  
**'Cause You're My Lover**... 75  
 KING 4883—Wonderful dance wax, for pop as well as r.&b. customers. The big ork projects the tune with rare know-how. (ASCAP)  
**I Love You Truly**... 75  
 More of the same high-powered orking, dressing up the oldie with a fresh-sounding beat. (ASCAP)

**PRINCE PARTRIDGE**  
**Hen Party**... 74  
 CREST 1009—A cute novelty with a slow but lively beat. Prince Partridge's chanting gets good backing by the ork and a chanting chorus. (American, BMI)  
**Get Back**... 74  
 Another novelty, with a rollicking beat. Lyric is unusual, and requires fast-talking delivery. (American, BMI)

**THE DIAMONDS**  
**Why Do Fools Fall in Love?**... 74  
 MERCURY 70790—A nice cover side, with the lead singer showcased well by the arrangement. Could share the loot, if the number continues to climb via the Teen-Agers original. (Patricia, BMI)  
**You Baby, You**... 73  
 This side moves right along, with a lively beat and good chanting. (Patricia, BMI)

**CHRIS KENNER**  
**Don't Let Her Pin**... 74  
 That Charge on Me... 74  
 BATON 220—Kenner sings in impressive Southern style blues of some lamentable court room doings. Funky band sound adds great trimmings. (Dare, BMI)  
**Grandma's House**... 70  
 A Southland shouter with a rhythm beat gets the rousing treatment here. Flip, however, has more to offer. (Dare, BMI)

**SMOKI WHITFIELD**  
**Function at the Junction**... 72  
 CREST 1010—It has been a while since a "Saturday Night Fish Fry" type record has appeared, and here is one in that vein that will intrigue many. A lively, entertaining side. (American, BMI)  
**Take the Hint**... 68  
 Another side of humorous patter on the woes of married life, delivered impishly by Whitfield. The strident background music adds to the desired effect. (American, BMI)

## Rhythm & Blues Notes

By BILL SIMON

It's with mixed feelings that we take over R.&B. Notes from Paul Ackerman this week. For one thing, we know how much he hates to relinquish a chore that developed into a virtual privilege, as he saw it. But we feel the same way about this most vital and popular area of the music business, and now that Ackerman has been pulled away by the pressure of his executive functions, we'll do our best to live up to his standards of empathy and eloquence. He has asked us to mention here that he hopes his many friends in the field will continue to write and phone him at The Billboard and keep him hip to the happenings.

Thanks to a flock of great records, the r.&b. market was bullish this past week. However, there was little change noted in the order of chart incumbents. The first five disks maintained the identical positions they held last week, and the only new side to break into the charmed circle was Jimmy Reed's flavorsome Southern-style slicing of "Ain't That Lovin' You, Baby?" on Vee Jay. That one jumped right in at the No. 9 spot, which indicates once more that Reed's deep-down appeal is appreciated in all r.&b. areas, urban and rural alike.

Joe Turner's "Chicken and the Hawk" and "Morning, Noon and Night" coupling has been popping in and out of the charts, and it's back in this week after a new sales spurt. Turner is due in town this week for an Atlantic recording date. The same outfit has its new sock group, the Sensations, cutting for the subsidiary Atco label within a few days.

Groove's artists and repertoire chief, Bob Rolontz, is out on a two-week promotion and talent scouting jaunt between here and Chicago. The label is pulling out all the stops to break thru with its first release by that grand gal, Varetta Dillard. Stan Pat, the artist's manager and impresario, placed Screamin' Jay Hawkins on Wing exclusively last week, but first he had the impressive new blues gargler cut some fancy faces for Grand records. Hawkins is at the Royal Theater, Baltimore, this week; then goes into deejay Hal Jackson's rock and roll show at the Bronx Opera House February 10-12. Hawkins, who is booked by the Gale Agency, follows up with 10 days at Mandy's in Buffalo, starting February 14.

Sammy Weiss, of Old Town records, has cut the first session with his new group, the Royaltones, and its due for release this week. "Rhythm and Blues Review," the follow-up flick to the successful "Rock 'n' Roll Revue," already has been booked in 1,000 major theaters, according to the producers, Studio Films. The flick features Count Basie, Sarah Vaughan, Faye Adams, Cab Calloway and many more. . . . Charles Fuqua's Ink Spots will be at Larry Potter's Supper Club in San Francisco from February 10 thru March 1.

How 'bout this now? Deejay George Bannister, of WBUD, Trenton, N. J., reports that the Ford Company and its local Trenton agency were "so pleased with the results they received from the first three months of participation on the George Bannister Show that they made the deejay a gift of a 1956 Ford station wagon, fully equipped and with no strings attached." He mentions, incidentally, that the wagon "carries full advertisement for the Ford Company and the Bannister show on WBUD."

## • Best Sellers in Stores

For survey week ending February 1

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	Side on top.	Weeks on Chart
1.	<b>GREAT PRETENDER (BMI)—Platters</b> I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1 9
2.	<b>TUTTI FRUTTI (BMI)—Little Richard</b> I'm Just a Lonely Guy (BMI)—Specialty 561	2 12
3.	<b>SEVEN DAYS (BMI)—C. McPhatter</b> I'm Not Worthy of You (BMI)—Atlantic 1981	3 6
4.	<b>SPEEDOO (BMI)—Cadillacs</b> Let Me Explain (BMI)—Josie 785	4 6
5.	<b>DEVIL OR ANGEL (BMI)—Clovers</b> <b>HEY DOLL BABY (BMI)—Atlantic 1083</b>	5 2
6.	<b>JIVIN' AROUND (PARTS I &amp; II) (BMI)—E. Freeman</b> Cash 1017	13 6
7.	<b>ONLY YOU (BMI)—Platters</b> Bark, Battle & Ball (BMI)—Mercury 70633	8 29
8.	<b>NEED YOUR LOVE SO BAD (BMI)—Little Willie John</b> Home At Last (BMI)—King-4841	5 5
9.	<b>AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed</b> Baby, Don't Say That No More (BMI)—Vee Jay 168	— 1
10.	<b>HANDS OFF (BMI)—J. McShann-P. Bowman</b> Another Night (BMI)—Vee Jay 155	7 15
11.	<b>WITCHCRAFT (BMI)—Spiders</b> Is It True (BMI)—Imperial 5366	14 11
12.	<b>DON'T BLAME IT ON ME (BMI)—F. Domino</b> <b>BO WEEVIL (BMI)—Imperial 5375</b>	— 1
13.	<b>POOR ME (BMI)—F. Domino</b> I Can't Go On (BMI)—Imperial 5369	10 12
14.	<b>CHICKEN AND THE HAWK (BMI)—J. Turner</b> <b>MORNING, NOON AND NIGHT (BMI)—Atlantic 1080</b>	— 2
15.	<b>STEAMBOAT (BMI)—Drifters</b> Adorable (BMI)—Atlantic 1078	11 15
15.	<b>FEEL SO GOOD (BMI)—Shirley &amp; Lee</b> You'd Be Thinking of Me (BMI)—Aladdin 3289	12 25

## • Most Played in Juke Boxes

For survey week ending February 1

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	Weeks on Chart
1. <b>GREAT PRETENDER (BMI)—Platters</b> I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1 4
2. <b>SEVEN DAYS (BMI)—C. McPhatter</b> I'm Not Worthy of You (BMI)—Atlantic 1081	3 4
3. <b>TUTTI FRUTTI (BMI)—Little Richard</b> I'm Just a Lonely Guy (BMI)—Specialty 561	2 8
4. <b>HANDS OFF (BMI)—J. McShann-P. Bowman</b> Another Night (BMI)—Vee Jay 155	3 12
5. <b>STEAMBOAT (BMI)—Drifters</b> <b>ADORABLE (BMI)—Atlantic 1078</b>	— 12
6. <b>POOR ME (BMI)—F. Domino</b> I Can't Go On (BMI)—Imperial 5369	8 10
7. <b>JIVIN' AROUND (PARTS I &amp; II) (BMI)—E. Freeman</b> Cash 1017	— 1
8. <b>SPEEDOO (BMI)—Cadillacs</b> Let Me Explain (BMI)—Josie 785	9 3
9. <b>COME HOME (BMI)—B. Johnson</b> There'll Be No One (BMI)—King 4822	— 1
10. <b>CHICKEN AND THE HAWK (BMI)—J. Turner</b> <b>MORNING, NOON AND NIGHT (BMI)—Atlantic 1080</b>	7 3

## • Most Played by Jockeys

For survey week ending February 1

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	Weeks on Chart
1. <b>GREAT PRETENDER (BMI)—Platters</b> Mercury 70753—ASCAP	1 7
2. <b>TUTTI FRUTTI—Little Richard</b> Specialty 561—BMI	3 11
3. <b>SEVEN DAYS—C. McPhatter</b> Atlantic 1081—BMI	2 6
4. <b>HANDS OFF—J. McShann-P. Bowman</b> Vee Jay 155—BMI	4 13
5. <b>WITCHCRAFT—Spiders</b> Imperial 5366—BMI	— 4
6. <b>POOR ME—F. Domino</b> Imperial 5369—BMI	10 12
7. <b>SPEEDOO—Cadillacs</b> Josie 785—BMI	11 3
7. <b>SEE YOU LATER, ALLIGATOR—B. Haley</b> Dec 29791—BMI	— 1
9. <b>PLAY IT FAIR—L. Baker</b> Atlantic 1075—BMI	6 16
9. <b>I'LL BE FOREVER LOVING YOU—El Dorados</b> Vee Jay 165—BMI	— 1
11. <b>AIN'T THAT LOVIN' YOU, BABY?—J. Reed</b> Vee Jay 168—BMI	— 1
12. <b>DON'T BLAME IT ON ME—F. Domino</b> Imperial 5375—BMI	— 1
12. <b>FEEL SO GOOD—Shirley &amp; Lee</b> Aladdin 3289—BMI	9 10
14. <b>I WANNA DO MORE—R. Brown</b> Atlantic 1082	11 6
14. <b>TROUBLE NO MORE—M. Waters</b> Chess 1612—BMI	— 3
14. <b>I CAN'T GO ON—F. Domino</b> Imperial 5369—BMI	— 1

**GOING STRONG ON GROOVE**

**VARETTA DILLARD**  
 "Darling, Listen to the Words of This Song"  
 "Mama Don't Want (What Papa Don't Want)"  
 G/4G-0139

**JONAH JONES**  
 "Come Sit By Me"  
 "God Loves You, Child"  
 G/4G-0140

**PIANO RED**  
 "She Knocks Me Out"  
 G/4G-0136

**LIL GREEN**  
 "Romance in the Dark"  
 G/4G-5004

**MR. BEAR**  
 "Peek-A-Boo"  
 G/4G-0138

**NITECAPS**  
 "Be My Girl"  
 G/4G-0134

**GROOVE**  
 A PRODUCT OF RADIO CORPORATION OF AMERICA  
 MADE IN U.S.A.

IT'S TWO IN A ROW!  
 for  
**PRINCE PARTRIDGE**  
**"GET BACK"**  
 b/w "Hen Party"  
 Crest #1009

**BREAKING EVERYWHERE!**  
**"FUNCTION AT THE JUNCTION"**  
 b/w "Take the Hint"  
**SMOKI JOE WHITFIELD**  
 Crest #1010

**STILL SELLING STRONG!**  
**"HOW COME MY DOG DON'T BARK"**  
**PRINCE PARTRIDGE**  
 Crest #1006

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**HOLLYWOOD RECORD SALES CO.**  
 Don F. Pierce

**SAVOY SAVOY**

**THE BIG 3**  
**"MR. MOON"**  
 5 PENNIES—Savoy 1182

**"SITTIN' IN THE DARK"**  
 HAPPIY BROWN—Savoy 1176

**"HOT ROD"**  
 HAL SINGER—Savoy 1179

**SAVOY RECORD CO.**  
 58 MARKET ST.  
 NEWARK, N. J.

**BREAKING POP!**  
**THE TEEN QUEENS**  
**"EDDIE, MY LOVE"**  
 RPM #453

**RPM RECORDS**  
 2312 W. Washington Blvd. • Culver City, Calif.

**LIGHTNIN' STRIKES AGAIN!**

with  
**"JUST MADE TWENTY-ONE"**  
 c/w  
**"SUGAR PLUM"**  
 Excello #2075

1st Excello Release!  
**RUDY GREEN**  
**"MY MUMBLIN' BABY"**  
 c/w  
**"COOL LOVIN' MAMA"**  
 Excello #2074

Spiritual  
 by the "Singing Sensations" ...  
**"I LOOKED DOWN THE LINE"**  
 c/w  
**"SOMEBODY'S KNOCKING AT YOUR DOOR"**  
**JEWEL GOSPEL TRIO**  
 Nashboro #570  
 WRITE—WIRE—PHONE  
**NASHBORO RECORD COMPANY, INC.**  
 177 3rd Ave. Nashville, Tenn.  
 (Phone: Chapel 2-2215)

**DOOTONE HAS SIX BIG ONES**

1. "THE DEATH OF EMMETT TILL" THE RAMPARTS #382
2. "CRY ME A RIVER" DEXTER GORDON #384
3. "I STILL REMEMBER" b/w "HOUSE CAT" THE ROMANCERS #381
4. "DEAR DARLING" THE MEDALLIONS #379
5. "DEXTER BLOWS HOT AND COOL" DEXTER GORDON #LP 207
6. "I'M A WOMAN" ROY MILTON #378

**DOOTONE RECORDS**  
 9212 ROUTE CENTRAL AVE. HOUSTON 26, TEXAS

**A Billboard Spotlight**  
 Issue of Jan. 21, 1956  
**I'M CRAZY, BABY**  
 b/w SO LONELY  
 by JOHNNY ACE  
 on Duke #148

**DUKE RECORDS**  
 2809 Erastus St. Houston 26, Texas

**NOW—This Is It! IT WASN'T A LIE**  
 b/w  
**LOTS AND LOTS OF LOVE**  
 Atlas #1051  
**Fi-Tones Quintet**  
**ATLAS RECORDS**  
 271 W. 125 St., N. Y., N. Y.  
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 There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

**The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS**

**• This Week's Best Buys**

**WHY DO FOOLS FALL IN LOVE?** (Patricia, BMI)—The Teenagers—Gee 1002  
 See This Week's Best Pop Best Buys.

**NO MONEY DOWN** (Arc, BMI)  
**DOWN BOUND TRAIN** (Arc, BMI)—Chuck Berry—Chess 1615

Despite the fact that "No Money Down" is getting little air play due to its references to Cadillac and Ford cars, the word about it has spread and is as hot a novelty as has been seen in some time. Chicago, Detroit, St. Louis, Memphis, Nashville, Durham, Atlanta, Cleveland and Philadelphia sales have been excellent. "No Money Down" is the preferred side, but the reverse is also faring well since it is getting more radio exposure. A previous Billboard "Spotlight" pick.

**I DON'T WANT NOBODY** (Sophisticate, BMI)—Ella and Buddy Johnson—Mercury 70775

The fastest starter for the Johnsons in quite a few entries. In 10 days time this record has taken off in the Carolinas, Atlanta, St. Louis, New Orleans, Cleveland, Baltimore, Buffalo, New York, Philadelphia, Chicago, Cincinnati and Detroit. The flip is an instrumental, "Doot Doot Dow" (Sophisticate, BMI).

**• Review Spotlight on ... RECORDS**

**RAY CHARLES**

**Drown in My Own Tears** (Jay and Cee, BMI)  
**Mary Ann** (Progressive, BMI)—Atlantic 1085—Two warm, wild and wailing sides by the great Ray Charles figure to click fast. First on the list is a tearful, dripping-wet shouting blues opus, with Charles' piano adding great lustre. The flip is a strong, mostly instrumental novelty that is sure to get its own attention too. This one looks like money in the bank from the start.

**IVORY JOE HUNTER**

**A Tear Fell** (Progressive, BMI)—Atlantic 1086—Ivory Joe will undoubtedly do well with this simply styled weeper. The melody has extra appeal with its roots in the old and familiar "Clementine." Singer has a telling delivery that should bring action in both r.&b. and pop fields as well. Flip is "I Need You By My Side," a persuasive and pleading ballad (Progressive, BMI).

**THE TEEN QUEENS**

**Eddie, My Love** (Modern, BMI)—RPM 453—This new gal group has a red hot rock 'n' roll sound and it's fully expressed in this slow, emotion-packed job. With definite appeal in the pop field, this disk becomes a dual market threat for healthy action. Figures to get plenty of spins. Flip is "Just Goofed," a bright rhythm entry (Modern, BMI).

**• R & B Territorial Best Sellers**

For survey week ending February 1

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

**Atlanta**

1. Great Pretender, Platters, Mer.
2. Seven Days, C. McPhatter, Atl.
3. Hey, Doll Baby, Clovers, Atl.
4. Ain't That Lovin' You, Baby? J. Reed, VJ
5. Need Your Love So Bad L. W. John, Kng.
6. I Wanna Do More, R. Brown, Atl.
7. Bo Weevil, F. Domino, Imp.

**Charlotte**

1. Great Pretender, Platters, Mer.
2. Speedoo, Cadillacs, Jse.
3. Seven Days, C. McPhatter, Atl.
4. Devil or Angel? Clovers, Atl.
5. Tutti Frutti, Little Richard, Spe.
6. Hey, Doll Baby, Clovers, Atl.
7. Witchcraft, Spiders, Imp.
8. Don't Blame It on Me, F. Domino, Imp.
9. Only You, Platters, Mer.
10. Later, Alligator, B. Charles, Chs.

**Chicago**

1. Speedoo, Cadillacs, Jse.
2. Great Pretender, Platters, Mer.
3. Ain't That Lovin' You, Baby? J. Reed, VJ
4. When You Dance, Turbans, Mer.
5. Tutti Frutti, Little Richard, Spe.
6. April in Paris, C. Basie, Clf.

**Cincinnati**

1. Great Pretender, Platters, Mer.
2. Speedoo, Cadillacs, Jse.
3. Tutti Frutti, Little Richard, Spe.
4. Way You Dog Me Around Diablos, Fin.
5. Hands Off, J. McShann-P. Bowman, VJ
6. Devil or Angel? Clovers, Atl.
7. Jivin' Around, E. Freeman, Cas.
8. Eddie My Love, Teen Queens, RPM
9. Seven Days, C. McPhatter, Atl.

**Detroit**

1. Tutti Frutti, Little Richard, Spe.
2. Great Pretender, Platters, Mer.
3. Need Your Love So Bad L. W. John, Kng.
4. Come Home, B. Johnson, Kng.
5. Seven Days, C. McPhatter, Atl.
6. Hands Off, J. McShann-P. Bowman, VJ
7. See You Later, Alligator, B. Haley, Dec.

**Los Angeles**

1. Great Pretender, Platters, Mer.
2. Need Your Love So Bad L. W. John, Kng.
3. Jivin' Around, E. Freeman, Cas.
4. Tutti Frutti, Little Richard, Spe.

5. Only You, Platters, Mer.
6. Witchcraft, Spiders, Imp.
7. Cryin' Won't Help You B. B. King, RPM
8. Poor Me, F. Domino, Imp.

**New Orleans**

1. Great Pretender, Platters, Mer.
2. Seven Days, C. McPhatter, Atl.
3. Tutti Frutti, Little Richard, Spe.
4. Poor Me, F. Domino, Imp.
5. See You Later, Alligator, B. Haley, Dec.
6. Morning, Noon and Night J. Turner, Atl.
7. I Hear You Knockin', S. Lewis, Imp.
8. Devil or Angel? Clovers, Atl.
9. Feel So Good, Shirley & Lee, Ala.
10. Speedoo, Cadillacs, Jse.

**New York**

1. Great Pretender, Platters, Mer.
2. Why Do Fools Fall in Love? Teen-Agers, Gee.
3. Yes Sir, That's My Baby Sensations, Ato.
4. Tutti Frutti, Little Richard, Spe.
5. Devil or Angel? Clovers, Atl.
6. April in Paris, C. Basie, Clf.

**Philadelphia**

1. Great Pretender, Platters, Mer.
2. Come Home, B. Johnson, Kng.
3. Jivin' Around, E. Freeman, Cas.
4. Are You Satisfied? A. Cole, Btn.
5. Convicted, O. McLollie, Mod.
6. W P L J, Four Deuces, Mcy.
7. Crazy for You, Heartbeats, Hull

**St. Louis**

1. Great Pretender, Platters, Mer.
2. Ain't That Lovin' You Baby? J. Reed, VJ
3. Cryin' Won't Help You B. B. King, RPM
4. Feel So Good, Shirley & Lee, Ala.
5. Tutti Frutti, Little Richard, Spe.
6. Seven Days, C. McPhatter, Atl.
7. Steamboat, Drifters, Atl.
8. Speedoo, Cadillacs, Jse.
9. Jivin' Around, E. Freeman, Cas.

**Washington, D. C.**

1. Great Pretender, Platters, Mer.
2. Seven Days, C. McPhatter, Atl.
3. Tutti Frutti, Little Richard, Spe.
4. Devil or Angel? Clovers, Atl.
5. Speedoo, Cadillacs, Jse.
6. Only You, Platters, Mer.
7. Don't Blame It on Me, F. Domino, Imp.
8. Hands Off, J. McShann-P. Bowman, VJ
9. Adorable, Drifters, Atl.

The Most Thrilling Record Since "TENNESSEE WALTZ"

*the Original*

**"A TEAR FELL"**



**IVORY JOE HUNTER**

b/w  
**I NEED YOU BY MY SIDE**  
 Atlantic 1086

JUST RELEASED, ALREADY A SMASH HIT!

**NEW RELEASES!!!**

**LAVERN BAKER**

**GET UP, GET UP**  
 (You Sleepy Head)

**MY HAPPINESS FOREVER**  
 Atlantic 1087



**RAY CHARLES**  
**DROWN IN MY OWN TEARS**

**MARY ANN**  
 Atlantic 1085

**THE COOKIES**  
**PASSING TIME IN PARADISE**

Atlantic 1084

**ATLANTIC RECORDING CORP.**

234 WEST 56th St. NEW YORK 19, N. Y.



**• This Week's Best Buys**

**AIN'T THAT LOVIN' YOU, BABY** (Conrad, BMI)—Jimmy Reed—V-J 168

Reed's strength traditionally lies in the South, and he has begun racking up impressive sales in Atlanta, Memphis, Nashville, New Orleans, Durham and other key Dixie territories. This disk is moving out in Middle Western markets now, e.g. Chicago and St. Louis, and threatens to hit national charts soon. Flip is "Baby, Don't Say That No More" (Conrad, BMI). A previous Billboard "Spotlight" pick.

**FALSE LOVE** b/w  
**DO YOU REALLY**  
 by THE SPANIELS  
 Vee-Jay #178

**VEE-JAY RECORDS, Inc.** 3125 S. Michigan Ave. Chicago, Ill. Phone: CA 4-1061

## TAMPA FAIR GETS FLORIDA WEATHER; EARLY GATE UP

### Al Sweeney's Auto Races Turn in Record Single-Day Attendance

By HERB DOTTE

TAMPA, Feb. 4. — Tampa this week was given some of the much-touted Florida winter weather, and the Florida State Fair's gates thru today, fifth day of the 11-day event, reflected it. Attendance for the first five-day period was up smartly from the same weather-hit stretch last year and actually was holding about level to 1954, when the fair enjoyed one of the best years in its history.

The fair has four big days, and of these only one, today, the first Saturday, falls in the first five days. The weather today was all that could be desired. The mercury ranged in the upper 70's during the day, and the evening hours were pleasantly warm.

**Use Back Bleachers**

Partly for this reason, big-car auto races staged in the afternoon produced what was reported as the biggest auto-race crowds in the long history of the fair. Not only was the grandstand filled to capacity and the adjacent bleachers well-populated, but some 2,500 persons paid to sit in the back-stretch bleachers.

A contributing factor to today's whopping big-auto race turnout was the caliber of the auto races staged Wednesday (1), also by National Speedways (Al Sweeney). The competition in those earlier speed events served to whet the appetites of the auto race fans, and this played an important part in upping today's throng.

Two more auto race programs are coming up, Wednesday and Saturday of next week, and Sweeney said tonight that, given weather on those two days, he expected the final tabulation on auto race patrons to show it to be the largest ever recorded at the fair here.

**Midway Biz Up**

On the midway, the Royal American Shows, due largely to a

## Francisco Sets Wurlitzer Cele

ALBANY, N. Y., Feb. 4.—Don Francisco, wire walker turned promoter, has been contracted to handle the staging of the centennial celebration of the Wurlitzer Company in North Tonawanda, N. Y., August 22-25.

Francisco, who is associated in Pan American Enterprises with Charles C. Stuart, said he had completed arrangements with A. D. Palmer of Wurlitzer. Plans call for the presentation of several rides and a program of acts.

## Doug Rhodes Dies Suddenly

HOLLYWOOD, Feb. 4.—Funeral services for Douglas N. Rhodes, 44, magazine writer and former staff member of The Billboard here, were held Wednesday (1), in Forest Lawn Memorial Park in Glendale. He died Sunday (29) of a heart attack.

Born in Lakewood, N. J., Rhodes had lived on the West Coast since 1924. His career included acting in motion pictures, and the writing of radio, film and television scripts. He was also associated with the Earle Ferris publicity office before joining The Billboard, a post he left in 1948 to devote his entire time to free-lance magazine writing.

He is survived by his widow, Ruby.

bumper turnout today, reported their ride and show grosses up sharply over last year, when crowds were not only smaller but were thinned abruptly on several occasions when rain sent the customers scurrying home.

Games concessions up until today were given light business, which is about par for the first four days, but today all of them were given action, and at the day's close most games concessionaires expressed satisfaction with the first five days' play.

The fair, in a departure from long-established policy, this year is throwing its grandstand open free to all comers, except on the four auto race days, a like number on which parades are held, and for three performances by a thrill show (Jimmie Lynch's Death Dodgers).

**Switch to Free Shows**

This policy change makes 11 of the 22 shows free ones. These

free offerings consist entirely of a stagershow booked in thru Barnes-Carruthers Theatrical Enterprises, Chicago. Inability to build crowds here for a standard night grandstand offering, combined with the desire to offer patrons a substantial attraction, promoted the change.

As of today, J. C. Huskisson, fair secretary, expressed satisfaction with the results. Crowds for the free shows were large compared to the paid turnouts of the past, and Huskisson looked for them to swell greatly during the six-day stretch run, because, as he put it, the word has been spreading in the area about the free grandstand show.

Thus far, the Lynch Thrill Show has had one performance, opening night, when the weather had yet to warm up to the touted Florida standard it later attained. As a result, the initial thrill show crowd was a light one.

## Urge Consolidation To Reduce Annuals, Up Quality in N. Y.

### Group Heeds Commissioners Carey, Smith; Appoints Committee to Study Plan

By JIM McHUGH

ALBANY, N. Y., Feb. 4. — A consolidation of some of the 46 operating fairs, for the purpose of building up the quality of the surviving events, was urged upon delegates attending the 12th annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel here Monday and Tuesday (30-31), by top officials of the governing Department of Agriculture and Markets.

Paul Smith, assistant commissioner, revealed his department's views at an executive session Monday night. He pulled no punches in stating that a number of the existing 46 fairs, which annually draw up to \$10,000 in State aid, fell short in justifying their existence. Commissioner Daniel J. Carey spoke along the same lines at the Tuesday afternoon session.

Altho the path to progress thru possible consolidation was proposed by agricultural department officials, they suggested that the association make the study and the suggestions for improvements. A committee was appointed with Dan Frederick, Altamont, chairman. The members are Robert Turner, Chemung; George Sipprell, Hamburg; Robert Lynch, Lowville, and John Myers, Palmyra. Some "Pretty Sad"

Smith pointed out that there were as many as three fairs in one county and he questioned the justification in supporting this many events, each to the extent of \$10,000. Labeling some as "pretty sad," Smith said that the competition faced by fairs today could not be ignored. Noting that television was bringing the best in entertainment into the nation's living rooms, Smith said that the State Fair was affected as well as numerous smaller events.

Altho the aim of the department is to reduce the number of fairs, the consolidated events would gain appreciably since, it was indicated, that the combining of fairs, thru the retention of their corporate identities, would continue to draw up to \$10,000 annually in State aid. Thus, if two existing fairs were to combine, it is likely that

they would be able to pool \$20,000 annually, while a combination of three fairs would bring in a total of \$30,000.

In answer to queries, Smith said that combining fairs would not necessarily have to be in the same county. He also said that an increase in the State appropriation was not impossible, presumably if progress thru service could be shown.

**Recognize Worth**

Commissioner Carey said that fairs were out of the "horse and buggy stage" and that people would travel distances to visit good ones. He expressed the opinion that fairs doing a good job should earn certain awards, thus giving the impression that the equal distribution of State aid funds to annuals without regard to size or accomplishment was unfair.

Fairmen were warned that their operations might be affected by the passage of a proposed bill which will allow towns to place a

(Continued on page 50)

## Polack Has Riders, Baudy, Ibarra, Coronas, LaNorma

MADISON, Wis., Feb. 4.—Line-up of personnel for the Eastern unit of Polack Bros.' Circus was announced this week. The show was set to open its season at the Dane County Fairgrounds Arena February 3-4, and then plays the new arena at Lansing, Mich. (8-11).

Performance will include the George Hanneford Family, five people and four horses, bareback; Baudy's Greyhounds, 10 dogs and four monkeys in Western wardrobe; Costine's Chimps; Polack Bros.' Circus Elephants, presented by Pink and June Madison.

LaNorma, aerialist; the Rhodins, balancing and trapeze act; the Four Flying Thrillers, Voice flying act, with three men and one girl; the Coronas, five people on the high wire; clowns with a space man walk around; "Fiesta in Mexico," production number.

## Young Inks Grand Forks, Minot Fairs

CHICAGO, Feb. 4. — Ernie Young, head of the fair booking agency bearing his name, this week announced he had added three major fairs to his route for this year. The office will put revues into the North Dakota State Fair, Minot, and the Grand Forks (N. D.) State Fair for six nights each. Also closed was a contract for a program of acts with the Sky Kings at the Canadian Lakehead Exhibition, Fort William, Ont.

The Young office closed recently for the grandstand show at the Tennessee A. & I. Fair in Knoxville, marking the 16th year the agency has serviced this annual.

## Show Lot Lost In Providence

PROVIDENCE, Feb. 4.—One of this city's oldest show lots has been sold for \$50,000 and will be converted to a parking lot. The lot is on a strip of Hopkins Park on Charles Street, and runs from 30 to 200 feet in width with a content of 100,000 square feet.

Harry Leach is president of Silver Spring Realty Company, the purchaser, and of the H. Leach Machinery Company, which will operate the parking lot.

For some 50 years the strip has been a site for show activities. The many units playing there have included United Amusement Company, Venditto Bros., and Victor Amusement Company.

## Water Show Plans Told

INDIANAPOLIS, Feb. 4. — Joyce Bros.' Water Circus is to be framed and readied for a June 21-22 opening, it was announced here this week. President and treasurer of the outfit will be Peggy Hopkins Joyce, former "Follies" star, but she is not planning to travel with the show.

John W. Higgins said that the show will include circus acts along with water acts. It will use telephone promotion and will play under auspices, he said.

Plans call for the show to move by truck, carrying seats, a canopy top and floats. No tank is to be used, and the show will be limited to towns with lakes or rivers.

Higgins said that the show is to be opened at Erie, Pa., after which it will play other Great Lakes cities, the Southwest and California. San Diego will be the quarters.

## Snyder Clicks With Aussie Aqua Offering

### Newell, Champion Diver, Signed to 5-Year Contract

BOSTON, Feb. 4. — Word has been received from Sam Snyder, making his first Australian tour with his "Water Follies," that he has signed Australian diving champ Kevin Newell, who is now appearing with the troupe and will return with it to this country in April. Snyder said he will pay Newell a salary of \$22,500 per year under a five-year agreement.

Newell was regarded as Australia's big hope in the Olympic Games diving championship, and public interest was reportedly so high that the White City grounds, where the Follies are playing, was mobbed by thousands anxious to see their champ turn professional. Newell had appeared last year in Canada with a group of diving and swimming champs from Australia.

During the three-and-a-half-week stand at Sydney, Snyder said crowds ranged on several nights as high as 10,000. A sudden hot spell in the middle of the engagement dropped attendance, but in the last six days it was back up again, with more normal weather, to the 10,000 mark.

Snyder said the advance sale was big. The troupe will follow this up with a two-week date in Adelaide and afterwards cross the continent to Perth, where it will be the first American group of this size to play the Western Australian city. The tour is under direction of Aztec Services, Ltd. The Adelaide stop was being sponsored by The Adelaide News and Sunday Mail. In Perth, sponsorship will be by the Adult Education Board and Garnet H. Carroll.

Sydney papers praised the show highly and called it "a great event." They also said that Eddie Rose, diving comedian, was "the highlight of the evening." Mary Dwight, former synchronized

(Continued on page 50)

## King Hypos Production

MOUNT CLEMENS, Mich., Feb. 4.—King Amusement Company here is now on a six-day-week operating schedule that has resulted in production of one Spinaroo a week.

The following shows and ride operators have already received rides from King or will do so within the next few weeks, the firm stated: Gooding Amusement Company, Columbus, O.; Key City Shows, Kankakee, Ill.; Royal Canadian Shows, Vancouver, B. C.; Crafts 20 Big Shows, Hollywood; W. C. Wade Shows, Detroit; World of Pleasure Shows, Detroit; H. L. Anderson, Detroit; B. A. Burnham, Elmira, N. Y., and Earl Ingalls, Coldwater, Mich.

## Acts Signed By Tex. Show

HOUSTON, Feb. 4. — Already signed for the March 17-24 Houston Boat & Sports Show, a promotion handled by United Sports and Vacation Shows of St. Paul, is a new line-up of acts.

The attractions will include the Seven Ashtons, Rudy Cardenas, Captain Winston's Seals, golfer Joe Kirkwood, Judy Ryan, Frank Pelouquin's Whitewater Boys, Mel Hall's Whiz Kids, the Canadian Guides, Louie Lazmaraski, Cherry Hauselhalter's Golden Retrievers, and duck caller Earl Denison. Brown will serve as emcee.



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- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

**SHOOTING GALLERIES**  
**KING AMUSEMENT CO.**  
 Mt. Clemens, Mich.

## Moss, Watts, Clauson, Rossi Go With King Units

MACON, Ga., Feb. 4.—Al Moss, last season superintendent of the Clyde Beatty Circus, has been signed as superintendent of the King Bros.' Circus, Eastern Unit, Floyd King announced this week. Moss, a widely known West Coast circus executive, will arrive soon from his home in Arcadia, Calif., King said.

With the opening of both King units only eight weeks off, staff plans for both shows are rapidly taking shape. Co-Owners King and Arnold F. Maley said.

Maley will manage the Western unit, with Ira Watts as superintendent. Watts and his wife, Leona, arrived at quarters last week after a vacation in Miami. Mrs. Watts will be in the office wagon of the Western unit.

King said he would travel with the Eastern unit as general manager but that all active managerial duties would be handled by Moss.

At the same time he said that Ralph J. Clauson, who is wintering in Birmingham, will be legal adjuster on the Eastern unit, and

that Dave Murphy, of Sarasota, would be boss ticket seller. Murphy was with Moss on the Beatty show.

Maley has announced that Malcolm Fleming, of Fryburg, Pa., will return as legal adjuster for the Western unit.

A. Lee Hinckley, bandmaster on the King show for the past nine years, will return to lead a band on one of the units, and the other band leader will be Joe Rossi, King and Maley said.

Carl Tyler has been engaged as Side Show manager on the Eastern unit. Charles Zerm has been penciled in as manager of the Side Show with the Western unit by Arnold Maley.

Contracting agents and promotional crews for both units have been active since January 1. Bob Allen, who handled the advance sale in Charleston, W. Va., is now in charge of a crew in Rome, Ga.

It was previously announced that Red Larkin will be concession superintendent on one of the units.

The complete roster for both units will be announced in about two weeks, King and Maley said.

**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

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**The New GARBRICK WHEEL**

All-steel constructed, stands an impressive 42 feet high with 12 seats. Easily portable, three hours' set-up time. All parts interchangeable with our original 36-foot 10-seat wheel. Raising loading platform, one lever control, folding seats. Powered by Ford Industrial Motor, mounted on 600x9 tires.

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**MINIATURE TRAIN CO.**  
 RENNELAER, INDIANA

**GIVE TO DAMON RUNYON CANCER FUND**

## Millers Report Good Business In S. E. Stands

GEORGETOWN, S. C., Feb. 4.—Miller Bros. Circus, with R. A. Miller as co-owner and manager, has been doing good business in the Carolinas, the show reported.

After reopening at Hickory, N. C., in mid-January, it played Drexel, Mount Airy and Elkin, N. C., to three-quarter and full houses. Buildings in each spot accommodated two rings and the animal arena.

Show features Capt. Eddie Kuhn's Wild Animals, five elephants and other acts. Bill Hunt recently joined as contracting agent and Red Parry joined on promotions. Jerry Lipko is producing clown. Manager Miller said he is contemplating touring ball parks and stadiums or playing under canvas this summer.

Tex Maynard, drummer, closed, and was succeeded by Gaylord Maynard. Floyd Bradbury joined in Durham, N. C., as organist.

## Dick Lewis Hurt In Table Mishap

GRAND RAPIDS, Mich., Feb. 4.—Dick Lewis, clown with the Orrin Davenport show playing the Shrine Circus here, fractured a leg at the close of his table rock act during the final performance of the show in Grand Rapids.

The tables buckled and his left leg was broken at the knee. An operation was performed Sunday (29). He is confined to Butterworth Hospital.

## Plant No. 2 Re-Opened By Allan Herschell

NORTH TONAWANDA, N. Y., Feb. 4.—With an unprecedented backlog of orders to be filled for the coming season, Allan Herschell Company, ride manufacturers, announced it was re-activating Plant No. 2, which in recent years has been used for purposes other than ride manufacturing.

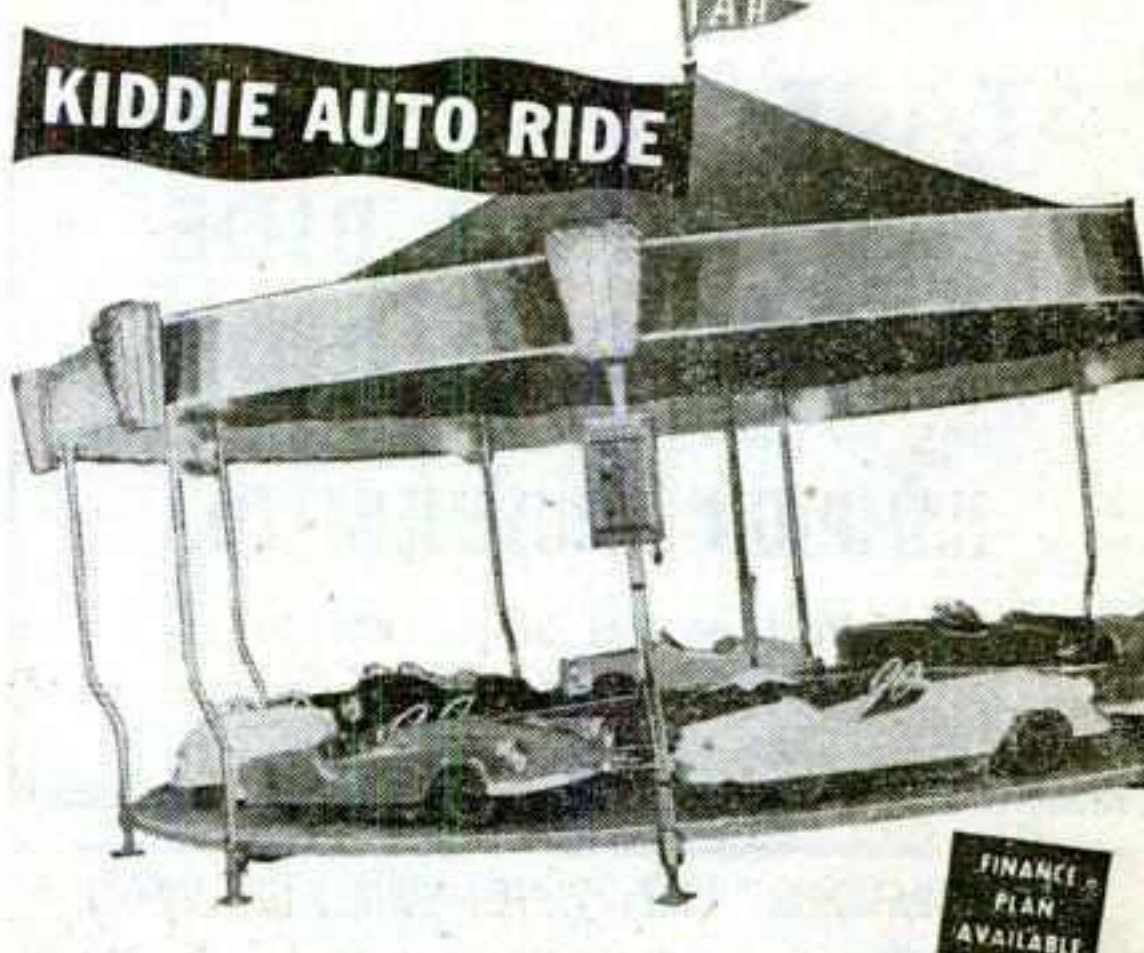
The re-activation will add 25,000 square feet of floor space to Allan Herschell operations. In Plant No. 2, the Twister and Roller Coaster will be made and the Sky Fighter assembled. The main plant will continue to make other Allan Herschell rides.

**ILLINOIS FIREWORKS**  
 World's Largest Manufacturers and Exhibitors  
 "Known Everywhere"  
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**Profitable! Sporty! New!**

Up-to-the-minute styling of the cars on the new Allan Herschell Auto Ride attracts the kids. They know cars and will itch to get their hands on the wheel of these flashy new cars. Wide, roomy seat easily holds two youngsters. Each seat has two steering wheels and each wheel has its own horn button operating an electric horn. That's real rider participation! The new Auto Ride is lighter for easier portability. Equipped with fluid drive and timer in cast aluminum control box.



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 "World's largest manufacturer of amusement rides"  
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Let Me Tell You....

There is still time to get your ad in The Billboard's

**2nd Annual ORAC Special Dated Feb. 18**  
 ....if you hurry!

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Then rush complete copy Airmail-Special Delivery to reach Cincinnati by FEBRUARY 10.

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## Brockton Cuts Run to 7 Days; Books GAC-Hamid Attractions

BROCKTON, Mass., Feb. 4.—Grandstand contracts were awarded to the GAC-Hamid Agency this week by the Brockton Fair. The contract signing marked the first participation by the Hamid organization in the staging of this event in more than 15 years.

At the same time Carlton Larson, manager, announced that one day would be cut from the running time to limit the operation to seven days. The fair will open on Sunday, September 9, and close on Satur-

day, September 15. The opening Saturday was dropped.

In explaining the abandonment of the former opening day, Larson said this would result in more make-ready time and give assurance of a complete fair in time for opening. The Saturday opening in the past made it virtually impossible for routed features to be ready in time.

GAC-Hamid, which replaces the Al Martin Agency which held the date for many years, inked the Mariners for one day, TV Discoveries for three days, Monday, Tuesday and Wednesday; Midwestern Hay Ride for Thursday, and Rock 'n' Roll on Friday and closing Saturday.

Officials have not yet decided on how these attractions will be sold to the public, Larson said. They will study the advisability of operating a paid grandstand or presenting these features free, presumably tied in with an increased gate admission.

The fair also features pari-mutuel running races on Monday thru Saturday.

It was also announced that the midway contract, including concessions, had again been awarded to Frank Bergen's World of Mirth Shows.

## ARENAS-AUDITORIUMS

# Trade Show Builds Quickly For Garden Supply Magazine

By TOM PARKINSON

Another chapter in the success story of a trade show unfolding last week at Chicago's International Amphitheater. The event is the Midwestern States Garden Supply Dealers' Show.

It is a strong, going concern now. Only six short years ago its parent organization was barely under way and the show hadn't even been thought of.

D. Murray Franklin, of Baltimore, had devoted much thought to a publication to serve the garden supply field, and in 1950 he was able to start the Garden Supply Merchandiser. John Ferguson, of the Monumental Press, a Baltimore printing firm, financed the start. Then Franklin, in a one-man operation, went forth to win support of garden supply manufacturers for his sheet.

The support was given, but nevertheless the publication soon was in debt. What to do? Some one thought of a trade show as a means of publicizing the paper in its trade field. Space at the Astor Hotel Roof was rented and the first show was produced in 1951. Joseph R. Smith, a division manager of the present organization, estimates there were 40 booths at the first show.

That was enough to make the first show a success, tho with little margin to spare. There was new promise for the publication; in addition, there was a whole new project for the organization.

The first show soon expanded into a three-part affair, with the National Garden Supply Dealers' Show in New York, the Midwestern States Garden Supply Show in the Hotel Sherman, Chicago, and a third garden supply show on the West Coast.

In New York the event soon outgrew the Astor Roof and moved to the 169th Regimental Armory. There it built rapidly into a 200-booth trade show. This year (February 7-8-9) the show will be in the larger Kingsbridge Armory. The move was made in order to accommodate the additional exhibitors who wanted in, and the 1956 show is expected to comprise about 300 booths.

Meanwhile, the Chicago edition also was up to 200-booth capacity at the Sherman, and any vacancies which developed were snapped up by those on a waiting list. Thus came this year's move to the Amphitheater, where the booth census was approximately 280 this time (January 24-26).

The West Coast show was launched in 1952 and was produced once in Oakland and twice in Long Beach, Calif. Each time it sold about 150 booths. In 1955 the Western show was canceled, but it is to be resumed this season. Tentative time is September, and it is not yet known whether it will be in Oakland or Los Angeles.

Smith states that the show-magazine staff does not regard itself as made up of experts in the trade show field. They are, however, experienced merchandisers, and therefore acquainted with the ways to sell and deliver.

Show experts or otherwise, theirs is a score of considerable note. In only six years they have grown from a single show to a set of three with national coverage in their field. The original 40-booth line-up has multiplied to a total of about 580 in two locations, with prospects for that being nearly 750 booths in three locations before the year is out. They point to sturdy attendances of 5,000 bona fide garden supply dealers. And the monthly magazine, which the first show rescued, now is a healthy one with 119 pages of ads in January, 130 in February.

In only six years they have a total of 14 shows under their belt. Their success promises many more shows in years to come.

## New York Fairs

Continued from page 48

5 per cent tax on auto race tracks. It was said that the wording of the bill could be construed as covering automobile thrill shows, and virtually all other kinds of track events at fairs.

Other speakers included Foster Potter, of the Altamont Fair; Dick Allen, Hamburg Fair; Fred Germain, manager, Middletown Fair, and Jack Reynolds, general manager of the Eastern States Exposition.

### Today's Problems

Reynolds, who devoted most of his talk to outlining the structure of fairs in his home State of Wisconsin, also took cognizance of the problems facing fairs today. He noted that the coliseum and grandstand entertainment programs at Eastern States had showed declines in the last two years. Fairs are changing, he said, and attractions are not quite as important now as they were five or 10 years ago.

Television is an important factor in the decline of entertainment revenues, Reynolds said. Despite the decline, the only course to follow now is to buy more and sell harder, at least until such time as a

new direction makes itself known. The likely trend now, he indicated, is toward fewer fairs but bigger and better ones.

Dick Allen headed up an interesting clinic on advertising, publicity and public relations. Participants included Foster Potter, Altamont; Phil Caird, Schaghticoke; Jack Halpin, Cobleskill, and Charles Bochart, Mineola.

The necessity of intensive selling was recognized by all. The methods used were largely the same, depending on the media available in the respective areas, with newspapers rated as the most important single outlet.

All officers were re-elected. They are Edward L. Hardeman, Elmira, president; George G. Sipprell, Hamburg, first vice-president; Langley V. Collyer, Cobleskill, second vice-president; Philip B. Caird, Schaghticoke, secretary; James A. Carey, Albany, executive secretary, and William A. Dardess, Chatham, treasurer.

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# THE SPINAROO



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- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
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## LESS CORN

# Popcorn Crop 7 Per Cent Below 1954

CHICAGO, Feb. 4.—Production of popcorn in 11 commercial popcorn States was 7 per cent below 1954, according to the U. S. Department of Agriculture.

Total production amounted to 213 million pounds, sharply below the 229 million pounds produced the previous season. The '55 figure is not only below '54 but is 15 per cent below the 10-year average of 252 million pounds.

Altho there were early season setbacks in some growing areas from freezes, dry weather and heavy rains, the season was said to be about normal for growth and development of the crop. Growers planted approximately 140,000 acres in '55 compared with 150,000 the previous year. Yield was also slightly lower, being 1,584 pounds per acre in '55 compared with 1,588 in '54.

## Bob Nelson Firm Enters 36th Year

COLUMBUS, O., Feb. 4.—Robert A. Nelson, of Nelson Enterprises, 336 South High Street, next week celebrates the beginning of his 36th year in the business of furnishing equipment and supplies to magicians, mentalists and horoscope workers. Much of Nelson's business is done with performers in the carnival and circus fields.

With a record of 35 years of continuous operation under the same management, the Nelson firm is one of the oldest supply houses of its kind in the nation. Nelson has been an advertiser in The Billboard for the last 34 years, rarely missing an issue during that time.

## Snyder Clicks

Continued from page 48

swimming champ, also came in for plaudits.

Snyder used half-page promotional ads in Australia papers and had radio spots. (Television, he reports, won't get to Australia for another year.) Good space was also given the "Follies" in Sunday papers and rotogravure sections. The troupe will play in March in Australia and return by way of Africa, picking up several dates on the way in Capetown, Johannesburg and Pretoria before returning to the U. S. in April.

# UNDER THE MARQUEE

By TOM PARKINSON

Acts at the Florida State Fair grandstand show will include Johnny Weldes' Bears, Bruce Sidlinger's trampoline; Jimmy Troy, aerial clown; Sensational Kays and Will H. Hill Animals.

The Alzanas may return to Ringling this season. They conferred with John Ringling North last week. . . . Harry Hammond is expected to be with Cristiani Bros. Circus.

W. A. McAfee has recovered from an attack of grippe at Sarasota. . . . Pete Cristiani visited in Sarasota, St. Louis and other spots. . . . George Hubler is operating a food catering service at Dayton, O., factories. Recently he was in Sarasota to talk with Art Concello, Red Larkin and others.

Dody Heath has been visiting in Sarasota. . . . Ralph Lockett may

be with King Bros. Circus. . . . Clown Albert White reportedly has left Ringling. . . . David Murphy has a radio program on WSPB, originating at the John Ringling Hotel.

Leonard Bros. Circus will have quarters at London, O. . . . Ivan S. Douglas will be Hagen Bros. boss canvasman. . . . Tex Maynard was hospitalized at Durham, N. C., while appearing there with Miller Bros. Indoor Circus. R. A. Miller said members of the show donated blood. Maynard was released from the hospital and rejoined the show. . . . The Francis Kitzmans will have the Clyde Beatty Circus advance car again. . . . Harry Chipman recently met Buster Cronin and Bob Clark.

Guests of Polack Agent T. Dwight Pepple at a dinner party in Los Angeles were Claude and Ethel Barie, Arthur Hockwald, Donna Day, and Doris and Harry Chipman. . . . CFA members at Flint, Mich., were hosts to members of Polack Bros. Circus, with about 60 guests. B. T. M. Smith is president and Arthur L. Crampton is secretary-treasurer of the Flint fans.

New organization, with headquarters in London, is the Circophile International, world group of circus fans, which stemmed from an international fan meeting a year ago. World fans' conclave will be at Rouen, France, this year.

The Great Wallendas close February 29 with the Circus Royal Dumber. The Great Barton and the Tunisians, Arabs, will join the show then. The Wallendas will play the Omaha Shrine show in April before the opening of the Western unit of Tom Packs' Circus.

Doris and Vern Orton, who have been in Europe several months, will return to the U. S. in February. They appeared in the Bertram Mills Circus, London, including the performance attended by the British royal family. The Ortons had U. S. soldiers as Christmas guests in London. On New Year's Eve, Doris was bruised and Vern was hospitalized after falling when a rope ladder broke. The ladder belonged to a flying act and the Ortons had to climb it in order to reach their own high pole rigging. Their injuries were not serious.

Clown Scotty Candler celebrated his 78th birthday at Vin Carey's magic shop in Baltimore, with Carey, Andy (Bobo) Thumser, Lou Meyer, Dantini and Carl Shered present. Carey is closing his magic shop on February 29, blaming the decline of vaude and clubs for the dwindling of business.

Jerry D. Martin's Fearless Stars, high act, opened at Lake Wales, Fla., (16) and has ten weeks booked. After that they will lay off in Tampa until time for Al Martin's dates. . . . A daughter was born January 21 to Alvin and Betsy Schwartz, of the Ringling circus.

Pittsburgh Paint Company's 1956 brochure uses a circus theme, with products pictured alongside miniature circus equipment, reports Johnny Vogelsang. . . . Tama Frank and Patsy report their son, Butch, is getting along well after a minor operation in Hartford, Conn.

Clown Wyatt Davis will be in New Orleans for the Mardi Gras. . . . Louis Reed is in Charlotte, N. C., in charge of the elephant Vicki. . . . Roy Barrett, wintering in New Orleans, will go to Hawaii for Wally Yee's Shrine show, opening February 14. After the closing on March 4, he will return to the U. S. and open with Clyde Beatty Circus. Before the Hawaiian trip, he'll vacation in Mexico and Los Angeles.

From Orrin Davenport's circus, Dick Lewis writes that en route to Saginaw, Harry Thomas and Rocko met for a second annual reunion on the train from Durand. . . . Merle and Nina Evans are on the show, and Evans' handsmen include Win Danielson and Red Floyd. . . . George Lentz had members of

clown alley as guests at a Shrine muskrat party. . . . Raymond Melzora exhibited his new trick leg. . . . Visitors included Happy Holmes, Bill Mathews, Merle Tootsies, Joe Sherman, Mrs. Voise, the Carl Romigs, and the Irv Romigs. . . . Joe Lewis has been renamed Baby Snooks. . . . Clowns on the show are Earl Shipley, Joe Lewis, Carl Marx, Ernie Burch, Jack LeClaire, John Toy, and Rocko. . . . Joining at Grand Rapids were Kinko and Otto Griebling. Otto's trunk is en route on a banana boat.

Skinny Goe will have the band with Leonard Bros. Circus. . . . Count Popo DeBathe is closing his run at the Barbary Coast, San Francisco, on February 4, and opens with the Shrine Circus at Hilo, Hawaii, on February 16. . . . Vernon McReavy is at his new home in Minneapolis.

Ricci Gretona has arrived in Sarasota and started practice for a return to the family high-wire act after a five-year absence. . . . Ella Bradna is planning to move from her Sarasota home to the Sunshine Rest Home there.

Paul M. Van Pool, Joplin, Mo., fan, visited Hagen Bros. quarters and spent time with Owner Howard Suesz. Robert Carlson is painting the show trucks with pictorials.

Frequenting the chairs in front of the Sarasota Hotel, Sarasota, are Lucio Cristiani, Walter Kernan, Red Larkin, Art Concello, Joe Trosey, Frank Tissano, Whitey Weiss, Dave Murphy, Bill Lewis, Lou Rosen, and Jimmy Gardner, with Mike Koski, Frank Ketrow, Doc Hogeamp, Willis Lawson and Mogador Cristiani looking in occasionally.

Rex Americo is keeping busy with his vent and magic turns in and around the Kansas City, Mo., area.

John (Chuckles) Facer, who toured with King Bros.-Cole Bros. Circus last year, will be with the Clyde Beatty Circus during 1956.

Leo Couture, whose career as a diver was halted in 1953 by a broken leg, has been working out for almost a year and will be back on the road this summer. Couture said that his name was inadvertently carried in the Final Curtain in 1953.

Joe and Wally Beach, of Springfield, Mass., visited the Worcester Grotto Circus for chats with Jerry Bangs, Saso Chapman, Billy Rice, Jimmy Armstrong, Jack Royce, the Anteleks, Baudy's Greyhounds, Six Bagunis, Will Mahoney, the Great Frisca, Six Frielanis, Dave Malcolm, and Joe Basile.

After closing at Disneyland, Anaheim, Calif., Jack and Ruby Landrus, midget clowns, are resting at Trailer City, Corpus Christi, Tex., before starting their fourth season with the Gil Gray Shrine Circus. Landrus recently underwent an operation in Corpus Christi.

Happy Spitzer and his Bucking Mule and his daughter, who does unicycle juggling, recently opened a four-week engagement at McVan's nitery in Buffalo, N. Y. . . . Jack Noakes, veteran clown who has trouped with such shows as Seal Bros., Russell Bros., Joe B. Webb, Parker & Watts, and Wallace & Clark, is following his winter profession of real estate salesman in Wichita, Kan. He would like to

hear from friends, who may write him at 301 Wabash.

F. A. (Babe) Boudinot and Charles V. Turner have been in Florida and visited the Ringling quarters. . . . Pete Crowe writes that the Kelly-Miller advance will include J. C. (Jimmie) Clark, Walter Peterson, Jimmie Crabtree, Charlie Anderson, Alfred Mills, D. D. Stacey, Al Video, Ray Thompson and Lou Metz.

King Bros. advance men are using photo reproductions of strong hits made in newspapers last season. . . . Concello interests are expected to operate the Cuban dog track again this season. . . . Clayton Hawkes visited the James M. Cole indoor unit at Binghamton, N. Y., and chatted with Cole, Buck Leahy and Grover O'Day.

Mike Malko's Flying Malkos are with Orrin Davenport for the Detroit, Cleveland and St. Paul dates. In June the act opens with the Tom Pack Circus.

James M. Cole is booked for Richmond, Va., with his elephants in April and then goes to Frank Wirth's dates at New Haven and Hartford, Conn., and Springfield, Mass., with Al Martin's fairs and parks dates to follow.

Army newspaper, Stars and Stripes, carried a feature about Mable Stark in its Tokyo edition recently. She is with a Japanese circus, reports Frank S. Metzger. She is looking for someone to break in the act for the Jap show.

Jorgen Christiansen has been visiting with King Ross at Northridge, Calif. Christiansen is taking his horse-donkey-pony-goat-guanacos-dogs act to Hawaii for a Shrine show. Ross, former equestrian director with Russell Bros., now has a dog training kennel, an all-poodle act, and does movie work with dogs.

Joe Houston, 87, veteran circus man and dog trainer, recalls the start of the Floto show at Denver in an article published by The Denver Post this week. He is quoted as saying he had a dog act in Denver and was commissioned by Harry Tammen and Fred Bonfills to build a new dog and pony show.

Dick Griffith, trick rider at rodeos and other events, was injured in his first public performance after recovering from an earlier injury. At Denver's National Western Stock Show, a horse broke several bones in Griffith's foot as he prepared to do a Roman standing jump with two horses over an automobile. He performed last in 1950, when he was injured as one horse jumped and one didn't at Eureka, Calif.

Among troupers holed up for the winter at Elmira, N. Y., are Marvin Arnold Hudson, formerly with kid shows on Campbell Bros., Pawnee Bill's Wild West, Gentry Bros., La-Tena and Sun Bros. circuses. Another is Charles Chubbs, formerly with Ringling's No. 2 bill car, who wonders if others recall the time that car was peppered by rifle shot in Tennessee mountain country. And Art (Doc) Miller recalls the late Sam Dock's yarn about a time (Continued on page 52)

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# UNDER THE MARQUEE

Continued from page 51

the Salvation Army in a Canadian town sought to chase the Harris Nickle Plate Shows out of town.

Ed Hill is contracting for Benson Bros. Owner-manager Bill Morris visited in Peru, Ind., and St. Louis recently. . . C. C. Smith is ahead of King Bros. . . Kenneth Ikert is with Ring Bros. . . Ed Hiler is ahead of Cristiani Bros.

April issue of Railroad Magazine is carrying a 28-page section devoted to circus trains and show elephants. Layout includes a number of show-train yams and many photos of trains and bulls.

Mr. and Mrs. Iethro Almond, of Albemarle, N. C., will observe their golden wedding anniversary Wednesday (11) with a reception at their home. He operated wagon and ca shows, featuring vaude and movies from 1900 to 1930, when he entered circus business. In the next six years he was a partner of Al F. Wheeler and Tiger Bill Snyder in operation of truck shows. He still has the office wagon from his circus.

Eddie Howe, last season with Ringling's press department, has declined 1956 positions with Ringling and Clyde Beatty circuses and will go to Atlanta as managing director of "Cinerama" at the Roxy

Theater. H- plans to prepare press material for the new Beatty show prior to going to Atlanta.

Visiting the Gosh All-American Circus at Laurel, Miss., were Diamond Jim Spiegel, former show owner, and his son. Texas Clayton, formerly with Kelly-Miller, who has a gas station at Prentiss, Miss., visited Byron Gosh. Others included Jack and Sue Stillwell, promotion people; LeRoy Finley, agent for the Wallace carnival; Anthony Wade; Terry Pace; Moreno's Wild Life Exhibit Company; and Max Kleinman, of Paramount Pictures. Doc Ford, with dogs and ponies, joined Gosh recently. Joe Smiga bought a new concession truck.

Ed Knoblauch, last year's chief press man with Ringling, remains in serious condition at St. Francis Hospital, Peoria, Ill. Frank Upp, CFA at Peoria, has been in touch with Knoblauch's family, but the press agent cannot have visitors yet.

Neal Walters, Eureka Springs, Ark., poster tycoon, returned from a business trip to Florida show quarters and left at once for Arkansas and Oklahoma quarters.

Florida CFA members have completed arrangements for a three-day conclave to be at Sarasota March 16-18. Headquarters will be John L. Sullivan's Circus Hall of Fame. William A. Sadler, Miami, State CFA chairman, headed the arrangements committee.

William M. Johnson writes that he plans to go back on the road this season, after staying off since 1950. . . Grover O'Day writes that he is clowning and doing two acts in James M. Cole's indoor unit. . . Seattle Post-Intelligencer reported that a dog which belonged to a Seattle resident until its death a few days ago, was the last of the Sparks Circus animals which were found abandoned after the show folded in 1947.

Clint Shufford, formerly with the original Sparks circus and now with the Olson Shows, continues as secretary of the Hot Springs (Ark.), Showmen's Association. . . Ted LaVelda, who has the Sic's Show on the George W. Cole Circus, is with a Peoria, Ill., TV station until the circus reopens.

Jay Sisler and his Australian shepherd dogs have been signed for the San Antonio Livestock Exposition.

Todd Henry, framing his Monarch Productions at Salt Lake City, reports that his agent, Jack Poster, says booking is strong. Pat Clinton returned to Salt Lake after a couple of weeks in Arizona. Wayne Gage expects to join after completing his hitch with the Army at Fort Ord, Calif. Henry said his current show is not the same as Henry Bros.

Animals from the Cuneo zoo at Libertyville were among those used Thursday (26) at Milwaukee when the Zoological Society of Milwaukee launched a fund-raising campaign to stock a new zoo. The animals were located in the hotel dining room. Marlin Perkins, of Chicago's Lincoln Park Zoo, was a

speaker. Event was covered by Life magazine, TV-radio stations and wire services. C. P. Fox, Oconomowoc circus author and member of the zoo board, was in charge of obtaining the animals.

The engagement of John Cuneo Jr., Libertyville, Ill., owner of several bear acts in recent years, and Eloise Berchtold, of Cincinnati, performer and trainer with circuses, has been announced in Chicago. The wedding is expected to be in late February. The bride-to-be was with King Bros. and with Bailey-Cristiani.

## Boston Sports Show Features Ted Williams

BOSTON, Feb. 4.—The annual New England Sportsmen's and Boat Show will get under way today for a nine-day stay at the Mechanics Building here. It will run thru Sunday (12). The feature will be Ted Williams, Boston Red Sox slugger, who will show off his skill as a fly-caster.

There will also be Rock Robertson, North Woods guide and strong man; Sharky the Seal, a perennial favorite here; Jack Sharkey, ex-heavyweight champion boxer, now in the fishing rod business, will compete with Williams in a fly-casting contest. There will also be other events and tank acts handled by William F. Shilling of New York.

Last year the event drew an announced 143,000 patrons.

## Budget for A. C. Hall to Be \$185,000

ATLANTIC CITY, Feb. 4.—The 27-year-old Conventional Hall will receive \$185,000 from the general funds of the city for this year for repairs and operation.

A deficit appropriation is made by the City Commission each year toward operation of the big hall where receipts never come up to the operating costs. Last year the City Commission appropriated \$60,000 for this purpose. This year the Auditorium Commission asked a deficit appropriation of \$40,000 in addition to \$165,000 for repairs. It was decided that the money for repairs and for deficit operation would be lumped in one sum reduced to \$185,000.

## Edwin Forsythe, Arena Seat Man, Joins Safway

MILWAUKEE, Feb. 4.—Edwin C. Forsythe, formerly of Syracuse, N. Y., designer of portable steel chair risers for auditoriums and arenas, has joined Safway Steel Products, Inc., Milwaukee, as manager of the auditorium and arena seating division.

Forsythe perfected a basic design of sectional steel portable chair risers which permit flexible arrangements of seats in a wide variety of indoor installations. Safway manufactures bleachers and grandstand equipment.

Forsythe's chair risers have been installed in auditoriums-arenas at Syracuse; Philadelphia Convention Hall; Fresno, Calif.; Rochester, N. Y., and the Dallas Ice Arena. A variation of the design was used to build a portable aluminum stage for the General Assembly Auditorium.

## Begin Building 6,500-Seat Arena At Mercedes, Tex.

MERCEDES, Tex., Feb. 4.—Ground has been broken for the 6,500-seat stadium to be constructed on the grounds of the Rio Grande Valley Livestock Show and Rodeo and the structure is scheduled to be completed in time for the 17th annual stock show and rodeo March 8-12.

The stadium is located on 20 acres purchased by the Mercedes public schools adjacent to the Stock Show grounds. The property will be used for a field house at the north end; elementary school buildings at the other end; football field and track by the schools and for the annual rodeo and other events by the livestock show organization.

Facilities will include 4,500 steel and 2,000 wood seats and 36 boxes holding six seats each. The Livestock Show has purchased and added seven acres to the northwest corner of the grounds and has signed a contract with the National Guard for permission to use five acres for an armory. The Guard will then permit the show to use the building for commercial exhibits if and when it is built.

## New Alberta Arena

BEAVERLODGE, Alta., Feb. 4.—A \$60,000 arena is being built here. Of steel and concrete, it will be 120 by 200 feet, with an ice surface 85 by 190 feet. It will seat 3,000.

## THE FINAL CURTAIN

**BEEMER**—Walter Scott, 86, known as the "World's Oldest Juggler," January 31 in San Diego, Calif. He is survived by his widow, Elizabeth; a son and a sister, all of that city. Burial was February 2.

**DAVITT**—Charles A., 50, circus fan and historian, January 23 at Springfield, Mass. In his youth he traveled with the Sparks Circus. He later years he was active in the CFA and CMOA. Survivors are his widow, Mary; son, John R., and a brother, John T. Burial in Springfield.

**DUTTON**, Effie, 89, noted old-time circus equestrienne, February 1 in Bethpage, N. Y. (Details in Circus section.)

**GORDON**—Robert W., member of the Miami Showmen's Association, January 24 in West Palm Beach, Fla. Burial in Showmen's Rest at Southern Memorial Cemetery, was attended by William J. Tucker, Lyman Truesdale, William C. Bryan, Jimmy Finn, Kitty and Ep Glosser, Barney Tassell, and Marty Weiss.

**LINDBERG**—Adolf L., 78, Scandinavian horse trainer, January 23 in Helsinki, Finland. He had toured with circuses in Germany, Belgium, Denmark and Norway, his last seasons being with Circus Empress in Norway.

**MASON**—A/2C Gerald M., 20, son of Charles R. (Curly) Mason, well-known general agent of Stockton, Calif., and Mrs. Catherine Blowers, Seattle, January 20 at Madigan Army Hospital, Tacoma. He had served with the Air Force in Japan. Survived by his parents and a sister, Patricia. Burial in Seattle.

**MILLER**—Mrs. Frank, 55, whose husband has operated the concessions with the Ringling circus since

the 1930's, in New York last weekend. (Details in Circus section.)

**O'SATYRDAE**—Otis George, infant son of Mr. and Mrs. Major O'Satyrdae, January 22 in a Tampa hospital. Interment January 26 in Showmen's Rest, Tampa.

**REED**—Frank Stanley, 59, veteran showman, who had toured with Al G. Field's and Primrose & West minstrels and later with Hunt Bros., Cole Bros. and Hagenbeck-Wallace circuses, of a heart attack in Columbia, S. C., January 27. He also had been bannerman and legal adjuster with carnivals. Last five years he was with the advertising department of the American Hotel Register Company, Chicago.

**RHODES**—Douglas N., 44, magazine writer and former Hollywood staff member of The Billboard, January 29 in an Artesia, Calif., hospital of a heart attack. Survived by his widow, Ruby. (See General Outdoor section for details.)

**VALLESE**—Mrs. Louise, 35, bingo operator, last season with the James E. Strates Shows, January 26 in Orlando, Fla., of injuries sustained when she was run over by an automobile. Formerly of Little Falls, N. Y., she had been residing in Winter Garden, Fla., at the time of her death.

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**Circus Routes**

Cole, James M.: Odessa, N. Y., 7; Watkins Glen 8; Bastile 9; Wayland 10; Sayre, Pa., 12; Seneca Falls, N. Y., 14; Naples 15; Wyoming 16; Belfast 17; Wellsville 20; Emporium, Pa., 21; Fillmore, N. Y., 22; Davenport, Orin: Detroit, Mich., 7-12; Cleveland, O., 13-26; Rochester, N. Y., 27-March 3.  
Hamid-Morton: Memphis, Tenn., 11-17; Milwaukee, Wis., 20-25.  
Polack Bros. Eastern: Lansing, Mich., 8-11; White Plains, N. Y., 17-19; Roanoke, Va., 23-25; Wilkes-Barre, Pa., 29-March 3.  
Polack Bros. Western: Nashville, Tenn., 10-11; Louisville, Ky., 20-26; Chicago, Ill., March 2-18.

**Ice Shows**

Holiday on Ice No. 1: Chattanooga, Tenn., 7; Atlanta, Ga., 8-19; Charlotte, N. C., 20-26; Tampa, Fla., 27-March 7.  
Holiday on Ice (European): Copenhagen, Denmark, 7-29; Odense, Denmark, March 1-9.  
Ice Capades of 1956: Washington, D. C., 7-13; Hershey, Pa., 16-28; St. Louis, Mo., March 1-7.  
Ice Capades International: Edmonton, Alta., 7-11; Regina, Sask., 15-18; Brandon and Winnipeg, Man. (split) 20-25; Sioux City, Ia., 27-March 4.  
Shipstads & Johnson's Ice Follies of 1956: Montreal, Que., 7-12; Boston, Mass., 14-26; Providence, R. I., 27-March 4.

**Miscellaneous**

Autry, Gene, Show: Hartford, Conn., 7; Kingston, N. Y., 8; White Plains 9; Hershey, Pa., 10; Philadelphia 11-12; Roanoke, Va., 13; Winston-Salem, N. C., 14; Asheville 15; Knoxville, Tenn., 16; Spartanburg, S. C., 17; Charleston 18; Charlotte, N. C., 19.  
Hitler's Personal Automobile, Jack W. Burke, Mgr.: Waco, Tex., 7; Baton Rouge, La., 8-11.

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## Calif. Kid Spot Renames LeFors

NORWALK, Calif., Feb. 4.—Ted LeFors was again appointed to manage the Clock Kiddieland in 1956 and commended for putting it on a money-making basis by the board of directors of the Clock Cafes, Inc., owners of the amusement zone here. Frank Powers was named mechanical supervisor.

LeFors said that at the present time the park is operating on a weekend basis and plans are being made to extend the operation to full weeks this spring. Negotiations are under way, too, to book four or five major rides and create a picnic area for the use of clubs and children's organizations.

The Kiddieland has been following a policy of donating designated day's revenue to charitable organizations.

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### FOUND 'ANGELS'

## Willow Grove Seller Sues Over His 5%

PHILADELPHIA, Feb. 4.—A 5 per cent interest in Willow Grove Park stimulated some legal activity in U. S. District Court this week. Judge Allen K. Grim issued a temporary restrainer preventing Harry S. Jacobs and Morton Michelson from disposing of their stock in the Willow Grove Park Company.

Complainants are Philip Bieber, of Coral Gables, Fla., and Louis Pondfield of Baltimore. Their suit was filed by attorney David Rosen.

The complaint says: Last January, Jacobs told Bieber that he and Michelson would pay \$1,900,000 for Bieber's rights and interests in the 108 acres on which the park was located. They did pay \$190,000, of which they had to borrow \$100,000 on a demand note, but they could not come up later with the money to complete the deal.

#### Backers Needed

It continues: In March, Jacobs told Bieber that he and Michelson needed to find a person or persons of "very substantial financial resources, willing to become associated with them by investing the necessary money required."

The suit says Bieber was promised a 5 per cent interest in the project if he could find some backers. Pondfield later became associated with Bieber.

Bieber finally located Ben and Herman Cohen, of Baltimore, the suit says, "who contributed the necessary funds to consummate the purchase... and became associated with Jacobs and Michelson." Attorney Rosen adds that 25 per cent of the stock was issued to Jacobs and Michelson, and 75 per cent to the Cohens.

The attorney says Bieber and Pondfield have been refused the 5 per cent they were promised, and it is believed that Jacobs and Michelson are about to get rid of their shares in the park. He says this should be prevented until the 5 per cent question is settled.

### STAGE COACH, RIVER CHANNEL

## Novel Units Slated By N. J. Storyland

ASBURY PARK, N. J., Feb. 4.—A full season of operation will begin shortly for Storyland, with several new elements slated for the \$500,000 park which did phenomenally well in the short period it was open last year. Business was encouraging enough to have the owners proceed with some novel improvements which are taking shape.

Storyland did not get under way until June, and completion dates were so uncertain as to keep promotion and advertising on the quiet side until then. Nonetheless, its operators claim that 300,000 admissions were registered for the season at gate prices of 85 cents for adults and 35 cents for children.

The park capitalizes on masterfully done buildings of nursery rhyme motif, all built of top-grade materials. There is a minimum of wood and a predominance of

concrete, heavy plaster, and brick. In addition, a Kiddieland offers a live pony ride, Miniature Train with two units and a mile of track, and the Herschell Sky Fighter, Jolly Caterpillar, kiddie Merry-Go-Round, Little Dipper coaster, and wet boat ride. There is also a fully equipped playground.

#### Castle Entrance

Storyland is fronted by a large castle-like structure, some 200 feet  
(Continued on page 65)

## Whalom Set To Book Names For Ballroom

FITCHBURG, Mass., Feb. 4.—Whalom Park may resume ballroom operations next season, President Henry Bowen notes, with at least several appearances of name attractions.

Names proved the best draw in 1955 ballroom business, it was added, but dancing to locally provided musicians was not as well attended as desired.

This year's opening will likely be on Easter Sunday, April 1. Added to the park has been a new Skee Ball building in which will be several other amusement units. Last year the park installed 40 Fascination tables and results were satisfactory, Bowen reported.

### RIDE CHANGES NOTED

## Thrill Acts Booked By Coney Wonderland

NEW YORK, Feb. 4.—The free act promotion program of Wonderland, which never got off the ground in 1955, will function all during the upcoming season, operators of the old Feltman's Park stated this week.

Feltman's last year was rejuvenated with rides and game concessions, and thrill-type acts provided by Stanley Wathon, of New York, were expected to draw heavily in attendance and revenue. The program was not developed until the season was already under way, tho, and the first act slated to appear suffered a bad accident the previous week, at White City Park in Worcester, Mass.

This took all the enthusiasm out of the promotion and the acts were abandoned for the remainder of the season, which was barely satisfactory for the many operators involved. This year, there are sweeping changes in the park content,

and the free acts are definitely in, it is reported.

Frank Carto, who with his brothers, Anthony, Joseph and Alfred, operates a group of rides at Wonderland, says a Junior Hot Rod unit will be installed, an old Whip ride will be replaced, a modern motorboat ride will run in a channel under construction, and several other modern units will be brought in to supplant the old rides offered last year.

Wonderland Park will contain about 15 kiddie rides, 10 major rides, and 25 game concessions, all on property controlled by Coney Island Enterprises, Inc. In addition to the Carto Brothers, Dominick Cerbini, of the ride-transporting Cerbini Brothers, will have a Loooper, shooting gallery and other units; Nick Garafola will have his Tilt-A-Whirl, and Stash will operate a group of games, including a large Ring-the-Duck.

The acts, expected to prove the major draw, will be paid for on a co-operative basis by everyone at the park, it is reported. The first section of the new Aquarium will be open this summer and it, too, will provide Wonderland with additional patrons.

Members of Coney Island Enterprises include Herman Rapps, Dewey Alberts, Nathan Handwerker, Sidney Robbins, and Paul Yampø.

## Heller Leases Lynchburg Spot

LYNCHBURG, Va., Feb. 4.—Harry Heller, owner of Heller's Acme Shows, announced this week that he has leased Warren Crocetti's Bonnie Lake Park on Route 29 near here. Heller said that the park will not interfere with his carnival operation.

The local spot offers a swimming pool, dance hall, restaurant, picnic grove equipped with 100 tables and parking for 500 cars. Heller plans to place 10 of his rides in the park, which is slated to open about April 19. The staff will be announced later.

SALE
Complete
SALE

## AMUSEMENT PARK

### Equipment and Rides

All rides and equipment of famous Woodside Park, a Philadelphia landmark for 59 years, are being sold to make way for a housing development. Everything must go! \$500,000 worth of rides, amusements and miscellaneous equipment including:

#### Large Amusement Rides

<ul style="list-style-type: none"> <li>Whip (12 cars)</li> <li>Sky Flyer</li> <li>Bucking Broncos (3)</li> <li>Sensation</li> <li>Lightning Bug</li> <li>Roller Coaster</li> <li>Pretzel</li> <li>Laff Trail</li> </ul>	<ul style="list-style-type: none"> <li>Carousel (Dentzel 36 horse)</li> <li>Tilt-a-Whirl (New)</li> <li>Auto Scooter (25 new cars)</li> <li>Water Scooter (15 new boats)</li> <li>Trains (2 engines, 2000 ft. track &amp; 6 cars)</li> <li>Looper</li> <li>Cuddle-Up</li> </ul>
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#### Kiddie Land

<ul style="list-style-type: none"> <li>Sky Fighter</li> <li>Toonerville Trolley</li> <li>Kiddie Hand Cars</li> <li>Boat Ride</li> </ul>	<ul style="list-style-type: none"> <li>Airship</li> <li>Baby Wildcat</li> <li>Pony Cart Ride</li> <li>Ferris Wheel</li> <li>Lightning Bug</li> </ul>
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#### Games

<ul style="list-style-type: none"> <li>Greyhound Race</li> <li>Krazy Kat</li> <li>Rifle Range</li> </ul>	<ul style="list-style-type: none"> <li>Rifle Sport (A.B.T.)</li> <li>Bull Pen</li> <li>Balloon Game</li> </ul>
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#### Miscellaneous

<ul style="list-style-type: none"> <li>Office Equipment</li> <li>Refreshment Stand Equipment</li> <li>Complete Arcade (180 Pieces)</li> <li>Public Address System, Flood Lights, Light Standards</li> </ul>	<ul style="list-style-type: none"> <li>Picnic Tables (200)</li> <li>Transformers (all sizes)</li> <li>Electric Motors</li> <li>Park Benches (750)</li> </ul>
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All of these rides are in excellent condition and may be seen in operation.

For Information Write or Call:

### MORRIS SPECTOR

Woodside Park, 3850 Ford Road, Philadelphia 31, Pa.  
Phone: Greenw00d 3-6500

## WANTED for our 61st season

### SENSATIONAL OUTDOOR ATTRACTIONS

WE BOOK ACTS DIRECT

WRITE AT ONCE

## WILLOW GROVE PARK

(do not phone or wire)

WILLOW GROVE PARK (Montgomery Co.), PENNA. (15 miles north of Philadelphia)

## RAS Again Demonstrates Earning Power at Tampa

**Gets Crowds, Weather on Big Day; Tops '55's First Five Days by 20%**

TAMPA, Feb. 4.—The Royal American Shows again demonstrated today that given people and weather they can pile up a big bundle of coin.

Today at the Florida State Fair was a big one. Traditionally, the first Saturday always is one of the

four big days of the 11-day event. But today everything was working for the fair. The weather was in its corner, the publicity had been strong and the auto races exerted a record pull.

As a result, the grounds were crammed all thru the daylight hours, and the shows in the Royal American Shows line-up ground away at a merry pace.

At nightfall Owner Carl Sedlmayr estimated that the day's whopping take would put the Royal American's gross for the first five-day period which ended today up about 20 per cent over last year. Last year fair crowds not only were smaller but were slashed on several occasions by rains that sent midway patrons home.

Highlight of today's midway operations was the strong patronage

given the rides. Again, as they did last year, they showed the greatest strength. Shows did well, but did not come up with the same increases. Games concessionaires held close to about last year's levels, with lower per capita spending being offset by the larger turnout.

The Rotor is in the ride line-up here for the first time. Among other rides in the line-up are a Twister and a Jolly Caterpillar, both recently purchased.

Shows operating are those which finished the 1955 tour with the Royal American. New tented attractions that will travel over the RAS' route are not to be introduced, as per custom, until the show hits the road in the spring, with its first stand at the Memphis Cotton Carnival.

## L. J. Heth Signs 20th Fair; Inks Mt. Vernon, Ill.

MOUNT VERNON, Ill., Feb. 4.—The L. J. Heth Shows have been contracted to provide the midway attractions at the 1956 Mount Vernon State Fair here. Charlie Waite, president, signed for the fair. Joe J. Fontana, general representative, who closed for the show, said that the contract gives the Heth organization a route of 20 fairs.

## All-Ga. Route For Holly Org

BRADENTON, Fla., Feb. 4.—Holly Amusement Company will again play an all-Georgia route, with fairs starting in July and running thru October, F. Hollingsworth, owner-manager, stated at winter quarters here. Re-signed is the Georgia Mountain Fair. October has been filled with new fairs in an effort to improve late dates, said Hollingsworth.

Delivery was recently made at quarters of an Eyerly Fly-O-Plane and a custom-made semi-trailer to house the Caterpillar light plants. All rides, rolling stock and other equipment is being repaired and repainted.

## Va. Greater Sets Opener, Inks Edenton

SUFFOLK, Va., Feb. 4.—Virginia Greater Shows will open in late April here, manager Rocco Masucci says, and the route will include some new territory. Masucci returned to quarters this week from the Southern fair meetings and met with agent William C. Murray to map out the route.

Work will begin February 23 at quarters, on the old white fairgrounds, White Marsh Road. In quarters at present are Dutch Kerchner and the Renstroms. Rocco left for his New Jersey home, after meeting with Murray.

Midgets Leo and Ike Matina will report in when work starts, from the local hotel cafe they have been working in.

Recent visitors were Harry Heller, of Heller's Acme Shows, and W. J. Yates, E. Hobbs and W. Mills for the Chowan County Fair of Edenton, N. C., who met with Murray and signed for 1956.

## Anderson, Ind., Repacts Olson

ANDERSON, Ind., Feb. 4.—The Anderson Free Fair has announced that Olson Shows will again provide the midway at this year's run. The fair, which will operate July 2-7, will also feature horse racing,

## Eastern Units Round Out Routes in Albany

**Strates Set at Syracuse, Hamburg; Buck Adds Strength; Coleman Is Set Early**

ALBANY, N. Y., Feb. 4.—A number of Eastern carnivals settled into their fair routes with a minimum of effort, at the annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel here, Monday and Tuesday (30-31).

Once again key dates were spoken for and assigned well in advance of the meeting. While there was competition for some of the remainder, the numbers and excitement involved were off from previous hectic years.

A number of shows which battled in this territory in the past were missing, because they had either confined the area taken in by their routes, or expanded in a different direction.

### Strates Set

The James E. Strates Shows again hold the two top spots in the State, the Erie County Fair, Hamburg, and the State Fair, Syracuse. However, the announcement that Hamburg will run eight days this year instead of six poses prob-

lems for the railroader. The added days mean that two weeks of routing will have to be allotted to the date. The 10-day State Fair also requires two weeks, including preparation. As a result the two dates will eat up approximately a month of playing time, apart from any few days of stop-gap operation that show agent Allan Travers may work out. Open time, but not full weeks, now exists between Clearfield, Pa.; Hamburg and Syracuse.

Oscar Buck, back on trucks for the second year after a venture on rails, has rounded out a route of high promise. In New York he added Bath, a spot formerly played

*(Continued on page 55)*

## Hannum Sets 8 Pa. Annuals

ALBANY, N. Y., Feb. 4.—Eight Pennsylvania fairs have been booked for the Morris Hannum Shows, it was announced this week at the annual meeting of the New York Fairs' Association.

The events will be held in Ebensburg, Butler, Hughesville, Gratz, Kutztown, Dallastown, Myersdale and Mansfield.

## BUCK SIGNS 3-YEAR PACT AT MALONE

ALBANY, N. Y., Feb. 4.—Jim Quinn, general agent of the O. C. Buck Shows, announced at the annual meeting of New York fairs here the signing of a three-year contract with the Malone (N. Y.) Fair. This is the first time that a long-term pact has been awarded by the annual. The up-State event appeared regularly on the Buck route until the organization went on rails for three years.

## Award Reithoffer Bloomsburg Pact

BLOOMSBURG, Pa., Feb. 4.—The 1956 midway contract at the Bloomsburg Fair was awarded last night to the Reithoffer Shows. Competition for the date was keen with the King Reid Shows, which held the date last year; Prell's Broadway Shows, also a former contract holder, and the W. G. Wade Shows reported to have participated in the bidding.

Reithoffer a Pennsylvania based organization, will be playing the date on its own for the first time. It has, however, furnished many of the rides used at this event for the past several years.

At the same time it was announced that King Reid and Frank McTeague would again handle the entire independent concession midway. Prior to last year the fair booked and administered this section.

Also last night's meeting was for the purpose of selecting a midway, no presentations were permitted. All of the bidding was confined to the hearings at the Pennsylvania Association of Fairs meeting in Williamsport last week.

The Reithoffer operation, which extends back thru several generations, was little known outside of its restrictive playing area until a couple of years ago. The booking ground work begun by operator



L. J. HETH

## Coronary Ends Long Career of L. J. Heth at 80

BIRMINGHAM, Feb. 4.—L. J. Heth, 80, one of the country's oldest active showmen whose L. J. Heth Shows title is one of the most venerable in the carnival business, died Thursday (2) of a coronary thrombosis.

The attack occurred at 9 a.m., as Heth was arising from bed. Death was instantaneous. Heth apparently had been in excellent health and had been active until the previous night in overseeing operations at the show's winter quarters here. He had had no previous illness of a serious nature.

Services were scheduled for the Brown Funeral Home, North Birmingham, Sunday (5), with burial in Elmwood Cemetery here. Heth is survived by a brother, Robert L., who is engaged in commercial business in Milwaukee, and two nephews, Floyd and Lewis Heth, the latter also being engaged in the carnival business.

The new owner of the show will be Floyd Heth. Joe J. Fontana is remaining as general manager. The show has already been booked for the new season and it will hit the road per schedule. According to the new owner, several new rides have been bought and the show will be enlarged before leaving quarters this spring.

## World of Mirth Again Signs Brockton Pact

BROCKTON, Mass., Feb. 4.—Frank Bergen's World of Mirth Shows were again awarded the midway contract by the Brockton Fair, at a special meeting of the directors here Wednesday (1).

Bergen was unable to attend the meeting, as planned, because illness held him in Albany, N. Y., where he had journeyed to attend the meeting of the New York Fairs' Association and meet with Carlton Larson, manager of the Brockton event. He was then to have journeyed here with Larson on Wednesday.

All concessions are included in the contract held by the World of Mirth.

### New Schedule

The announcement that the fair would confine itself to seven op-

### WANTED

## Fair Offers WOM Train Pay Lure

ALBANY, N. Y., Feb. 4.—The likely availability of Frank Bergen's World of Mirth Shows for a Labor Day week stand this year excited the interest of several fair operators at the New York Fairs' Association meeting here this week. Unmanageable dates or locations, however, made it impossible to carry discussions beyond the preliminary stage.

However, one executive from Maine—who obviously is undaunted by any reference to impossibility—had Jim Donovan, division freight sales manager of the New York Central Railroad and a long-time expert in the routing of show trains, figure the costs for the movement of the big railroader over several possible routes. Since the starting point would be deep in Vermont, the move would be a complex and costly one, especially since the follow-up move would have to be made from deep in Maine to Brockton, Mass.

The move in alone would cost a prohibitive \$6,000. When told this, the fairman, thoroughly familiar with the show and its features, still wanted it so badly that he offered to pay half the transportation cost.

Altho tempting, there was still a time element involved because of the distance, and by the time the principals had left, no hard decision had been reached.

## Reid Annuals Start in Canada

ALBANY, N. Y., Feb. 4.—The King Reid Shows will open its 1956 fair season in Canada at the Woodstock (N. B.) Fair, the owner announced here this week.

Other fair dates set for the Reid organization include Cobleskill, N. Y.; Skowhegan, Me.; Union and Rutland, Vt., and the Eastern States Exposition, Springfield, Mass.

## Sylvester Plans Baby Sitters

GAFFNEY, S. C., Feb. 4.—Carolina Amusements will provide baby sitting at its Kiddieland this year, Ernie Sylvester, manager, announced. Plans are to have an attendant watch over the youngsters while the parents enjoy themselves. The junior fun zone will be enclosed and, in addition to mechanical rides, will also have playground equipment, Sylvester said.

erating days, instead of eight as in the past, and open on a Sunday instead of Saturday, will make it possible for the show for the first time in many years to have all of its attractions in readiness for the opening.

The new operating schedule will also end the need to book in supplemental units by the World of Mirth to fill in while the railroader was making the jump and setting up. In the past, whole carnival companies had been brought in to operate on the first three days. Because of the resultant three-way split, the World of Mirth benefited but little from this operation since it was set up primarily to protect the fair's earnings.

The details of the arrangement were worked out between Bergen and Larson in Albany.

# MIDWAY CONFAB

Active in the Eastland Hotel lobby at the Portland (Me.) fair meeting were Ed Burr of Playtime Shows, booker Al Martin, Victor Lagasse of Lagasse Amusement Company, August (Babe) Rabb and Henry Cogert of the GAC-Hamid Agency; Ray Crewdson of the Fredericton, N. B., fair, and Alex Thomson of the fair in Truro, N. C. Several New Hampshire fairmen were also present.

J. Lee (Buck) Smiles will be in Mobile, Ala., for the Mardi Gras. . . . Louis Rosenberg, Triangle Poster Company, Pittsburgh, was forced to cut short his attendance at the Illinois Association of Agricultural Fairs meeting in Springfield, January 22-24, because of a virus attack. His son, David, took his place at the Albany and Toronto meetings. . . . Ralph Rothrock will do advance billing for the Metropolitan Shows this year after four years in Hollywood as a studio grip.

Raymond Clayton will have a string of concessions with the Hale Shows of Tomorrow when that organization opens March 31 at Independence and White, Kansas City, Mo. Clayton also will have a number of concessions with the Evans United Shows when that show opens in the Kansas City area. . . . Mr. and Mrs. T. H. Strong, formerly of Hugo, Okla., are wintering in Omaha. Strong has recovered from illness and will go out with a larger show than last year. He reports lining up six fairs in Nebraska and six in Oklahoma and Arkansas, plus some celebrations and picnics, and says he is adding to his ride line-up.

Slim Welch, Lee Denham and Tex Fetta are among those now at the Amite, La., winter quarters of the Harry Burke Shows. Manager Kenneth (Moon) Ritchie has been doubling between booking the show and supervising winter quarter activities. Included among the show people wintering in Amite are Mr. and Mrs. Al Warenkin, Mr. and Mrs. P. L. Smothers and daughter, and Tex and Audrey Fetta. Recent visitors to the Burke winter quarters were Tom Yanda, Mr. and Mrs. Bud Day and Mr. Mrs. Joe Mann. . . . W. H. (Heck) Hester is convalescing from pneumonia at his home, 4820 Petersburg Pike, Richmond 24, Va., and would like to hear from his carnival friends. . . . The Mallotts recently left Indianapolis for Southern vacation. They will go out again this season with J. P. (Jimmie) Sullivan's World's Finest Shows in Canada.

Attraction people attending the recent Kentucky meeting of fair managers in Louisville included Bernie Shapiro, Southern Poster Company; Mr. and Mrs. Earl Coburn, Enquirer Printing Company; Emil C. Guldenzopf Sr., and Cecil J. West, Regalia Manufacturing Company; Mr. and Mrs. A. H.

Sutton, R. B. Powers Company; Billy Senior, Barnes-Carruthers Theatrical Enterprises, Inc.; George B. Flint, Boyle Woolfolk-Associated Booking Corporation; Bob Weems, GAC-Hamid Agency; Jimmy Downey, Sid Dahl, Downey Attractions; Jimmy Hetzer, Leo Neal, Jim Bicknell, Hetzer Theatrical Agency; Mr. and Mrs. Bill McKinley, McKinley Rodeo; Ken Smith, Joie Chitwood thrill show; Don Fleenor, Cavalcade of Canadian Hell Drivers; Jack O'Dare, Congress of Canadian Daredevils; Bob Kelley, Auto Crash Kings; Mike Perzutti, Ohio Fireworks Company; P. A. Conway, Atlas Fireworks Company.

Also Johnnie Reed, Theodore Meadows, Maurice Meadows, Frank Bland, Charles Griggs, Tennessee Valley Shows; C. A. (Curley) Vernon, United Exposition Shows; Carl D. Backus, Blue Grass Shows; Mr. and Mrs. Ewing Page, Page Bros.' Shows; David J. Huls, Bee's Old Reliable Shows; Louis P. Riley, Riley Rides; Mr. and Mrs. Nelson Breeze, Mrs. Joyce Van Wye, Nelson Breeze Rides and Concessions; Bill Heal, Bob Farber, Heal Rides and Concessions, and Jack Oliver, Forace Poole, Gladstone Shows.

New England midway folk currently in Miami include Mr. and Mrs. Dick Wilcox, Mr. and Mrs. George (Foxy) Storti, Mr. and Mrs. Donald Watson and daughter, Donna; Mr. and Mrs. Raymond McDermott, Mr. and Mrs. Fred Lauria, Mr. and Mrs. Martin Black, Mr. and Mrs. Justin (Lefty) Edgerton and daughter, Eileen, Mr. and Mrs. William Gross, Mr. and Mrs. Charles Ginsburg, Louis Ginsburg, Mr. and Mrs. E. Scannon, Al Ventre, Mr. and Mrs. Quack Ocoin, Joe LaCroix, Mr. and Mrs. Al Stewart, and Sam Edstien.

Carl E. Lee Sr. reports he's back in the Baptist Hospital at Winston-Salem, N. C., for treatment.

Agent Bill Murray, of Virginia Greater Shows, has been on the sick list since the show closed in November, with acute bronchitis and a virus infection. He was under doctor's care for a while, and is still nursing a head cold and cough.

Harry Agne, operator of Bingo and concessions on major Eastern shows, is wintering at his home in Daytona Beach, Fla. . . . Carroll Miller is spending the winter at his Holly Hill, Fla., home, but is keeping busy with club dates and school magic and his Monkey Circus, and the route is over established spots played in previous years. Miller expects to be out under canvas again.

## Eastern Units Finalize Routes

Continued from page 54

by Strates between Hamburg and Syracuse. Bath now coincides with Syracuse, running Labor Day. Other New York dates announced by Buck and his agent, Jim Quinn, are Gouverneur, Elmira, Malone, and Plattsburgh.

Buck will also play Bedford, Va.; Washington, Rocky Mount, Cherokee and Greenville, N. C., and Camden and Beauford, S. C.

### Coleman Route Complete

Dick Coleman and his son came into the meeting with their route solid, as usual. In New York Coleman is set with Boonville, Norwich, Afton, Alamont, Ballston Spa and Fonda. Additionally, Coleman will play Greenfield, Mass.; Rochester, N. H.; Farmington, Me.; Stafford Springs, Conn., and Belchertown, Mass.

Pat Reithoffer continued his inroads into the State, adding Schaghticoke, a Labor Day date, considered one of the top three or four for midway grossing possibilities within the State. Reithoffer is also set at Owego, Whitney Point, Canandaigua, Caledonia, Angelica,

Lowville, Watertown and Rhinebeck. He also has Troy Hills, N. J. Bill Page's Page Combined Shows are credited with Ithaca, Sandy Creek, Batavia, Little Valley, Dunkirk and Trumansburg in New York.

### Booking Problems

The bridging of weekends by fairs has posed booking problems for many operators. Schaghticoke and Rhinebeck, for instance, open and close in mid-week. Several other fairs operate in the same fashion. While an agent can go bald trying to avoid open time, such dates, given good weather, can pack big crowds and grosses into the weekend operation since full activity is permissible in the State on Sunday.

The recommendation of the Department of Agriculture and Markets, that the fair association consider the possibility of a number of its smaller members combining for the purpose of decreasing the number and increasing the size and quality, created little interest among the attending showmen.

## PRELL'S BROADWAY SHOWS INC.

**50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR**

**NOW BOOKING FOR 1956 AND 15 FAIRS**  
Season's opening first of May

<p><b>WANT CONCESSIONS RIDES SHOWS HELP</b></p>	<p><b>WANT</b> Cookhouse—One who caters to show help. Novelties, Age and Scales and Concessions of all kinds. Can use one or two more Kiddie Rides, Dark Rides, Glass House, Fun House. Want high-class Girl Shows with or without own equipment. Snake Show, Wildlife. Irene Barton, get in touch. Want for winter quarters opening March 1—First-class Mechanic with own tools, Carpenter and first-class Painter. All Ride Help get in touch.</p>
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All reply: **PRELL'S BROADWAY SHOWS**  
c/o MIAMI SHOWMEN'S ASSOCIATION, 1799 N.W. 28TH STREET, MIAMI, FLORIDA, or **JOE PRELL**, 1545 UNIONPORT ROAD, BRONX 62, N. Y.

## 20TH CENTURY SHOWS

**"STREAMLINED AND GEARED TO THE TIMES"**  
WANT FOR ONE OF THE BEST ROUTES IN THE MIDDLEWEST

<p>Rides: Will buy equity in Scrambler. Will book Dark Ride, Caterpillar, Looper, Flying Scooter or any Major Ride not conflicting. Shows: Want Fun House or any Grind Show with own equipment.</p>	<p>Concessions: Good proposition for Photos, Derby, Age and Scales, Custard or any legitimate concessions. Help: Want Foreman for Scooter, Round-Up, Rock-O-Plane, Coaster, and Octopus. Also Second Men on all rides, must drive. Address</p>
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**E. D. McCRARY, MGR., 3308 Broadway, San Antonio, Tex.**  
P. S.: I will be in Tampa, Florida, Feb. 8, 9, and 10, Hillsboro Hotel.

## TENTS

**AMERICAN TENT CORPORATION**  
*America's Largest Builder of Fine Show-Tents!*

Field Representative: G. C. Mitchell  
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201 E. WATER ST., NORFOLK 10, VA.

**BILL SANDERS**

## KEN-PENN AMUSEMENT CO.

**BOOKING FOR 1956**

RIDES—Scrambler, Round-Up or any major ride not conflicting.  
SHOWS—That cater to family trade. Good proposition for Motordrome, 10-in-1, or Wildlife.  
CONCESSIONS—Will book Hanky Panks, Photos, Age, Custard, Ballgames. NO GYPSIES or FLATS. Good opportunity for clean operators.  
FOR SALE—1948 10-car Allan Herschell Auto Ride, good condition. Funhouse, three years old, picture to interested parties. Electro Freeze Custard Trailer and GMC 12' Van Truck, bargain at \$1500. All replies  
**RALPH D. SANDERS, MGR.**  
619 Earl Ave., New Kensington, Pa.

## GLADES AMUSEMENT CO.

WANTS FOR ALL FLORIDA FAIRS. SEMINOLE COUNTY FAIR, SANFORD, FEB. 13-18; FORT PIERCE FAIR, FEB. 20-25; HIGHLAND COUNTY FAIR, SEBRING, FEB. 27-MARCH 3, AND FOUR OTHER GOOD FLORIDA FAIRS TO FOLLOW.

Stock Concessions of all kinds. Also want well-framed Shows, Funhouse and Big Snake. Lee Huston, call Jerry. Paul Miller, call Jack.

**Jerry Saddlemire, Mgr. Jack O'Haver, Gen. Agent**  
P.S.: Have for Sale—Octopus in first-class condition, with or without transportation. Can be seen in operation on Show.  
Phone: Bowling Green, Fla., 9191 this week.

## SUNSET AMUSEMENT COMPANY

OPENING APRIL 26, EXCELSIOR SPRINGS, MO.  
**EXCLUSIVE CONCESSIONS OPEN**  
Photos, Long Range, Foot Longs, Custard, Age and Weight, Parakeet, Glass and Dish Pitches.  
**CONCESSIONS OPEN**  
Milk Bottles, Punks, Basketball, Dip, Hi-Striker, Jewelry, Coke Bottles and Hanky Panks.  
**SHOWS**  
Want well framed Side Show, Athletic, Mechanical, and Snake Show.  
BOX 25, CORAL GABLES, FLORIDA

## WANT SIDE SHOW PEOPLE

For summer season 1956 at two separate locations Coney Island, New York, Freaks, Attractions of all kinds, Strong Bally. Talkers, Ticket Sellers. Pay rain or shine. Enclose photo and state salary in first letter.  
**DAVID ROSEN**  
4016 Atlantic Ave., Sea Gate, Brooklyn 24, N. Y. Phone: ESplanade 2-2178

## \$100.00 CASH REWARD

### JOE SAVANO

For location of JOE SAVANO—Concessionaire—32 years old; wife, Janet, an Italian immigrant. For reward, call collect.  
**GEORGE TURNER**  
Phone: Victor 3-9888 OKLAHOMA CITY, OKLA.

## PARAKEETS

**BABIES—\$1.15 ea.**  
**CARNIVAL BIRDS**  
85c ea.  
Shipped Daily. F.O.B. Los Angeles.  
Minimum order, 48 Birds.  
**Durkee's Bird Farm**  
8967 E. Gallatin Rd., Pico, California  
Phone: OXford 9-5210

## POP CORN

May we send you a free sample of the NEW KEMPOP 40 yellow or white and place your permanent address on our mailing list? Boxes, bags, salt and seasoning.  
**INDIANA POP CORN CO.**  
Muncie, Ind. 27 years in business

## WANT ARCADE MECHANIC

Year round job for Park and Fairs. Experienced on modern equipment and sober.  
**BOX D-181**  
c/o The Billboard Cincinnati 22, O.

## F. J. BRADY

**IMPORTANT!**  
Contact the  
**Peoples National Bank**  
Ottawa, Kansas

## WANTED

12 Wuritzer 14' Skee Ball Alleys; must be in good condition. Contact by wire or airmail:  
**LORETTA JOHNSON**  
3153 Cass Ave. Detroit 1, Mich.

**KIDDIE MERRY-GO-ROUND WANTED FOR CASH**  
Give all details.  
Allan Herschell Co. type preferred.  
**HERB PAYNE VAN HOOTON SHOWS**  
Box 8, Adelaide St. P. O.  
Toronto, Ontario, Canada

**FOR SALE CANADA**  
No. 5 Eli Ferris Wheel, in first-class condition, complete with A-1 Mercury Truck. \$5,500.00 cash.  
**W. McKOLSKEY**  
60 Norden Cres., Don Mills, Ont., Can.

**OPENING APRIL 9 IN NORTHERN ARKANSAS**  
Winterquarters open April 1. Now contracting for Shows and Concessions. No Girl Shows or Flats. Have a real attractive deal for Ride Foreman on Wheel, Octopus, Spitfire and Merry-Go-Round; also Second Men who drive. Fun House Operator and Bingo Man. Only steady and reliable men need to reply.  
**BURKHART SHOWS & AMUSEMENTS**  
Piano, Ill.

**TEXAS**  
Fair Committees, contact P. B. Priddy, Box 22, Batesville, Texas, for good, clean Shows, Rides and Concessions for your fair dates in Texas.  
**LATIN-AMERICAN SHOWS**  
Edinburg, Tex., Feb. 7 to Feb. 19. Mission, Tex., Feb. 21 to March 5.  
**F. B. PRIDDY, Owner and Manager**

**BYERS BROS.' SHOWS**  
NOW BOOKING FOR 1956 SHOWS—RIDES—CONCESSIONS  
Want to Buy—Factory built Kid Rides. For Sale—14 ft. special built Long Range, 8 good runs.  
Reply to: **BOX 277, TRUMANN, ARK.**

**Now Booking for 1956 RIDES—SHOWS—CONCESSIONS**  
FOR SALE—Allan Herschell 1948 Little Dipper. Also Bingo (will book on show).  
**L. J. HETH SHOWS**  
North Birmingham, Ala.

**NOW BOOKING FOR 1956 SEASON**  
Hanky Panks of all kind. Girl Shows, Snake Show and Sideshow. Will book Chairplane, Octopus and two Kiddie Rides. Babe and Tony Roco and Joe Ristick, get in touch. All replies to  
**ELMER REID**  
Route 2, Afton, Tenn.  
Phone No. 6052 in Greeneville, Tenn.

**REWARD**  
for information leading to the arrest of persons involved in the robbery of Alex Freedman of \$8,500 in Los Angeles Jan 2, 1956. All replies held in confidence.  
**BOX A-173**  
The Billboard Publishing Co.  
4000 Sunset Blvd., Hollywood 28, Calif.

**WANTED RELIABLE RIDE FOREMAN**  
To help recondition and paint rides. Heated building. Location: Nelson Lodge Amusement Park, Route 222, off Route 422, 13 miles west of Warren, Ohio. Inquire of **RODGER M. WORK**  
Garrettsville, Ohio

**HELLER'S ACME SHOWS, INC.**  
OPEN WINTER QUARTERS MARCH 1.  
Want Help for ten Rides, Electrician, Mechanic, Foremen for all rides; all help with me before contact at once. Show opens April 5, 11 days, including Sunday, April 15, 10 miles from New York City. First fair Eastern Shore, Weirwood, Va., Aug. 13-18; Tappahannock, Aug. 27-Sept. 1; Mebane, N. C., Sept. 3-8; Clayton, N. C., 10-15; Manning, S. C., 17-22; Bennettsville, S. C., 24-29; Shelby, N. C., Oct. 1-6; Pembroke, N. C., 8-13. Fair Secretaries: Have week Oct. 15 to 20 open and others till Armistice Day. Also want for Bonnies Lake Park, Lynchburg, Va., on Route 20, Help on Rides, no ups and downs. Park Manager who can frame park and get things done. We have Swimming Pool, Dance Hall and Restaurant. Want made, Miniature Golf, outdoor Bowling Alleys and Concessions; all must be high class to comply with the rest of one of the finest picnic parks in Virginia. All address to  
**HARRY HELLER**  
9 VIRGINIA AVE., WEST ORANGE, N. J. PHONE: ORANGE 4-5447

**VERO BEACH, FLA., FAIR, FEB. 13-18**  
Will place Shows and major non-conflicting Rides. Need 3 Kiddie Rides. Will book Age, Weight, Novelties, Glass Pitch, Bear Pitch, Photos, Buckets, Swinger, 6 Cats, Coke Bottles, Pitch-Till-You-Win, Hoop-La, Jewelry and any Concession that works for stock; some Percentage open. One Grab Joint, Candy Apples, Popcorn. Pitchmen, come on. Light Plant needed for 3 spots. Want Live Pony Ride, Ice Cream, Foot-Long Hot Dogs and French Fries. Wire or phone  
**SID SISKIND, PARKWAY HOTEL, VERO BEACH, FLA.**

**HOLLY AMUSEMENT CO.**  
WANTS FOR 1956 SEASON, OPEN MAY 1ST.  
Photos, Long Range, Jewelry, Prize Everlytime and Skill Games, One Educational Show to feature. Help who drive for Fly-Plane, Roll-o-Plane, Wheel and Kid Rides  
**F. HOLLINGSWORTH**  
Rt. #3, Bradenton, Fla. Phone 41-793

**Arizona Showmen's Association**  
216 West Washington, Phoenix  
PHOENIX, Ariz., Feb. 4.—President P. H. Siebrand was in the chair at the January 30 meeting. W. J. Siebrand, first vice-president; Don Hanna, treasurer, and Earl Salter, secretary, also were on the dais.  
J. L. Ritter, owner of the Frontier Shows, was elected to membership.  
Marie Berko was reported seriously ill at Good Samaritan Hospital here. Monty Montgomery continues confined at the General Hospital, Florence, Ariz. Vincent (Irish) Deedy was reported improved at St. Joseph Hospital here. The sick list also includes Marguerite Stone.  
A standing vote was unanimous in favor of picking up the club's option to buy 24 additional graves in Greenwood Cemetery. Funds for this purchase and for placing identical stones on the plots are expected to come from donations during the coming season. Donation books for the cemetery fund will be used.  
Frames for pictures of all past presidents and of the banquet and balls are to be purchased.  
Pot of gold went to Arthur Frazier. Luncheon was served by Janelle Siebrand, Ruby Freeman, Rose Merrow and Dolly Frasier.

Committees for '56 follow:  
**FINANCE:** P. W. Siebrand, Lloyd Wilson, Hiko Siebrand, John Stone, Harry Lucas, Ralph Horstman, Don Hanna, Paul Pesicka, Hank Carlisle, Harry D. Clark, Mrs. H. D. Clark, Rose Merrow, Marguerite Stone, Margaret Hanna, Cora Ritter, Lee Ritter, W. R. Siebrand, Joe Steinberg, Bill Farrar, Ed. Lundgren, Inga Siebrand, Arthur Frazier.  
**CEMETERY:** Don Hanna, Marguerite Stone, Ruby Freeman, Louis Block, Louie Wald, Melvin Gallamore.  
**BUILDING:** Hiko Siebrand, Ralph Horstman, Charles Cooper, Frank Scerba, S. C. Rittenhouse, W. R. Siebrand, George Sackson, H. E. Speyers, Paul Pesicka, James Hale, Lloyd Lea, Steve Lucas, G. E. Gallamore, Byron Collins.  
**HOUSE:** Earl Salter, Dallas MacArthur, James Hale, George Redwood, Curly Speyers, Jimmy Rittenhouse, Ruby Freeman, Delores Gordon, Janelle Siebrand, Norman Crane.  
**ENTERTAINMENT:** Anne Horstman, Mary Collins, Ruby Freeman, Dolly Frazier, Margaret Hanna, Janelle Siebrand, Inga Siebrand, Delores Gordon, Rose Merrow, Louise Brown, Betty Wilson, Loel Sackson, Kay Cassidy.  
**WAYS AND MEANS:** Tim Terrell, Rose Merrow, Hank Carlisle, Millard Freeman, Marie Berko, Ralph Horstman, Lloyd Wilson, Daisy Howard.  
**MEMBERSHIP:** Millard Freeman, W. R. Siebrand, Harry Lucas, Rose Merrow, George Redwood, Betty Wilson, Louie Wald.  
**SICK AND RELIEF:** Ruby Freeman, Delores Gordon, Janelle Siebrand, Louise Brown, Nora Lucas, Inga Siebrand, Margaret Hanna, Mary Collins.  
**PUBLICITY:** Earl Salter, Don Hanna.  
**SERGEANT AT ARMS:** Dallas MacArthur, George Redwood.  
**BOARD OF DIRECTORS:** Millard Freeman, W. R. Siebrand, Marguerite Stone, Don Hanna, P. W. Siebrand, Lloyd Wilson, Paul Pesicka, H. W. Siebrand, Charles Denny, Hank Carlisle, Harry D. Clark, Mrs. H. E. Clark, Ralph Horstman, W. J. Siebrand, Earl Salter, P. H. Siebrand, Charles Cooper, Shorty Brown, John Stone, Margaret Hanna, Rose Merrow, Janelle Siebrand, Louis Block, Harry Lucas, Anne Horstman, Byron Collins.

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**Miami Showmen's Association**  
1799 N.W. 28th Street, Miami  
Ladies' Auxiliary  
The 146th meeting was called to order by President Agnes Grasso. On the rostrum with her were Kitty Glosser, first vice-president; Ann Whitehead, third vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary, and Rhea Carson, corresponding secretary. Chaplain Elsa Bryant gave the invocation.  
Welcomed to their first meeting were Dawn Barnes, Terry Cennane and Marie Louise Negus. Rhea Carson read correspondence from Mrs. James Dooley, Bea Stock, Louise Endy, Marty Weiss and Jim Dooley. Lois Weiss read the treasurer's report. Hilda Roman read minutes of the last meeting. Pearl Ridings read membership applications. Estelle Bell gave the Ways and Means Committee report. Bea Truesdale, of the Sick Committee, reported Bea Barry in the hospital. Mary Ellen O'Rear ill at home and the passing of Mrs. Lillian Scully Reilly.  
Mae Nelson announced that the secret pal party would be held February 14 in the clubrooms and have a Valentine theme. Money was donated to the blood bank by Shirley F. Lyons and Gaynelle Markell. The penny parade brought in \$13.45. The dark horse of \$22.75 was won by Natalie Byrus. President Grasso announced that the officers' card party will be held in the clubroom February 21.

**Missouri Show Women's Club**  
415a Chestnut St., St. Louis, Mo.  
ST. LOUIS, Feb. 4.—The first meeting of the year was called to order by President Rose Brown. On the platform were Terese Sidenberg, secretary; Mary Thompson, treasurer; Nora Gydna, social secretary. In the absence of Peggy Grim, the invocation was read by Elsie Wear.  
Ida McCoy reported the sick list included Florence Cobb and Mrs. Mary Horn. Verna Schantz was better after a bout with pneumonia.  
Kathy Impellizzeri, 9-week-old daughter of Arlene Impellizzeri, was introduced as a future member.  
Named to the resident board of directors were: Verna Schantz, chairman; Florence Cobb, co-chairman; Babe Weinstein, Lotis Francis, Estelle Regan, Gertrude Lang, Norma Lang, Ida McCoy, Gertrude Donnelly, Ellen Robertson, Josie Germain, Helen Germain, Florence Creely, Virginia Von Behren, Clara Campbell, Beatrice Guiliani, Catherine Schulte and Jeanette Hart. Non-resident board members are: Anna Jane Bunting, chairman; Esther Speroni, co-chairman; Goldie Fisher, Esther Groscurth, Anna Gallagan, Dorothy Williams, Betty Hutcheson, Betty Proper, Florence Botsford, Judith Solomon, Joan Lipsky, Margaret Horn, Dorothy Malbin and Grace Goss.  
Lunch was served by Sally Prevost and Babe Weinstein. Those present included Virginia Von Behren, Verna Schantz, Clara Campbell, Babe Weinstein, Estelle Regan, Elsie Wear, Lotis Francis, Ida McCoy, Barbara McGinley, Helen Germain, Sally Prevost, Marguerite Lohmar, Gertrude Donnelly, Josie Germain, Rose Brown, Nora Gydna, Mary Thompson, Teresa Sidenberg, Arlene Impellizzeri and Kathy Impellizzeri.

**National Showmen's Association**  
317 West 56th Street, New York  
Ladies' Auxiliary  
NEW YORK, Feb. 4.—A short business meeting on January 25 was followed by a social. Bess Hamid, in a letter from Miami, said she will leave there the evening of February 7 on the S. S. Evangeline for Ciudad Trujillo, Dominican Republic. She will be in the company of George A. Hamid, John and Dolly McCormick, Mac and Dorothy Goldberg, Mr. and Mrs. Herman Cohen, and Mr. and Mrs. Moe Elk. They will all stay at the Juaragua Hotel for six weeks and make frequent visits to the fairgrounds.  
Ethel Stillman had to leave for Philadelphia, because of the loss of an uncle. Palmiro Fantino and sister were in Italy visiting an ailing brother, it is learned, when the sister died. Ray Goldman came up from Miami to be with daughter Estelle's family while Estelle went to the hospital. She is home again and Ray may soon return to Miami.  
Eileen Weisman missed the Margaret McKee testimonial but sent a beautiful plant. Amanda Coombs visited Blanche Henderson while in California.  
President Ann Brown was presented with a black sequined hat by Billie Doretsky, as promised. A housewarming shower was held for Ann Brown, who recently moved to a new apartment. The ways and means committee will put on a Valentine's Party on February 16 at the clubrooms.

**Heart of America Showmen's Club**  
913 Broadway, Kansas City, Mo.  
KANSAS CITY, Mo., Feb. 4.—President Raymond Clayton outlined his program for the year at the regular meeting. Included will be a number of changes in the clubrooms and several additions.  
It was reported that Jess Sandusky underwent surgery Friday (20) and was reported in good condition.  
Contracts were signed to again hold the annual New Year's Eve banquet and ball in the Tower Room of the Hotel Aladdin.  
The recreation room, which was refurbished under the supervision of L. K. Carter, is drawing good daily crowds.

**PLAYLAND PARK, INC.**  
Charlotte, N. C.  
Grand reopening for our second season March 23, 1956. Choice location on main highway, opposite \$1,000,000 shopping center. Will book any Rides not conflicting with what we have, including Live Ponies or Dark Ride. Also place set of good Kiddie Rides. Book any Concessions that work for stock, including Long Range Gallery, Bingo Caller and Counter Men wanted. No ups or downs.  
**RIDE MEN WHO CAN OPERATE RIDES IN A PARK WANTED IMMEDIATELY.** Park operating under completely new management. Can place good Promotional Man on yearly salary. Ken Walters, contact me. **MORT MESSIAS**, 7904 Harding Ave., Miami Beach, Fla. Phone: Union 6-4833.

**Thank You FRANK (Carolina) BOYD**  
Gold Medal Shows for your new Nashua living trailer purchase.  
"Save Money With Johnny"  
**JOHNNY CANOLE**  
Phone: 85-0206  
8861 N.W. 18th Ave., Miami, Fla.

**Hot Springs Showmen's Association**  
710 Whittington Ave.  
Hot Springs, Ark.  
Ladies' Auxiliary  
President Ethel Booth chaired the recent meeting, with June Reynolds, second vice-president; Bonnie Wheatley, secretary, and Carolyn McJunkins, treasurer, also on the rostrum. Shirley Bazinet and Lucille Donoflio pro-temmed for the absent officers. Pearl Weydt and Edith Conklin. Chaplain Junior Ray gave the benediction.  
Mrs. Art Fritz, in from Chicago, and Leona Crowe, recovered from a long illness, were among those present.  
Alice Hennies was named chairman of the 1201 committee. A new Ford is to be given away at the 1956 banquet and ball, with the proceeds to go to the building fund.  
New floor lamps have been purchased for use with the card tables and a new deep freeze is to be purchased for the kitchen.

**Show Folks of America**  
145 Turk St., San Francisco  
SAN FRANCISCO, Feb. 4.—The regular meeting was called to order by President E. S. Fitzgerald, assisted by Charlotte Porter, treasurer; Albert Roche, corresponding secretary; Oscar Mattley, financial secretary, and Bonnie Townsend, recording secretary. M. (Whitey) Monette and Harry (Polish) Fisher filled in the vice-president's spots.  
President Fitzgerald, in the chair for his first regular meeting, thanked the members and friends for outstanding work accomplished. Sam Abbott, of The Billboard's Hollywood office, was given a rising vote of thanks for speaking at the Memorial Services and serving as toastmaster at the banquet and ball.  
Thanks were also extended Charlotte Porter, immediate past president, for years of service, and special mention was given Earl Leonard, Charlotte Porter, Joe Ryan and Joe Barell for decorating the graves for the memorial rites. Whitey Monette, banquet and ball chairman, was lauded for his work.  
A minute of silence was observed in memory of Jerry L. Murphy, who was accidentally killed January 14.  
Mary and Joe Richards served refreshments to close the meeting.

**Show Folks of America**  
145 Turk St., San Francisco  
SAN FRANCISCO, Feb. 4.—The regular Monday (30) meeting was called to order by E. S. Fitzgerald, president. Also present were Charlotte Porter, treasurer; Albert Roche, financial secretary, and Bonnie Townsend, recording secretary.  
President Fitzgerald announced that Louis Leos was moved up from third to second vice-president due to the resignation of Mary Ragan Kanthe. Oscar Mattley was appointed third vice-president, leaving the post of financial secretary open. This was taken over by George Simmonds.  
Leona Stevens was appointed chairman of the bazaar, with Ann Coles as co-chairman. Bill Coles will head up the Hi-Jinks committee with John Provenzale. Prizes were contributed by Flossie Fitzgerald, Joe Clemons, Del Emery, Charlotte Porter, Barney Stevens and James Davisson.  
Welcomed back after absences were Pat Treanor and son, Ray. Valentine greetings were read from Dick and Mary Kanthe, currently in El Monte, Calif.

**Canadian Showmen's Association, Inc.**  
1157 St. Catherine St., East Montreal  
MONTREAL, Feb. 4.—Elected to the executive committee at a recent meeting were S. J. Young, president; P. Marco, vice-president; A. Zaien, second vice-president; O. Drovin, third vice-president; R. Genest, secretary-treasurer, and M. Cohen, P. Morin, J. Hall, Al Roillard, directors.  
The membership committee reported the following new members: M. Arnaud, A. Adams, A. Arbour, M. Bell, Ed Ciesla, C. Capton, J. Cardin, P. Cadieux, M. Droz, L. DeLuca, C. Drew, C. A. Fex, T. Fotopoulos, P. Finnerty, J. P. Gallagher, B. Harding, H. C. Jones, Howard Jones, B. Karasik, T. Kotes, J. Kozolowski, R. Lavoie, A. Lessard, C. Lake, T. Larkin, R. Lefebvre, H. Lieberman, A. Levy, C. Miron, B. Morris, R. Morgan, P. March, W. McKolskey, W. A. Nichols, Theo Pappas, Pete Pappas, J. Paling, H. Plante, L. A. Riendeau, S. Rubens, B. Rivier, J. Racine, D. Russel, S. Shore, W. Sobol, J. H. Silberman, F. Vallee and H. Zannis.  
M. E. Brouillet presided at the election, with M. Guinard, auditor, acting as secretary.

**Concession Frames**  
Pitch-Till-U-Win Blocks, \$2 each; Maple Milk Bottles, \$1.25 each; Heavy Milk Bottles, \$2.25 each; Duck Pond Tanks, \$30 each. All types of games made to your specifications.  
**Used Equipment**  
Pea Pool Table \$25; One 10x12 Frame only \$50; Complete Ball Game—Milk Bottles, 14x14 blue top, used 1 season, California style, price \$195; Complete Feed the Clown, 10x12 frame, khaki canvas, price \$15.  
**ERNEST J. SILVA**  
144 Rockland St., New Bedford, Mass.



**Pacific Coast Showmen's Association**

1235 S. Hope St., Los Angeles 16  
LOS ANGELES, Feb. 4.—President Edward Harris conducted the regular weekly meeting Monday night (30) here with Harry Phillips, treasurer, and Bob Matthews, secretary, on the rostrum.

President Harris called on the visitors, who included Mickey Galp, C. K. Russell, Allton Pinchuck, Phil Gordon, Ske Sedarano, C. Nelson and Virgil Weaver.

Claude Parsons was inducted into the membership.

Harry Merkel was reported seriously ill in the Mount Sinai Hospital. Andrew Carson, who underwent surgery, is recovering and expected to be discharged from the hospital soon. Benny Haberman and Harold Mook are still on the sick list. Harry Gordon is recovering from an illness in Phoenix.

Donors to the blood bank were urged to make appointments at the nearest Red Cross center.

Sam Alexander was awarded the door prize.

**Showmen's League of America**

54 W. Randolph St., Chicago

CHICAGO, Feb. 4.—President Maurice Ohren called the Thursday meeting to order with close to 40 members in attendance. Assisting him on the platform were Bill Carsky, vice-president; Ned Torti, immediate past president, who stopped over en route to Tampa, and Homer Briant, executive secretary.

Welfare committee reported that Chick Bohdan was ill at home. A letter was read from Russell Johnson, who is in Kennedy Veteran Hospital, Memphis, thanking the members for cards and letters he received.

Rudy Singer, chairman of the building committee, reported on a number of locations his committee was looking into for possible purchase as club facilities.

Members present after absences included Billy Senior and Harry Duncan. New members are Clark L. Shabinc and Louis Cohn.

Following the meeting, a dinner, prepared by Mrs. Jimmy Stanton, was served.

**Jack Dempsey, Oil Man Tell Big Arena Plan**

TYLER, Tex., Feb. 4. — Jack Dempsey, former boxing champion, and Tyler oilman, Bobby Manziel, have announced plans to construct a million-dollar sports arena and coliseum near Tyler.

The structure, to be known as the East Texas Oil Palace, will seat 15,000 and will be air-conditioned. Grading work on a 17-acre tract east of Tyler on Texas Highway 64 has been completed.

Manziel, president of the corporation, said construction will be launched soon and possibly will be completed this year. Dempsey, a partner with Manziel in the oil business, is vice-president of the corporation.

The Oil Palace will seat more than similar buildings in Houston, Fort Worth and San Antonio, it is said.

**BOOK REVIEW**

**Volume Adds To T. McCoy Show's Lore**

CHICAGO, Feb. 4.—To the historic tale of Tim McCoy Wild West Show is added another item. Surely it is the only show for which an official route book appeared 18 years after the outfit folded.

Fred Pfening has put together as neat a little volume as any route book of recent seasons. Behind it is much work. He talked with Tim McCoy, Buster Cronin, Clint Finney, and others of the show itself. He also interviewed the late Frank Fellows and others who supplied equipment to the ill-fated show and who watched it collapse.

It's all put together in a well-paced narrative that recounts the rapid rise and fall of the show. There are more than 50 photos and several other illustrations and reproductions plus an insert with proofs of the show's newspaper ads.

For the people who were with it or saw it this is a must. For other show people and those interested in show history, there is much of interest in this—Tom Parkinson.

**Heller Signs Southern Fairs**

FRANKLIN LAKES, N. J., Feb. 4.—Following his attendance at recent fair association meetings, Harry Heller, owner of Heller's Acme Shows, announced the signing of a number of 1956 annuals, with negotiations pending on others that would take the show thru Armistice Day.

The Heller's route will include three Virginia fairs, Weirwood, August 13-18; Tasley, 20-25, and Tappahannock, 27-September 1; four in North Carolina, Mebane, September 3-8; Clayton, 10-15; Shelby, October 3-6, and Pembroke 8-13, and two in South Carolina, Manning, September 17-22, and Bennettsville, 24-29.

**Ice Capades Big in Boston**

BOSTON, Feb. 4. — "Ice-Capades of 1956" wound up with the best grosses in four years at the 13,990-seat Boston Garden. The 17-day, 23-show stand, which ended Wednesday (11), drew an announced total of 189,056 customers. The show was held here three extra days to facilitate the Friday (13) opening in Providence, also the strongest in several years.

**Model Makers Elect Officers, Set Conclave**

WASHINGTON, Pa., Feb. 4.—The Circus Model Builders and Owners' Association has elected Gaylord Hartman, of Washington, Pa., president for the coming year.

Walter Heist, Harrisburg, Pa., is vice-president. Maurice Allaire, Portland, Me., continues as director of publicity, and William Donahue, Torrington, Conn., was re-elected secretary-treasurer. Charles Lockier, Auburn, N. Y., was chosen superintendent of construction again.

Regional directors are Arthur Gunther, Manchester, Conn.; Samuel Shearer, New Cumberland, Pa.; Thomas Gibson, Keokuk, Ia.; Robert Bernard, Hollywood, and Edward Cripps, Brantford, Ont. The election was by postal ballot.

Meanwhile the convention committee of the CMBOA met at Harrisburg with Walter Heist, who is chairman. The 1956 convention will be at the Hershey Arena, Hershey, Pa., on the Labor Day weekend, it was announced.

**James M. Cole Trouping Unit**

PENN YAN, N. Y., Feb. 4.—James M. Cole opened his school and theater circus at Milton, Pa., January 23, for a 10 or 12-week season. Cole has operated the winter show since 1938 in New York, Pennsylvania and Ohio.

Performance includes the O'Days, cycles; Buck Leahy, hand balancing; Morris Brothers, comedy acrobats; Cole's ponies; Dick and Pauline, rolly-bolly; clowns, Grover O'Day, Joe Powers, Buck Leahy, and Happy Holmes; Anna Marie, contortion; diving dog; intermission.

Also Australian whip act; Grover O'Day, comedy bike; Ian Garden's trained dogs, from Canada; clowns; Bedell Troupe, teeterboard; clowns, and the Heerdinks, horizontal bars. Cole said that a heart condition has made it necessary to curtail some of his activities.

**Mrs. Beers Sells Share in Circus**

MIAMI, Feb. 4.—Mrs. Anna Beers has sold her share in the Beers-Barnes Circus to her son, Charles, and her son-in-law, Roger Barnes. The transaction gives each of the men half interest in the show.

Willie C. Clark, veteran foot juggler, is ill at his home on 31st Avenue East, Tuscaloosa, Ala., and would like to hear from friends.

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Location on the streets around the court house. Gigantic historical pageant with hundreds in cast. Parades, pageants, speakers and special events day and night. Will place all kinds of legitimate Concessions and outright sales. Need Cook House and Grab. Everything is open at this time.  
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**NOTICE**  
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**MR. L. J. HETH PASSED AWAY FEB. 2**  
The show will continue to operate even bigger and better the coming season and will fulfill all contracts and agreements.  
Thanks for your many messages of sympathy and flowers.  
All replies to  
**FLOYD R. HETH, Owner, NORTH BIRMINGHAM, ALA., or**  
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Playing 2 and 3 a week of the best Celebrations and Fairs in South Dakota, North Dakota and Minnesota. 7 Centennial Celebrations plus Fairs at Pipestone, Canby, Morris, Wheaton in Minn., and Webster, Parker and Tripp in South Dakota.  
NOW BOOKING Hunky Panks of all kinds—Short Range, Hi-Striker, Watch-La, Jewelry and Stum Spindles, Basketball, all Ball Games, Cork Gallery, Coke Bottles, 6 Cats, Buckets, Arcade, Mitt Camp, Duck Pond, Scale and Age, all Pitches. Funhouse, Mechanical or any other Grind Show.  
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Account of purchasing new equipment: 1—Little Dipper Ride, \$3,500. 1—Dark Ride (Pretzel), \$3,500. 1—Eight Car Whip, \$3,500. All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood.  
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**ANNOUNCES A STAR-STUDED ROUTE OF FAIRS STARTING AT**  
**CANDO, N. DAK. BOTTINEAU, N. DAK. FLAXTON, N. DAK. WEED, N. DAK. FARGO, N. DAK.**  
**ROLLA, N. DAK. CROSBY, N. DAK. CARSON, N. DAK. FORMAN, N. DAK. (STATE FAIR)**  
Followed by Duluth, Minn. (Centennial). Biggest celebration ever held. First show downtown in 15 years—10 big days and nights, August 2-12. Followed by Wadena, Minn.; Hutchinson, Minn.; Reeves County Fair, Pecos, Tex.; Eastern N. M. State Fair, Roswell, N. M. Three more Texas Fairs pending. NOW BOOKING FOR THIS MONEY-MAKING ROUTE.  
**SHOWS** Girl Show, Fun House, Snake, Illusion, Wildlife, Unborn, Motordrome or Monkey Drome.  
**CONCESSIONS** Will book Glass Pitch, Bear Pitch, Penny Pitch, Parakeet Pitch, Hunky Panks of all kinds, no exclusive. Want Penny Arcade. Will place Razzle, Pitch-Till-You-Win and Roll-Down. Each of these must be accompanied by two Hunky Panks, no patch and no head of outfit. Also want Lead Gallery, Short or Long. Also Jewelry. (Staley, contact.) Leon Reeder wants Candy Floss Agents. Dee Wyrick wants two Countermen for Bingo, must drive semis.  
**RIDES** Will book for season—Dodgem, Dark Ride, Spitfire, Round-Up and Scrambler, small or large Dipper, opening for Sky Fighter and small Ferris Wheel. Office maintains and operates 17 rides of its own.  
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## DALLAS MEET PULLS DESPITE ICE STORM

85 Delegates, Show Reqs Register; Insurance, Financing Discussed

DALLAS, Feb. 4.—Despite a transportation-crippling ice storm, some 85 fair representatives and showmen registered here for the 29th annual convention which opened Thursday evening in the Baker Hotel.

At the first business session of the convention, Friday morning, Alphonso Ragland Jr., Dallas insurance exec, emphasized the need for complete public liability insur-

ance coverage from the standpoint of fair management, carnival operators, concessionaires and exhibitors.

Ragland said that in any accident involving bodily injury, a fair is immediately faced with a problem in public relations and that in this instance a reliable insurance company can function as the fair's public relations counsel as it comes forward to assume responsibility. He also pointed out that major insurance companies employ highly qualified safety engineers whose services are available to policy holders at no cost other than the premium that is paid.

Three fair managers discussed methods of financing building programs. Joe Cooley, of Abilene, told how a \$600,000 county bond issue was voted to rebuild the West Texas Fair, which will resume operation this fall. Othel M. Neely, manager of the Heart of Texas Fair at Waco, cautioned against an over-ambitious building program that would aggravate the problem of maintenance cost. Rex Baxter, of the Tri-State Fair at Amarillo, touched on his operation, in which building and maintenance costs have been assumed by the county, either thru the issuance of warrants by the county commissioners court or by bond issues.

New officers were to be installed at a Saturday (4) luncheon-meeting sponsored by the State Fair of Texas.

### Kahalley, McKenzie Head Mobile Annual

MOBILE, Ala., Feb. 4.—Ed Kahalley has been named president, and Tom McKenzie, general manager, of the Greater Gulf State Fair here. Kahalley headed the prizes and exhibit committee in '55 and McKenzie was in charge of utilities.

Harry Riddick, president of the Mobile Junior Chamber of Commerce, announced the new appointments.

## Dean Bows Out As Miss. Assn. Sec'y-Treasurer

JACKSON, Miss., Feb. 4.—J. M. Dean, who has held the position of secretary-treasurer of the Mississippi Association of Fairs and Livestock Shows for the past 30 years, this week retired from the job. His retirement came at the annual meeting of the association held here Wednesday in the Robert E. Lee Hotel.

Dean, who will continue as executive secretary of the Mississippi State Fair, was succeeded in the position by his assistant, N. S. Hand. G. L. Hales, county agent, was named to assist Hand.

A. P. Fatheree, Jackson, was elected president of the association; R. B. Jefferies, Laurel, was named first vice-president, and J. R. Thompson, Kosciusko, was elected second vice-president.

The one-day confab was well attended by both fair delegates and attraction people, with about 25 of the latter on hand. Topics discussed at the business session included many timely problems pertaining to fair management.

The annual banquet in the evening drew an overflow of fairmen, attraction reps and a large number of the State's legislators.

## \$88,457 Earmarked as Maine's Stipend Money

PORTLAND, Me., Feb. 4.—All 24 member fairs of the Maine Association of Agricultural Fairs were represented at the 32d annual meeting last week. The sessions were held Wednesday and Thursday (25-26) at the Eastland Hotel. Newly elected president is John H. Reed of the fair in Presque Isle, succeeding John Weston of Fryberg.

Commissioner Fred J. Nutter of the State Agriculture Department noted that \$88,457.26 will be available to qualifying fairs as their share of State stipend money. This will give a return of 65 and a half cents for every dollar the fairs spend for premiums to exhibitors.

The stipend total compares with \$91,584 the fairs got for their 1955 events, but was far greater than last year's money, which was held down by poor weather which

### Clearfield, Pa., Re-Elects McCoy

CLEARFIELD, Pa., Feb. 4.—Edward E. McCoy was renamed president of the Clearfield County Fair at its annual reorganizational meeting here. Edward A. Clark was reappointed manager and will also supervise concessions.

Joseph Sansone will head up the fair's carnival department; Lanzie Murray was named race secretary, and Maurice J. Brion, long-time publicity head, was named a board member.

## FAIRMEN FLOCK TO DOMINICAN SHOW GROUNDS

NEW YORK, Feb. 4.—"We might hold our own fair convention," George A. Hamid quipped yesterday about the congregation of fair people heading to the World's Fair in Ciudad Trujillo, Dominican Republic. Hamid leaves this weekend, and also at the fair will be Hiram McCallum, general manager of the Canadian National Exhibition; Jack Reynolds, general manager of the Eastern States Exposition; H. H. MacElroy, manager of the Central Canada Exhibition; Howard Singmaster, president of the Allentown Fair, and Charles Corfleat, president of the Winston-Salem Fair. Hamid is president of the New Jersey State Fair.

## Yakima, Wash. Awards Show To GAC-Hamid

NEW YORK, Feb. 4.—The GAC-Hamid Talent Agency signed the grandstand for the fair at Yakima, Wash., this week, and George A. Hamid Sr. viewed it as the anchor for a period of consecutive weeks' bookings on the Pacific Coast.

Representing the agency was George Hamid Jr. The show is reportedly purely a Pacific Coast package and will contain five or six acts plus TV discoveries.

## Palm Beach Attendance Hits 91,126

WEST PALM BEACH, Fla., Feb. 4.—Palm Beach County Fair here, January 20-29, had its most successful run in history, Manager Lamar Allen reporting attendance of 91,126, a 20 per cent gain over the 1955 figure.

Exhibit space sales were up 25 per cent and midway revenue was doubled, with Miller Amusement Enterprises the attraction for the fourth year. Augmenting the show were Pearson and Solomon's Scrambler and Degeller's Fly-O-Plane and Dodgem. Ride receipts registered an 80 per cent gain over 1955. Eddie Yeager had the cookhouse on the grounds, and all concessionaires reported fine business. William Thompson, retired for 16 years, managed the midway. Booking was done by MacAlister Marcres, of Florida Bazaar Supply, who has a five-year contract to supply the midway.

William Boutwell Sr., president of the fair association, reported that a long-range building and expansion plan is being put into effect immediately.

### Lethbridge, Alta., Re-Elects Parry For Tenth Term

LETHBRIDGE, Alta., Feb. 4.—Charles Parry has been reappointed secretary-manager of the Lethbridge and District Exhibition and Rodeo for his 10th term. He has been a director for 25 years.

Exhibition prize money this year will be about \$5,000, the same as last year. Wild horse riding and wild cow milking contests will be dropped from the rodeo, to be replaced with other rodeo events.

Estimated cost of paving roads in the fairgrounds would be between \$8,500 and \$17,000, depending on the area paved and the type of pavement used, Parry told directors.

## ALBANY NOTES

### Harriman First Gov. To Attend Albany Fete

ALBANY, N. Y., Feb. 4.—Averill Harriman became the first New York governor ever to attend a banquet of the New York State Association of Agricultural Fair Societies, and its predecessor, in 34 years, even tho the State House is only a few hundred yards away from the scene at the Sheraton-Ten Eyck ballroom. Perhaps because there was doubt, or because those in charge were avowed Republicans, the Governor's name was left off the batch of programs available for distribution beginning Monday (30). As a result, there was a frantic rush to print new programs for circulation on Tuesday (31).

**Don't Like Farm Program**  
At all of the Eastern meetings, in the South and in the North, there was no doubt that representatives of local governments and agricultural groups had no liking for the federal farm program now in effect. Republicans and Democrats alike were outspoken.

**What's in a Name?**  
While a certain amount of confusion might be expected since the commissioner of agriculture is named Carey (Daniel) and the executive secretary of the fairs association, and an employee of the agricultural group, is also named Carey (Jim), no confusion exists since the latter, an affable, holder of the name is much too gregarious an individual to allow for any such happening. Jim puts in three 24-hour days during convention week.

**Hamid Program**  
The floorshow again was furnished exclusively by the GAC-Hamid organization. It included three numbers by the Behney Dancers; Lesters, trampoline; Cardinals, musical novelty; Renowns, acro dance, and the Tokayers, teeterboard. Mickey Sullivan played the show. Sullivan had just returned from a visit to the Ringling Bros.' Circus winter quarters in Sarasota.

The meeting had a regional aspect. Out-of-Staters included Jack Reynolds, Eastern States Exposition, Springfield, Mass., a principal speaker; John Bourisk, Maine State Fair, Lewiston; Arthur Porter, Rutland (Vt.) Fair; John Leahy, manager, and Irving Jarvis, assistant manager, Danbury (Conn.) Fair; Carlton Larson, manager,

Brockton (Mass.) Fair, and Dick Campbell, past president of the Massachusetts Association of Fairs, and Jerry Fritz, both of the Greenfield (Mass.) Fair.

The 10-number program presented at the Pennsylvania Association of Fairs banquet included three numbers presented by the Marie Shaw (Behney) Dancers, Karpis Trio, Bryants and Honey Girls, contributed by GAC-Hamid; Sonny Schrefl, Bob Mack and Brownlee Sisters, presented by Cooke & Rose, and the Daffy Bros., presented by Barnes & Carruthers.

## Calgary Gets Added 200G For Building

CALGARY, Alta., Feb. 4.—A request of the Calgary Exhibition and Stampede, Ltd., for a grant of \$200,000 with which to defray part of the cost of a \$600,000 livestock building project at Victoria Park has been approved by the federal department of agriculture.

A further grant of \$100,000 had previously been promised by the provincial government.

The project calls for construction of a large addition to the present livestock pavilion, renovation of the present structure, construction of a second story to the new wing, and renovation and expansion of the administration building, to tie it in directly with the southwest section of the livestock pavilion.

Work is now under way but it is expected approval of the federal grant will mean additional crews of workmen will be employed so that the addition to the pavilion can be completed by spring.

The livestock building is the first of a series of projects which will be undertaken by the exhibition board within the next few years. Plans are also under discussion for construction of a combination exhibit building and curling rink, which would replace the old Victoria Arena.

## Nebraska State Grosses \$762,966 for New High

LINCOLN, Neb., Feb. 4.—The 1955 edition of the Nebraska State Fair racked up its largest receipts on record—a whopping \$762,966.86—according to the annual report of Manager Ed Schultz. Expenses totaled \$711,505.48, which left \$51,461.38 profit for the year's operations.

Major income items included \$433,623.02 from pari-mutuel horse racing and \$237,089.35 from ticket sales, both gate and grandstand, during the fair.

In his report, Schultz told the board: "Looking into the future of the Nebraska State Fair, you can only come to one conclusion—that is the need for continuing our long-term building program."

"Surveying the needs of the various departments, new buildings are needed for the following departments: Two or probably three livestock buildings, similar to the ones built last year for housing the dairy department, to take care of the horses, ponies, sheep and tremendous growth of the FFA department. We need a building for our women's departments, a new building to include our nursery and playground, and hospital. Also, the much needed enlargement of the 4-H Building for dormitory purposes, demonstrations, and to

ease over-crowded conditions in the livestock division. Also, not forgetting the much-needed remodeling of the swine and beef pavilions."

Schultz said that the shortage of steel pushed the ground-breaking date of the new Coliseum back to this spring. Construction is scheduled to start early in April with completion set for June, 1957. Enough of it may be completed by fair week this year so the arena can be used for judging.

### Brunsons Ink Date Festival

INDIO, Calif., Feb. 4.—Jo and Newton (Carolina) Brunson, husband-wife booking team, will produce the shows at the Riverside County Fair & National Date Festival here February 16-22 for the seventh straight year.

R. M. C. Fullenwider, secretary-manager, said that the program will again feature "Arabian Nights," the local talent play. The Brunsons will present the Wheelers, marimba trio; Montyne, balancing, and Bobo, the clown. Frank W. Babcock United Shows will play the midway.

**HAMID, MARTIN SCORE**

**East, West Agencies Vie For New York Contracts**

ALBANY, N. Y., Feb. 4.—Booking offices from the East and the West were in full force at the New York State Association of Agricultural Fair Societies meeting at the Ten Eyck Hotel here, Monday and Tuesday (30-31).

No startling changes in the usual alignment between fairs and book-

ers came to light. The State Fair at Syracuse, however, remained unsigned as the meetings came to an end, and the bidding for this date was reported spirited, with the several participating agencies reporting their chances as good.

The Al Martin Agency, Boston, reported a gain with 11 dates signed before quitting here. GAC-Hamid again had its large complement and was a contender for the Syracuse contract.

Martin reported signing contracts with Owego, Boonville, Afton, Sandy Creek, Malone, Ballston Spa, Chatham, Schaghticoke, Fonda and Dundee. The identity of one date was withheld.

Some of the dates attributed to GAC-Hamid included Whitney Point, Canandaigua, Middletown, Gouverneur, Horseheads, Palmyra, Hamburg, Watertown, Little Valley, Cobleskill and Dunkirk.

These two agencies alone accounted for more than half of the available dates, and virtually all of those with the largest budgets.

Other agencies on the scene included Cooke & Rose, Music Corporation of America, Frank Wirth, Barnes & Carruthers, Klein Theatrical Agency, and B. Ward Beam.

The last-named set several dates for his several features, including Gene Holter's Ostriches, but a complete listing was not available.

**SOLD OUT**

**Lucky Dogs Set Full Route In West, East**

ALBANY, N. Y., Feb. 4.—Jack Kochman's Lucky Dogs, greyhound racing presentation, was reported booked for the season at the New York fair meetings here this week.

The dogs are slated to open in Griggsville, Ill., July 1. The bookings will then take them to other dates in Illinois, Michigan, Indiana, Ohio, Kentucky, West Virginia, Pennsylvania, New York, Virginia and Maryland. No attempt was made to set dates in the Deep South.

Final dates will be played at the Frederick (Md.) Fair the first week in October. The unit was formed only last year.

Kochman and his general agent, Bob Conto, said that while a few dates are open in the period between July and October, the presentation is regarded as "sold out" insofar as fairs are concerned, because the open dates don't seem to match up with open dates of fairs in their playing area.

**Stockton, Calif., Mulls Dropping Races for Year**

STOCKTON, Calif., Feb. 4.—A year's recess in San Joaquin County Fair horse racing schedule, probably in 1957 or 1958, may be necessary for the installation of a new track, A. L. (Tony) Enos, secretary of the Second District Agricultural Association, which operates the exposition, indicated.

The announcement of the plan to discontinue the racing meet for a year was discussed at a meeting of the board of directors. Horse racing, Enos said, will be conducted at the old track while the remainder of the fair will be at the new site north of the old fairgrounds.

A plan of canceling the 1956 fair and holding all events at the new site in 1957 was discussed. Fred Links, deputy State director of finance, advised against the move explaining that it would mean the loss of a special State appropriation. Cancellation of the horse racing will not affect the allotment.

**Putney Re-Elected Fredonia President**

FREDONIA, N. Y., Feb. 4.—Arden Putney, Jamestown, recently was re-elected president of the Chautauqua County Fair. Other officers named were Clifford Pierce, Stockton, first vice-president, and Raymond Borthwick, Sheridan, second vice-president. A secretary-treasurer is to be named to succeed Harold T. Patton, Fredonia, who declined re-election.

H. K. Leworthy, Dunkirk, was named chairman of the executive committee, succeeding Harry F. Salhoff, Fredonia, who resigned after more than a quarter century on the committee. Mrs. Viola K. Patton, Fredonia, was named the first woman member of the committee. Other members are Putney, Frank S. Sawyer, Fredonia; Hall F. Clothier, Silver Creek; Simon Goldman and Arthur Smith, Jamestown; John Koch and Harry Gilbert, Dunkirk, and Everett Neckers, Ripley.

**MCA Contracts Two Days at Petersburg, Va.**

PETERSBURG, Va., Feb. 4.—The Southside Virginia Fair, newly placed under Lions Club auspices, will offer a ground-wide sound system and paging service this year, according to Ralph Lockett, manager. Also decided on was the banning of beer.

Lockett cited several contracts for the 1956 event, as follows:

Two days at the grandstand by a Music Corp. of America Western revue, featuring Tex Ritter and Smiley Burnett. Two days for Sunshine Sue and her Old Dominion Barn Dance, Monday and Tuesday, October 1-2; Gene Holter's animal show, booked thru Ward Beam, for Wednesday (3); Joie Chitwood's thrill show for Thursday (4); the MCA show will be the next and final two days.

Sound system will be by Price Amplifying Service, Staunton, Va. Contract for outdoor ads and a 24-sheet poster design, went to Enquirer Printing Company, Cincinnati. Ribbons and trophies went to Regalia Manufacturing Company. Fireworks went to Frank Conway, of Atlas Fireworks Company, Dayton, O.

**Schools to Close**

The school board voted last week to close the city's schools on Wednesday of fair week, when there will be a free gate and reduced midway prices. Children's day had been scheduled on Saturdays in recent years because the schools remained open during the week.

Representing the fair at the State meeting at Roanoke were Dr. E. L. Rayhorn, president; William Ritchie, secretary, and Lockett. The fair board session, at which the above three reported on their contract awards, was visited by Roy Ash, city manager, and Churchill Dunn, mayor, who discussed plans for rebuilding the grandstand lost in December's fire.

The midway this year will be provided by the Ross Manning Shows.

**LaFontaine Mulls Road**

CLEARWATER, Fla., Feb. 4.—Frederick J. LaFontaine, who owned and operated the pony ride at Edgewater Park, Detroit, is wintering here with his wife. He plans to take a Hot Rod ride on the road this season.

**Fair Assn. Meetings**

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 907, Little Rock, secretary-treasurer.

Louisiana Association of Fairs and Festivals, Hotel Bentley, Alexandria, February 8-9. Adolph Netter, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 24. Virg. C. Miller, Hutchinson, Kan., president.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

**WINTER FAIRS**

**Arizona**

Mesa—Maricopa County Fair, March 21-25.

**California**

Cloverdale—Cloverdale Citrus Fair, Feb. 24-26. J. Leroy Wehr.

Imperial—Mid-Winter Fair, Feb. 24-March 4.

Indio—Riverside Co. Fair and National Date Festival, Feb. 16-22.

Mesa—Maricopa Co. Fair, March 21-25.

Harvey M. Johnson.

San Bernardino—National Orange Show, March 8-18.

**Florida**

Bowling Green—Strawberry Festival, Feb. 6-11. J. D. O'Haver.

Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruetzmacher, Box 248.

DeLand—Volusia County Fair, March 4-10. Lee Maxwell.

DeRay Beach—Florida Gladiol Festival & Fair, Feb. 20-25. R. C. Lawson.

Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.

Port Pierce—Legion Fair, Feb. 20-25. Wally Owens.

Large—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.

Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.

Sanford—Sanford Fair and Exposition, Feb. 13-18. E. O. Mayberry.

Sebring—Highland County Fair, Feb. 28-March 3. B. J. Harris.

Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.

Williston—Levy Co. Fair, March 20-25. O. C. Belotti, Mgr., Box 741.

Winter Haven—Florida Citrus Exposition, Feb. 13-18. Phil E. Lucey.

**Cooke Fills Richmond Bill**

ALBANY, N. Y., Feb. 4.—Buck Steele's Frontier Days will be featured the first three days at the Virginia State Fair, Richmond, Harry Cooke, of the contracting Cooke & Rose Agency, announced here this week. The date had been sought by several one-day attractions.

A circus-type presentation, similar to the Cooke & Rose offering at the spot two years ago, had previously been set for the final six days of the event.

**Hughesville Elects Kiess President**

HUGHESVILLE, Pa., Feb. 4.—Clyde G. Kiess was elected president of the Lycoming County Fair Association here at a reorganization meeting Tuesday (17). Also elected were Ward R. Gilbert, first vice-president; Burton A. Morgan, second vice-president; Clarence F. Stolz, secretary and concession agent, and Clarence L. Foust, treasurer. Dates for the 1956 fair were set for September 10-15.

At a January 9 stockholders' meeting the following directors were elected: R. Harry Corson, Frank T. Fought, Joseph E. Johnson, Owen C. Long, Clarence F. Stolz, Dr. M. R. Derk, Ward R. Gilbert, Clyde G. Kiess, Burton A. Morgan, Peter Somerville, Elton B. Edkin, William H. Hayes, Hon. D. M. Larrabee, Charles J. Stockwell and George R. Walters.

**California State Fair Plans Service Awards**

SACRAMENTO, Feb. 4.—The California State Fair and Exposition will make a service award to participants who give outstanding service on the basis of recommendations by a committee composed of staff executives. Award candidates are also to be approved by the board of directors.

The fair board recently unanimously approved the awards proposal by fair manager Dudley T. Fertin, who said the awards would be an incentive for service to the fair.

**Hamburg, N. Y., Adds 2 Days for Total of Eight**

ALBANY, N. Y., Feb. 4.—Rumors that the Erie County Fair, Hamburg, N. Y., would extend its running time were confirmed this week at the annual meeting of the New York State Association of Agricultural Fair Societies.

Officers reported that two days had been added to the event for a total of eight. The fair will open and close on a Saturday, August 18-25. It will be in full operation on Sunday, August 19.

In the financial report for last year, issued recently, Arthur G. Fries, president, set attendance for the six-day run at 316,000. With a second Saturday and operation on Sunday it is hoped that attendance may be further increased.

**Attractions Set**

An attractions program was also announced here. GAC-Hamid is furnishing Kiddie Kapers for open-

ing Saturday and Rock 'n Roll for Saturday and Sunday nights, plus seven acts for daily presentation thru the remainder of the run. Mickey Sullivan's band is included in the GAC-Hamid bookings.

Jack Kochman's Hell Drivers are set for showings on Monday and Tuesday. The Irish Horan Lucky Hell Drivers will show on Thursday and Friday. Fireworks, veterans' and firemen's parades are also scheduled.

On Sunday afternoon the Buffalo Philharmonic Orchestra will be featured.

The James E. Strates Shows hold the midway contract.

**Okla. Confab Pulls Record Attendance**

STILLWATER, Okla., Feb. 4.—A record representation of the State's fairs turned out for the eighth annual convention of the Oklahoma Association of Fairs, held here Friday and Saturday (27-28) at Oklahoma A.&M. College. Of the 35 member fairs in the State, 32 were represented at the two-day conclave.

Dr. Al Darlow, vice-president of the college, opened the Friday business session with an address of welcome and was followed by Vance Deaton, who reported on the national convention. The role county fairs will play in the Oklahoma Semi-Centennial was outlined by Lou Allard, chairman of the celebration commission, and Eddie Whitehead reported for the Extension Service Fairs Committee.

Mrs. Gene Covington, Tulsa, spoke on "The 1956 Oklahoma Farm Women of the Year Contest." Committee reports, election of officers and other details took up the balance of the sessions.

**Officials Elected**

In the election, Myrl Gray, Stillwater, was elected president, succeeding Vance L. Deaton, Enid. Robert Lamar, Chickasha, was elected vice-president, and Vera McQuilkin was renamed to the post of secretary-treasurer.

Directors named were C. H. Hailey, Ada; Warren Jones, Wewoka; James Son, Cordell; Laxton Malcolm, Frederick; Phil Nowlin, Sallisaw; Clarence Lester, Tulsa; Roy Davis, Enid, and Robert G. Sheets, Guymon.

The annual banquet was held Friday evening with College officials and legislators as special guests. A program of entertainment followed.

**Attraction representatives and fair suppliers on hand included:**

- Carl Burkhardt, Burkhardt Shows; Norman Burnett, Burnett Fireworks Co.; F. C. Bogle, F. C. Bogle Shows; J. W. Mahaffey, Cherokee Amusement Co.; Clifford Davis, Dixie Amusements; Bob Hammond, Bob Hammond Shows; Eldred O. Staey, Music Corporation of America; N. L. Neighbor, Hutchinson Tent & Awning Co.; Fred Herrin, Paramount Fireworks Co.; A. E. Raines, Raines Amusement Co.; Frank Sharp, Regalia Manufacturing Co.; M. H. Barackman, Shamrock Shows; Sonny Schultz, Sonny Schultz Troupe; Sonny Myers, Sonny Myers Amusements; Glen B. Boyd, E. G. Staats & Co.; Harold L. Tuggie, Tom Drake Agency; Ben C. Truett, Truett-Peebles Enterprises; Frank Gasline, E. D. McCrary, 20th Century Shows; J. P. Roberts Jr., Weaver Badge Co., and Bill O'Conner.

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## Ringling Meeting Due; Ad Agency In

Burke Returns; Tells Changes for Ads, Wardrobe, Designs; Staff Jobs Unfilled

SARASOTA, Feb. 4.—General policy sessions by John Ringling North, Michael Burke and other top brass of Ringling Bros. and Barnum and Bailey Circus now are scheduled to start Monday (6).

Up for decisions then will be questions on 1956 operation, including the route, advertising policies, staff appointments, ticket policies and a number of other matters. Originally set for January 20, the start of the meetings have been delayed, at least in part because Burke was called out of the city.

Now back at winter quarters, Burke said Friday that Albert Woodley & Company, New York advertising agency, is to handle all Ringling publicity next season, including newspapers, TV-radio and other media. The firm submitted a prospectus of its program and Burke said Ringling management liked it. In the next 10 days the budget is to be set, and final decisions made on ad plans. Burke recalled Woodley had done work for Ringling for 10 or 15 years up to last season, with most of it being for the New York dates.

Freedman, Vertes, Weldy

Meanwhile, Zach Freedman is the only press man on the winter payroll and he is operating the department pending the appointment of a director.

New York artist Vertes has replaced Miles White as designer and his sketches have been delivered. He has done similar work for New York stage productions and does the art for Schiaparelli perfume.

Max Weldy has most of the costumes completed and Eddie Billetti's shop is processing floats. Weldy's assignment with R-B has been expanded to include supervision of the wardrobe department after the wardrobe is made. Joseph McCarthy is working now under Weldy's direction. It was not known what arrangement would be made for the road tour, since Weldy will not be with the show then and it was not known if McCarthy's health would permit him to stay indefinitely.

Little Route Change

Burke stated that the 1956 route was not expected to be much different from recent ones. He said this as comment on a rumor

that the show might play a greater number of indoor stands. Burke further stated that the show has been looking at the building situation but that the study is of a long range nature and nothing new. Next week's talks may go further into this, he said.

He said it was possible that the show would play more buildings controlled by Arthur M. Wirtz and James Norris some time. When

(Continued on page 64)

## Yee Announces Honolulu Shrine Program Line-Up

HONOLULU, Feb. 4.—Wallace Yee, producer this year of the Shrine Circus here and owner-manager of Island Amusements, carnival, this week announced details of the show which runs February 17 thru March 4.

Circus performance will open with a spec and include these acts: Stufano Reppetto, lions; Hawthorn Bears; Jorgen Christensen's mixed animals; Hap Henry's elephant; Willy Keo, trampoline; Cy's Flaming Wreck; Lucy Gillette, break-away; the Vesses, perch; Pat and Willa Levelo, slack wire; The Great Venio; Flying Roberts, and clowns Poppo DeBathe, Roy Barrett, Abe Goldstein and Hap Henry.

Equestrian director will be Murray Parker. John H. Billsbury is in charge of production. George Vest will play calliope and organ. George Malmberg and Buddy Thilman are additional musicians.

Charles G. Cox Jr., has a Side Show with Sam Alexander, man with two faces; Bozo, monkey boy; Fifi, sheep-headed girl; Barney Nelson, armless artist; Vanteen, magic; Ed Chaulsett, mechanical man, and a flea circus.

W. F. Dultan will have another Side Show, with six stages and attractions. Al Capone's Crime Car, a Fun House, 25 games; two searchlights, Allan & Company's aerial motorcycle revolving as a free act, and rides, including eight majors and four kiddie versions, will complete the midway.

Joseph H. Walsh is circus chairman for the Shrine temple. Ward-Bell Circus with E. K. Fernandez played the date last year.

## Suesz in Ark.; Books Jacot, Signs Odessa

LITTLE ROCK, Feb. 4.—Howard Suesz's Rex Bros. Circus played Robinson Auditorium here under auspices of the Knights of Pythias and drew poor and fair houses in a one-day stand.

With this show, a third unit in the Suesz enterprises, were Tex Maynard and Fancher Pierce, organ and drums; Patty Coules, ponies; Spartan Family; Howard's Elephants, with Eddie Aiken; Henderson's Chimps, Jack LaPearl, Lem Keeler, Scotty Davis, and Slim Walsh.

Meanwhile Suesz's Clyde Bros., his No. 1 unit, has contracted the Jules Jacot mixed wild animal act for more than six weeks in Canada next summer. The act is booked out of Peru, Ind., and includes six lions and one tiger.

Clyde Bros. has contracted to play Odessa, Tex., February 28-29, under Shrine auspices. The date previously was played by Polack.

## Von Barn Hums; Add Equipment, Mull Bull Deal

WAPWALLOPEN, Pa., Feb. 4.—Winter quarters of Von Bros. Circus is busy, and Manager Henry Vonderheid has announced some of the show's expansion plans for the coming season.

Ten men are working in quarters here. A new light plant has been added and is being mounted in a trailer, which also will house the mechanical department. Show's dogs, horses and elephants are appearing four times weekly on a local TV station's kiddie circus program.

All spots will be booked under auspices and promoted with phone crew next season, Vonderheid said. Leslie Miller's eight parade ponies and air calliope wagon will be used for town bally and on the lot.

Two more elephants may be purchased. A big snake show is being framed. It will include an 18-foot python and will be on a semi-trailer. A new concession trailer has been added. Vonderheid is awaiting delivery on a new car and house trailer.

Visitors have included Bill and Dorothy Hill and their sons; Gene Burr, Pete Pare, the Henry Todds, Ray Everette, Leslie Miller, Mac McCluski and Carlin Burger.

## Hildebrand Has Zoppes, Capells At Chattanooga

CHATTANOOGA, Feb. 4.—Knights of Columbus Circus closed a successful three-day run at Warner Park Field House here Sunday (23) afternoon. Hildebrand and Associates staged the production, their second for this auspices here, and advance sale was heavy.

Engagement opened with a children's matinee Friday. Big crowd came for the Saturday afternoon show, when many were standing.

Feature act was the Alberto Zoppe Family with Cucciolo. Jimmy Lee was equestrian director, while Jessie Griffith was organist. Mickey Martin, local race track promoter, handled publicity.

Line-up of acts included Hollywood Canine Revue; Singovina Ruggera, aerialist; Dime Wilson and 10 clowns; Capt. Bob Capell and his Liberty horses; Arlean Duo, perch; Gritts and Gravy, clowns; Miss Frecian, girl who hangs herself; pony drill; Corinne Dearo, cloud swing; clowns; Royal Rocketts, skating; Cimse's Collies; the Spartan Trio, tight wire; Gritts, clown car; Captain Bob (Cappell) and his elephant, and the Riding Zoppes.

## Death Takes Mary Miller

NEW YORK, Feb. 4.—Funeral services were held this week for Mary Miller, 55, wife of Frank Miller, operator of the food, souvenir and novelties concessions on the Ringling Bros. and Barnum & Bailey Circus.

Mrs. Miller, who died last weekend, had traveled on the show for many years but left the road three seasons ago because of illness. She was a native of Haverstraw, N. Y., where her three sisters and a brother reside. Also active on the show are her husband's brothers, Paul and Max.

Mrs. Miller is also survived by a daughter, Rhoda Silverman, and a son, Jerry, who will study medicine.

## HIRES SHOW STAFF

## Fan Framing Museum For Sponsored Tour

NEWPORT NEWS, Va., Feb. 4.—Organization of the National Circus Museum as a traveling show to boost circus business was announced here this week by John P. Yancey Jr., president of the corporation, real estate man and member of CFA.

The museum will offer displays of circosiana and mementos of circus lore along with a miniature circus built by Yancey and his family over a 14-year period.

It is scheduled to play engagements of two and three days or more in arenas and auditoriums throuth the country. It will use telephone promotion and outdoor billing. Stands will be made under local auspices.

Harry H. Kackley, previously with circuses, is agent. Ora O. Parks, recently with King Bros. Circus, is general press representative, with headquarters at the Warwick Hotel here.

Several trucks are being fitted out here to haul the show, which requires 120 cases plus other exhibit material. Opening is scheduled for April 7.

Set Charitable Goal

The organization is to be operated for the Circus Foundation, Inc. That is a non-profit corporation formed by Yancey and others here. The directors are to draw \$1 yearly, it was understood. Proceeds from the show are to be devoted to charitable purposes and to help worthy circus performers, according to the organization.

In a statement the organization said that "the circus museum is not designed as a competitive attraction to present circuses but as an added incentive to the American circus-going public to create

an interest to see the (actual) circus and not the abbreviated type that they see now on television."

Officers in addition to Yancey are Eloise Yancey, his wife, and Anna M. Yancey, his mother. Yancey is president of seven real estate and construction corporations and vice-president of three other firms. He is a past-president of the Virginia Real Estate Association and a director of the National Association of Real Estate Boards.

## George W. Cole Show Planning Larger Outfit

HUGO, Okla., Feb. 4.—The George W. Cole Circus will be enlarged for next season, using a larger big top to give greater seating capacity and moving on more trucks. The advance department also will be increased.

Three additional semi-trailer trucks will be carried. They will be for props and seats and for animal cages. Show again will have a hippo pit show, and special paper is being prepared for it.

Manager Herb Walters has signed Floyd Hill as agent again, and Hill will start contracting soon. Bill and Jackie Wilcox have signed to return as car manager and special agent. Sam Price will be brigade manager, and two additional billposters will be used. Another truck will be added to the advance.

Plans call for opening the show about April 10. A skeleton crew is in quarters now, with the building scheduled to start later.

## Effie Dutton, 89, Succumbs

BETHPAGE, N. Y., Feb. 4.—Effie Dutton, 89, widow of Billy Dutton, noted bareback rider and leaper of the 1880's and 1890's and with whom she appeared until his death, died here February 1 after a long illness. In later life she appeared on the dramatic stage as Polly in "Polly of the Circus."

The Riding Duttons and Effie Dutton were featured with the Forepaugh-Sells, John Robinson and Ringing shows of years ago. Mrs. Dutton is perhaps the last survivor of the famous Forepaugh-Sells show that made the memorable Australian tour in 1892.

Survivors include Nellie (Jordan) Dutton and Bausy (Bausman) Dutton, who carried on the Riding Duttons name for 30 years after retirement of the originators, and a sister in California.

## Russian Acts Showing in Belgian Ring

BRUSSELS, Feb. 4.—The first opportunity to view Russian circus acts in many years is being offered this month in the Cirque Royal.

There have been films of Russian performers, but the acts have not been sent out of the country until now. A troupe will perform at the Cirque Royal until March 4, after which the ring will be replaced by a stage, for an engagement of Kalanag, magician-illusionist.

## Tom Packs Adds Shrine Dates In New Mexico

ST. LOUIS, Feb. 4.—Tom Packs Circus has signed a string of Shrine clubs in New Mexico for its new Western unit. Jack Leontini, Packs' executive, said that the unit would open April 26 at one of two Texas Guild cities, with the final location not yet set.

Signed in New Mexico by the show's agent, Bob Stevens, were Artesia, Gallup, Hobbs, Carlsbad, Roswell, Farmington and Clovis.

Leontini said that the Flying Hartzells had been signed for the Western unit, along with Portis Sims' Jockey Dogs, and other talent still to be announced. The Tom Packs Elephants will go with the Western unit and Pete Cristiani's Elephants have been signed for the Eastern unit.

## Ringling N. Y. Dates Listed

NEW YORK, Feb. 4.—The Madison Square Garden engagement of the Ringling circus will open this year on Wednesday night, April 4, with the perennial benefit show. Beneficiary this time is the Police Athletic League. Final show will be Sunday night, May 13.

Price scale again will be \$1.50, \$2.50, \$3, \$4, \$5 and \$6.50, with children under 12 half-priced at all weekday matinees, starting April 9.

Under the Marquee Appears on Page 51

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2 MORE PROMOTIONAL CREWS  
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A few more Acts, Boss Canvasmen, Girls for Ladder and Web. People for concerts. WANT FOR WINTERQUARTERS: Mechanics, Welders, Working Men, come on in. Cookhouse open. KELLY-MORRIS CIRCUS, Box 435 (Phone 2486), New Smyrna Beach, Fla.

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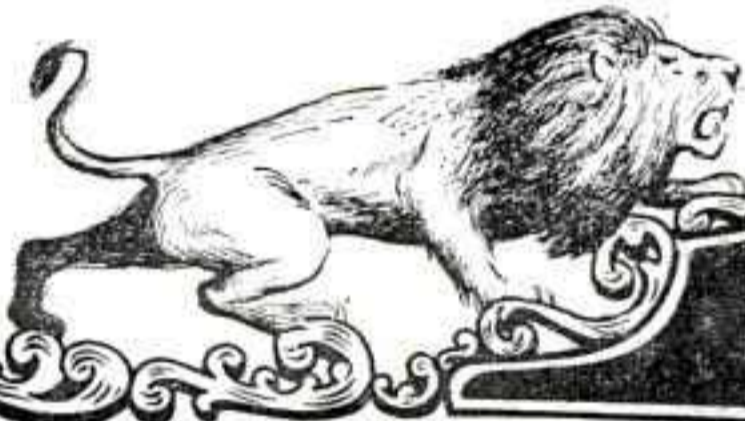
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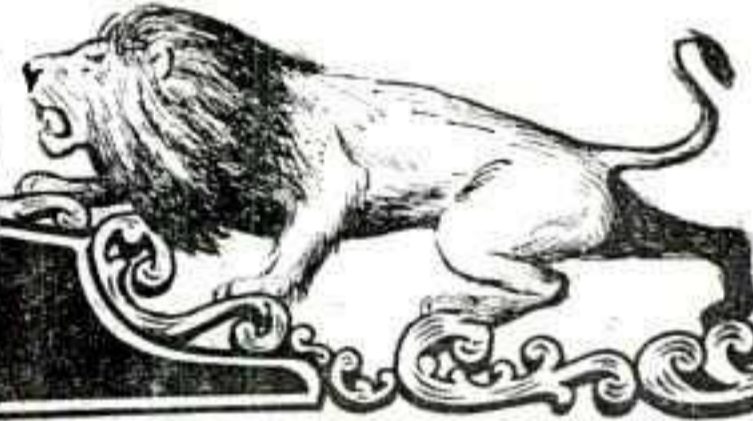


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## South Texas Meet Held at Pasadena

PASADENA, Tex., Feb. 4.—Hubert's Roller Rink here was the recent scene of a South Texas amateur roller skating contest.

Skaters from Austin, Houston, San Antonio, Corpus Christi and Pasadena competed for honors in three divisions. J. Norman Malone was in charge of the meet, which attracted some 100 skaters.

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## ITS FIRST

## Pallomar Set For Variety Roller Show

MILWAUKEE, Feb. 4.—A variety skating show featuring a cast of 75 was set for two performances at Pallomar Roller Rink here, January 26 and February 2. Manager Clement Pallo Jr., reports that the promotion proved to be the biggest attraction in years at the Pallomar and that requests for tickets came in from all over the State. Tickets were priced at \$1.10 per person and were being sold by performers.

Gene Fortucci, rink pro, was in charge of the production and has lined up a cast that included many experienced skaters. Some talented rinksters from Reggie's Rink, Racine, Wis., 40 miles distant, joined the show.

For the past few years, during vacations, Fortucci has been touring the nation's rinks picking up ideas for shows. This year's performance was the culmination of months of planning, rehearsals and promotion efforts.

Costumes were supplied by the performers. Several ambitious numbers had skaters garbed in formals, with the girls all wearing similar gowns.

Besides the interest stirred up by the show, Manager Pallo reports that rink business has been holding up well in recent months. Classes are somewhat larger than in previous years, with beginner groups the biggest on record.

## Holiday Biz Big at Omaha

OMAHA, Feb. 4.—A recent mystery giveaway night staged at Jack Gelfand's Roller Bowl here proved to be one of the rink's biggest Tuesdays, reported professional Jack L. Browne. Skaters packed the rink, the lure being a Westinghouse miniature radio.

It followed recent holiday skating business that was termed terrific by Browne. This included a Christmas jamboree that featured special skating numbers and mistletoe and a big New Year's Eve party. Patronage was also excellent on nights between the holidays, said Browne, the relief from school responsibility being the stimulus.

Browne has organized new skating classes in elementary, advanced and junior dancing. In the case of the first two classes, many skaters who were in last year's classes have registered, along with a number of newcomers, he said. The junior class is for skaters under 15 years of age and will be held Sundays.

Some 35 skaters are slated to take proficiency tests February 5 at the rink, Browne said. A judging panel from Kansas City, Mo., will officiate over the tests.

## Mount Vernon Leads in AOW Racing League

ELIZABETH, N. J., Feb. 4.—Mount Vernon (N. Y.) Arena has been having little trouble in maintaining a lead in the America on Wheels chain's inter-rink racing league, Northern division, according to figures released this week by Jack Edwards, AOW director of speed.

Mount Vernon's closest challenger is the Twin City Arena Club of Elizabeth, with 78 points, 26 off the pace. In third place is Paterson (N. J.) Arena, 72 points, followed by Florham Park (N. J.) Rink, 66; Boulevard Arena, Bayonne, N. J., 66; Hackensack (N. J.) Arena, 62; Capitol Arena, Trenton, N. J., 48, and Levittown (L. I.) Arena, 6.

Competitions resume Saturday (11) at Mount Vernon.

## RSROA Takes In Five Spots

DETROIT, Feb. 4.—Five rinks have been added to the membership of the Roller Skating Rink Operators' Association of America, it was announced this week at RSROA headquarters here by Robert D. Martin, association secretary-treasurer.

The newcomers are Merry Garden Rink, Lynchburg, Va., operated by Mr. and Mrs. J. H. Hudson; Fred's Skateland, Collinsville, Va.; Fred E. Barnes; Hy-Way Rollarena, Marion, O.; William Clifton Jr. and Janet C. Clifton; New Haven (Conn.) Roll-A-Round, Edwin J. McLaughlin, and Lakeland Arena, Caseville, Mich.; Mr. and Mrs. Ralph Vogt and Ernest Ingles.

## Hudson's Polio Benefit Clicks

NEOSHO, Mo., Feb. 4.—A March of Dimes benefit party held January 30 at Gayway Roller Rink here produced \$77.45 which was turned over to the campaign's county chairman, reported M. R. Hudson, Gayway owner. Special attraction for the night was a drawing for a pair of shoe skates, donated by the rink.

Hudson, who devotes two nights a week for private parties at his rink, reports that he is booked solid for the next two months. Generally, said Hudson, during the winter he is not able to take care of all churches and schools seeking private party time.

## Park City Preps For N. E. Contests

BRIDGEPORT, Conn., Feb. 4.—Park City Skating Club here will compete in the second New England club meet of the season to be held at Worcester, Mass., soon. In a previous test the Bridgeport entrants won with 276 points.

Other clubs entered in the contest are Worcester Skating Club; W. T. DeMarzio Figure Skating Club, Alston, Mass.; Long Beach Roller Skating Club, Stratford, Conn.; and Lake Candlewood Skating Club, Danbury, Conn.

## Toppi Quits in Philly

PHILADELPHIA, Feb. 4.—Jimmy Toppi, local sports promoter, has given up his Aliambra, one-time movie house in South Philadelphia, operated in recent years as a roller rink.

## Delavan Party Draws

DELAVAN, Wis., Feb. 4.—The 25th annual Christmas party held December 28 at Delavan Lake Roller Rink produced its usual large turnout of patrons, according to owner R. G. Keister.

## ROADSHOW REP

The Jack Collier musical combo, consisting of Jack and Lucille Collier and Don and Margaret Davis, has signed for the coming season with the Toby and Susie Schaffner Players, Neil Schaffner reports from his headquarters in Sarasota, Fla. Rehearsals get under way May 7 in Wapello, Ia., and the season opens two weeks later. . . . Veteran comic Boob Brasfield will again be featured with the Bisbee Comedians show, which opens in early April near Memphis. Billy Charles Choate will manage the show.

The Musical Grays have signed with the Maude Brook Stock Company for the 1956 season. The show will make its 42d annual tour over an established route thru Wisconsin. . . . Monte Montrose and Dick Wagaman will again be with Brunk's Comedians in Colorado territory. . . . Roadshow folks noted in Florida recently included Leon A. Gilson at the Pittsburgh Hotel, Miami; Ray Cass at the race track, Pompano Beach, and Caroline Flournoy Atkins, at her winter home, 331 Hobart Avenue, Daytona Beach.

Howard Charles Robinson, former leading man with the North Bros., Loranger, Eva Craig and Dumbinsky Bros. stock companies, was recently discharged from the Veterans' Hospital in Philadelphia and is now living at 502 North 18th Street, Philadelphia 30. . . . Carlos and Vivian (C. G. McDowell Jr.) have had a busy time of it since closing with Bisbee's Comedians in Memphis last fall. Following their Bisbee close they went to Lansing, Mich., to pick up a new house trailer and then jumped to Charlotte, N. C., for pre-Christmas dates. They recently reported that they were in their fifth week at Club 18 at the Dominican Republic World's Fair, doing pantomime magic. They flew there December

15 after six weeks of dates for Southern Attractions of Charlotte.

"Over 30 years ago I saw 'The Old Homestead' at the Walnut Street Theater, Philadelphia," writes Earl Carlitz of that city. "This was a Denman Thompson production, and I wonder whether any reader can submit data on this old play." . . . Ed and Blanche Meyers, who had a magic show under canvas last summer in the Dakotas, are now at home in Grand Meadows, Minn., reports Frank H. Thompson, Aurora, Ill., a former rep man who now operates tourist cabins.

Julie, Billie and Len Obrecht, members of the famous Obrecht family that for years operated repertoire shows under canvas in the Middle West, wrote to this column recently to report the activities of the family. Christy Obrecht, who had his own show for years, is now active in Shrine affairs in Rochester, Minn., and directs that organization's band. Nell Obrecht Palmer and Sarah Obrecht Sullivan are at the Lowell Inn, Stillwater, Minn., which is owned and operated by the former. Rose Obrecht Morris now lives in La Crosse, Wis., while Julie, Billie and Len are living in St. Petersburg, Fla., where they play numerous banquets, fashion shows, etc., as a musical trio. The Obrechts enclosed a clipping of Bob Hanscom's column, "Look Who's Talking," from The St. Petersburg Independent. The Obrecht family was the subject of this particular column in which Hanscom, a native of Caledonia, Minn., told how he first came into contact with the Obrecht show as a boy and how 30-odd years later he met Julie in Brandenton, Fla. Hanscom has written several plays and has a stock company in St. Petersburg offering weekly shows. Working with him is Lornal Corral, a former actress with an "Abie's Irish Rose" company, who also works as a reporter on The St. Petersburg Times.

## DRIVIN' 'ROUND THE DRIVE-INS

Morris Konstantine has been named manager of the Pasadena Drive-In Theater, Houston, replacing Morris Bates, who has gone to Louisiana. . . . E. Doyle Garrett has been named manager in San Antonio for Lone Star Theaters, which operates five drive-ins and the Arts Theater in that city. . . . Plans have been completed for remodeling of the Marfa (Tex.) Drive-In Theater, said Clifton Durham, manager. Work will be completed in time for a spring opening. During the winter the drive-in operates only on Saturday and Sunday nights. Remodeling work includes widening of the screen and enclosure of the back of the screen tower. . . . El Capitan Theater Company, San Antonio, operator of El Capitan Drive-In, has been granted a charter of incorporation, listing capital stock of 1,000 shares. Listed as incorporators were S. K. Barry, A. F. Beyer and W. M. Dennis. . . . J. L. Groves has sold his El Rancho Drive-In, Vernon, Tex., and will move to Roswell, N. M., to become program director for a TV station.

Outdoor theater operators in Connecticut are faced with additional expenditures, effective February 1. Theater advertising rates will be increased in The Hartford Times, with new charge 26 cents per line, or \$3.64 per column inch, as compared to the previous 25 cents per line, or \$3.50 per column inch. . . . George E. Landers, Hartford division manager, E. M. Loew's Theaters, has returned to Connecticut from California. He vacationed with his son-in-law and daughter, Dr. and Mrs. Ben Vicas, in San Francisco, before going to Los Angeles.

## Elmirans Pass RSROA Proficiency Tests

ELMIRA, N. Y., Feb. 4.—The following area roller skaters completed proficiency tests at Joycrest Rink Sunday (22), with the Buffalo panel of RSROA judges officiating: Bronze bar dance: James and Joyce Loop, Rexford Stickler, Dolores Hynes, Robert Douglas, Nancy Bilinsky, Nancy Hamula; David, Delores and Mary Jilson; Wallace Slocum, Johanne McClland, Paul King, Jacqueline and Shirley Cook, Esther Blew, Lorraine Laughton, Judith Storch, Evelyn Freundberg, Carole Barnett.

Bronze medal dance: Jacqueline Cook. Bronze bar figure: Judy Pickering, Carole Barnett. Bronze medal figure: Lorraine Laughton. Bronze bar free skating: Gary Noyes, Larry Stoll. Juvenile speed: Jerome Sloan. Silver medal dance: Bettyanne Densmore.

## A. C. Club Anniversary

ATLANTIC CITY, Feb. 4.—The Beachcombers Roller Skating Club here celebrated its first anniversary this week. The local traveling group skates at Franklinville every Tuesday and Thursday, at Bridgeton on Saturday and at Chester, Pa., on Monday, with parties numbering up to 150 devotees. For its second year the club plans a competitive team. Club officers are Andrew Pinkett, president; Emmogene Merrill, financial secretary; Dorothy Baxter, recording secretary; Malcolm May, treasurer, and Taresea Jackson, publicity director.

## Berea Staff Shuffled

BEREA, O., Feb. 4.—Mrs. Rae Barnes is no longer manager of the Berea Roller Bowl, the post having been taken by LeRoy K. Axx. Two professionals were recently added to the staff, Jo Ann Misita and Dick Rasgaitis.

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## MERCHANDISE TOPICS

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Vitro-Agate Company, Parkersburg, W. Va., reports its line of marbles outstanding. Fabricated in beautiful colors and running from tiger eyes and cat's eyes thru their Dulite line, these marbles cover a complete range both in price and packing. You can get them bagged, boxed and in bulk. They come in window lid boxes and display gift sets. There are Chinese checker marbles in six distinct opaque colors and aqua jewel marbles in transparent colors. They are called ideal for prize, gift or premium use. Write for free samples and price list.

Effective immediately, the cost of additional copies of the H. B. Davis Corporation's name brand catalogs has been reduced to 15 cents each, the firm has announced. The catalog contains over 1,000 famous products, beautifully illustrated. Included are such brands as Remington Rand, Ekco-Flint, Gruen, Pepperell and William A. Rogers. A sample copy will be mailed free upon request. Write to the firm at 145 West 15th Street, New York.

Called Meter Detective, a new three-in-one device is being marketed by Richard's, 2029 Bradley Place, Chicago, which tells exactly when your parking meter expires. It's also equipped with key chain and compartments for holding eight coins. Made of plastic and weighing less than an ounce, Meter Detective is in the form of a disk, one side of which is a dial which looks like a man's watch. The other side has four round sunken slots for holding coins. There are two movable disks which are set so that you can easily see when your

parking time has run out. Retail price is \$1.

A combination table and bench that folds into a flat, compact unit has been developed by Austin Home Utilities, Inc., 901 South Harlem Avenue, Oak Park, Ill. Easily carried in one hand, it seats three adults. Two tables together form a perfect layout for six adults. The unit provides real comfort at picnics, etc. Hardware attachments permit converting the bench into a roomy table. A post card will bring you complete details.

Bodyguard, Inc., 220 South State Street, Chicago, has announced a new device, Escort Alarm, which operates on a powerful wind-up mechanism. Designed to fit into the handbag or held in the hand, it is finding favor with men for the protection of their women folk. In use, a small serrated release is pressed forward with the thumb and instantly a piercing siren is set off that can be heard for five city blocks and continues for 40 seconds. Complete details will be sent on request.

A smartly designed, molded plastic garden pool has been developed by J & S Manufacturing Company, 2645 South State Street, Chicago. This unit, made entirely of white plastic, is called the Lawn-craft molded garden pool and has an over-all dimension of 48 by 48 inches. Interior sides of the reservoir, which holds 75 gallons of water, are fluted in artistic scallops. Weighing only seven pounds, it may be easily carried about. Installation is made by removing earth equal to the cubic area of the reservoir and counter sinking the pool. Retail for \$19.95.

## PIPES FOR PITCHMEN

By BILL BAKER

MADALINE RAGAN'S... latest progress report reads: "Still here at the Sunshine Farmer's Market in West Hollywood, Fla. I am slowly getting my health back and will be ready to get back pitching when the bluebirds start to sing again. Danny Lewis, the sheet writer, is here at the market with his ding show. Everyone is so glad to hear that Bertha Dabney is well on her way to recovery from her second operation here in Miami. Jack Anthony has his coil car here in operation at the market every Saturday and Sunday. Sister Mary is in El Monte, Calif., getting her jewelry layout ready for the early doings in the Imperial Valley. Sure makes us all sad to hear of the passing of two real troupers and old-timers, Jack Halstead and Jack Curran. They sure will be missed by all of us. Lil and Henry Tumini have the Molay Graters at the Tampa fair. The sales here in Florida are a little off this year. This is undoubtedly due to the cold spell that seriously damaged the crops. Jim (Curley) Burnett has the coils at the Fat Stock Show in Fort Worth. Tip and Lil Hallstrom were seen at the Orlando, Fla., sale with their screen car. Dottie and Jay Swartz are still holding down their jewelry spot at the 27th Avenue Farmers' Market in Miami and the reports are that they are really picking up the long green. Herman Keller and Shorty Rubins have left here for Tampa where they will work neighborhood spots with med. Where in the world are our old friends Doc Lushwell and Count Seldom Scoff? The last report I had on the boys they were trying to promote an evangelist to let them make a 15-minute pitch on dilly bulbs in his tent. The deal was that they were supposed to take up a collection and give the preacher 25 per cent. They must have scored and then headed out because no one has seen them since. If anyone sees

the boys tell them it will be okay, but just keep on going and I'll square it for them."

MURRAY BECKER... one-time fair and exposition worker in the Rocky Mountain and West Coast area and more recently AGVA representative in Denver, has found his pitch experience is paying off. Word was let out recently that Murray is being pushed upstairs in the American Guild of Variety Artists and will probably devote his time to work in the outdoor field. There is word around that Becker may soon be hanging up his hat permanently in the New York office of AGVA.

BIG AL WILSON... posts from Manteno, Ill.: "Have been laid up in the hospital here with teeth trouble and a broken ankle. Expect to get out soon. I was sorry that I couldn't make Florida as things were set up there for me in Burdine's stores. I haven't seen many of the boys around Chicago. They must all be in the South. I am going to work a show here and then take off for the West."

E. C. PARDEE... pencils that he and W. H. Wilson have been holding down the fort in Memphis. He also points out that the two of them have run into some double-barreled trouble. Not only has business been on the stinkeroo side but both of them have been a little under the weather physically. Pardee says, "How about a pipe from George Lunsford?"

SOCIAL NOTE... Sid Rifkin, Mr. and Mrs. Jake Seidenberg and Mrs. Becky Castle were among the many guests attending the dance held in the clubrooms of the Miami Showmen's Association January 28. We also understand that the jackpot-cutting sessions were pretty fast and furious.

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Mobile—Mardi Gras, Feb. 2-14.
- Arizona**  
Chandler—Southside Sheriff's Posse Rodeo, March 29.  
Mesa—Rawhide Round-Up, March 21-25.  
Phoenix—Western Saddle Club Stampede, Feb. 11-12.  
Phoenix—Indian Dance Show, Feb. 17-18.  
Phoenix—Arabian Horse Show, Feb. 25-26.  
Phoenix—Maricopa Co. Sheriff's Posse Rodeo, March 11.  
Phoenix—Specialty Dog Show, March 8.  
Phoenix—World's Championship Rodeo, March 15-18.  
Phoenix—Spring Horse Show, April 21-22.  
Tucson—La Fiesta de Los Vaqueros and Rodeo, Feb. 22-28.  
Tucson—Tucson Rodeo, Feb. 23-26.  
Yuma—Yuma Rodeo, Feb. 11-12.
- California**  
Los Angeles—General Motors Motorama, March 3-11.  
Oakland—International Roadster Show, Feb. 21-26.  
San Diego—Camellia Show, Feb. 11-12.  
San Diego—San Diego Home Show, March 24-April 1.  
San Diego—Spring Fair of Modern Home Ideas, April 24-29.  
San Francisco—Pacific Automotive Show, Feb. 23-26. Louis J. Cresta, 5050 Mission St.  
San Francisco—General Motors Motorama, March 24-April 1.  
San Francisco—Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Seaton, c/o Cow Palace.
- Colorado**  
Denver—Auto Show, Feb. 6-10.
- Connecticut**  
Hartford—Autorama, Feb. 22-26. Joe Kizis, Autorama Corp., 215 Broad St., Milford.
- District of Columbia**  
Washington—Home Show (Armory), Feb. 18-20. James W. Pearson.  
Washington—National Capitol Flower and Garden Show, March 3-9. Al Harloff.
- Florida**  
Dania—Dania Tomato Festival, March 5-10.  
Davie—Davie Rodeo, Feb. 6-12.  
Daytona Beach—Volusia County Home Show, March 17-21. Jean MacDuff, Pilot Club.  
Kissimmee—Kissimmee Valley Livestock Show, Feb. 15-18. Carlisle Bronson.  
Madison—Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr.  
Miami—General Motors Motorama, Feb. 4-12.  
Ocala—Southeastern Fat Stock Show and Sale, March 5-10. Louis Gilbreath.  
Plant City—Fla. Strawberry Festival, Feb. 20-25. F. W. Nulter.  
Ruskin—Fla. Tomato Festival, April 26-28. W. D. Miller.
- Georgia**  
Atlanta—Southeast Sports, Boat and Vacation Show, March 3-10. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.  
Dawson—Terrell Co. Centennial, April 15-21. L. J. Ferguson.
- Illinois**  
Chicago—National Boat Show, Feb. 3-12.  
Chicago—All Wisconsin Resort and Travel Show, March 24-28. Art Huebner, Hotel Sherman.
- 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.
- Kentucky**  
Louisville—Kentuckiana Home & Improvement Show, April 7-15. Joseph Brooks, Jefferson County Armory.
- Louisiana**  
Lake Charles—Lake Charles Rodeo, Feb. 23-26.  
Shreveport—Holiday in Dixie Spring Festival, April 25-29. Able C. Goldberg.
- Massachusetts**  
Boston—GM Motorama, April 19-29.  
Boston—New England Sportsmen's Show, Feb. 4-12.
- Missouri**  
Clinton—4-H Egg Show, March 31. Ed Wiggins.  
Kansas City—Automobile Show, Feb. 25-29.  
St. Joseph—St. Joseph Barrow Show, March 15. Webb Embrey.
- Nebraska**  
Lincoln—Lincoln Home Show, March 22-25. Peggy King, 418 Trust Bldg.
- New Jersey**  
Teaneck—House, Garden and Hobby Show, March 10-17.  
Westfield—Union Co. House, Garden & Hobby Show, April 28-May 5.
- New York**  
Bronx—Sports, Travel & Vacation Show, Feb. 17-26.  
New York—International Flower Show, March 5-12.  
New York—National Photography Show, April 28-May 6.  
New York—International Philatelic Show, April 28-May 6.  
New York—International Automobile Show, April 28-May 6.
- Ohio**  
Cincinnati—Home and Flower Show, March 3-11. Earle W. DeLaitre, Home Builders' Assn.  
Columbus—Midwest Sports, Vacation, Travel & Boat Show, March 16-25. Ben Cowall.  
Dayton—Do It Yourself Show, April 6-8. Ward Collopy, Publicity Service Bureau, 133 Warren St.  
Toledo—Home and Travel Show, March 3-11. Milt H. Tarloff, 443 Spitzer Bldg.
- Oklahoma**  
Oklahoma City—Antique Show, Feb. 22-26.  
Oklahoma City—Oklahoma City Rodeo, April 22-25. Lee V. Sneed.
- Oregon**  
Gresham—Multnomah Co. Spring & Garden Show, April 23-29. Duane Hennessy, P. O. Box 406.
- Tennessee**  
Morristown—4-H Fat Calf Show and Sale, March 20. Jesse E. Francis.
- Texas**  
Austin—Austin Livestock Show, March 6-11. J. R. Thacker, P. O. Box 998.  
Brownsville—Charro Days, Feb. 9-12. M. G. Dennis, 1006 Van Buren St.  
Dallas—Automobile Show, Feb. 4-12. J. N. Whitehurst, Mercantile Bank Bldg.  
Dallas—Exposition of Modern Living, Feb. 19-26. Louis L. Young, 4611 Cole Ave.  
Dallas—Southern Gift Show, Feb. 19-24. Fred Sands, 3108 S. Joplin, Tulsa, Okla.  
Dallas—Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.  
Dallas—Garden Center Flower Show, March 10-18. J. B. Rucker Jr., State Fair of Texas.  
Dallas—Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.  
Dallas—Natl. Home Show, April 22-29. Grover Godfrey, 102 Walnut Hill Village.  
El Paso—Southwestern Livestock Show & Rodeo, Feb. 6-12. Chamber of Commerce.  
El Paso—Better Homes Exposition, Feb. 22-26. Patrick J. O'Toole, Hilton Hotel.  
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. W. R. Watt.  
Houston—Houston Fat Stock Show & Livestock Exposition, Feb. 27-March 4. Herman Engle.  
Houston—Houston Sports, Boat & Travel Show, March 17-24. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.  
Laredo—Washington Birthday Celebration, Feb. 16-26. J. George Loos, Box 455.  
Mercedes—Rio Grande Valley Stock Show & Rodeo, March 4-12.  
San Angelo—Fat Stock Show and Rodeo, March 7-11.  
San Antonio—San Antonio Livestock Exposition, Feb. 10-20. W. L. Jones.  
San Antonio—Piesta San Jacinto, April 15-21.  
Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.
- Virginia**  
Richmond—Sportsmen's and Boat Show, March 14-18.  
Winchester—Shenandoah Apple Blossom Festival, April 26-27. Thomas G. Scully.
- Wisconsin**  
Madison—Wisconsin Sports, Travel & Vacation Show, April 6-11. Lakeland Associates, Inc., Madison.  
Milwaukee—Milwaukee Sentinel Sports Show, March 17-25.

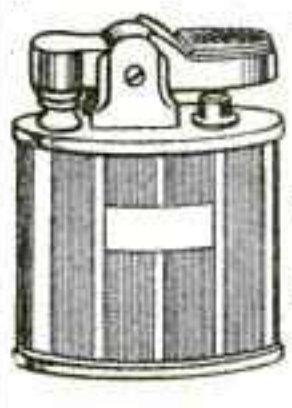
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It's an official Mouseketeer Club Hat

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**\$6.00 per doz. \$69.00 per gross**

**SPECIALS**

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Roto-Broil Skillets—Automatic-Electric		8.00 each
3-Piece Pen Pack Set	\$5.00 doz.	54.00 gross
Miracle Cross & Chain with Lord's Prayer		5.00 per doz.
3-Piece Necklace & Earring Set		10.80 per doz.
5-Piece Deluxe Jewelry Set		30.00 per doz.
Rubber Bubbling Boy—Newest Sensation		2.50 per doz.

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Large DANGLES, Small Dangles, TAILORED, RHINESTONE, BUTTON TYPE, with screw-on earwires or for pierced ears. THE YEAR'S HOTTEST PROMOTION! Immediate delivery. Sold 1 dozen styles (assorted) to package. 144 different styles!

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**PACKARD JEWELRY CO.**  
48 West 25th St. New York City





## Copyr't, Paragon Records to Hype MOA Exec Confab in Chi

### To Prep Capitol Hill Defense; Miller Lauds Op-Owned Disk Firm

By JIM WICKMAN

OAKLAND, Calif., Feb. 4.—Music Operators of America's advisory committee was headed for the Morrison Hotel in Chicago Sunday to prepare the association's



GEORGE A. MILLER

eight consecutive battle against possible anti-juke box copyright legislation.

The two-day conference to continue thru Monday will also turn the spotlight on Paragon Records,

MOA's visa to a third copyright organization and an operator-owned recording company.

Discussions and ground work on MOA's 1956 convention and preparations for a second "Miss MOA Contest" were expected to round out the meeting.

According to George A. Miller, president and general business manager of the association, the copyright discussions will be led by Sidney Levine, MOA's legal counsel.

#### Washington Next

Following the meeting, Miller and Levine will depart for Washington where they will meet Hirsh de La Viaz, a vice-president of MOA, and begin calling on Congressmen and Senators in an effort to again tell the operators' side of the story.

Miller said that a prime objective of the Washington get-together would be to postpone hearings on any legislation aimed at removing the juke box exemption from the 1909 Copyright Act until after the association's annual convention in May.

Miller and Levine are also expected to meet with representatives of the juke box manufacturers or the problem of copyright legislation.

Paragon Records, the tentative name for the operator-owned

diskery, will, if approved by the advisory board, be put into operation immediately following the meeting.

Barney Young, head of National Juke Box Music, Inc., a publishing and performance society sponsored by MOA, and Irving Gwartz, who will in all probability head the new diskery, are to be on hand to go over incorporating plans and to

*(Continued on page 70)*

## Twin City Ops May Spark 10c Thruout Minn.

MINNEAPOLIS, Feb. 4.—Minneapolis juke box operators have gone almost 100 per cent for dime play and coinmen in St. Paul are beginning to follow suit, it appeared this week.

"From what I've been able to learn," one operator said, "every operator in Minneapolis has converted his machines to 10-cent play, with some going three-for-a-quarter and some five-for-a-quarter. St. Paul operators, slow in getting on the band wagon, this week began to follow suit, with more joining the switch to dime play each day."

An effort will be made next Wednesday to extend dime play into Western Minnesota. Harold N. Lieberman has called a meeting of eight operators covering

*(Continued on page 86)*

## CMMA Banquet Set in L. A. St. Pat's Day

LOS ANGELES, Feb. 4.—The annual banquet of the California Music Merchants' Association will be held here St. Patrick's Day, March 17. Previously the event had been held in Oakland.

Local division committeemen heading the preparations for the event include Walter Hemple, Ben Chemers, Ben Korte, Pete Pellegrini and Gabe Orland. Sam Ricklin, of the California Music Company, will assist in lining up the entertainment.

George A. Miller, president of CMMA, is expected to be on hand to assist the committee.

## Seeburg Holds Distrib Sales Planning Meet

CHICAGO, Feb. 4.—The J. P. Seeburg Corporation held its annual distributor sales planning meeting at the Drake Hotel here Friday and Saturday (27-28).

During the two-day business session, Seeburg officials and distributor heads discussed sales policies covering the firm's new V-200 and 100-J coin-operated phonograph lines and its non-coin-operated 200-selection phonograph used in the field of background music.

Distributors were also informed or current EP record activity.

### EDITORIAL

## Fact and Fancy

During the past few weeks an idea has been bandied around that goes something like this:

An operator-owned record company, such as Music Operators of America is preparing to launch, might irk manufacturers to the point where it might alienate record firms and the juke box industry, and the latter might even lose record support in copyright legislation.

For anyone who has an understanding of the record and juke box industries, of course, such chatter has little to recommend it. In fact, record firms surely welcome operators success in the venture.

The angle in this talk presumably is that the operator-owned record firm would be offering competition to record manufacturers.

Even setting aside the fact that the new firm would be owned by operators for special reasons, established record manufacturers could hardly find much to quarrel with.

The record industry has spawned hundreds of small independents in the last few years and the industry has proved big enough for all of them. It is inconceivable that MOA's proposed record company can upset any established diskery's plans.

Furthermore, the major labels would not be excluded from the profits accruing from the operator firm because they will be doing the pressing of the disks. Sharing in profits with no risk of investment is good business in any man's language.

Finally, of course, the juke box operator is a tremendous record outlet for record manufacturers and always will be. And the relationship between the juke box and record industries is a very close and important one for both.

This chatter is a nuisance to both industries.

### 'DOC' KNOWS BEST

## One-Stop Plan: Cut Ops' Shopping Time

MILWAUKEE, Feb. 4.—A recently installed record "efficiency system" at Radio Doctors, local one-stop outlet, is both increasing business for the firm and proving a big favorite among juke box operators, says Stu Glassman, record buyer for the firm.

The purpose of the "efficiency system": Cut record shopping time for operators.

According to Glassman, music operators are buying a bigger variety of records to keep up with programming needs than ever before. Major reasons for this, Glassman explained, are multi-selection machines which require twice the number of disks formerly used and the fastest changing popularity charts in history.

To cut shopping time for operators, Glassman came up with a system patterned to their needs—a counter card that lists anywhere from 50 to 60 of the top tunes in all the categories.

An 8 by 10-inch sheet of paper featuring the record list is inserted in a cellophane jacket and placed on the counter for operators. To many operators, Glassman said, the

list acts as a road map or buying guide.

The counter card list is divided into three categories. First is a list of "Milwaukee's Hit Parade—Top Pops," which covers about 30 of the town's best juke box numbers.

The second category is "Radio Doctors Records of the Week"—usually three or four numbers which Stu feels are destined to land on the national and territorial charts in a few weeks.

At the bottom of the card are records headed "Coming Up Strong." These, says Glassman, are the newest releases which merit consideration by the juke box operators and should be sampled.

Titles of the tunes are all typed in red letters and the artists' names are listed in black. In instances where two or more artists have cut the same number, the one whose versions appears to be headed for the big share of popularity is listed in capital letters.

The list is made up each week and is based on actual sales at the store and operator comments.

An operator's visit to Radio Doc-

*(Continued on page 82)*

### TO THE EDITOR:

## Pa. Insurance Firm Calls for Re-count

(Editor's Note: The following letter was in response to a story which appeared in The Billboard, January 7. In this one, our face is red. The Billboard invites all its readers to write their views or comments for publication on any stories or topics discussed in the news columns.)

To the Editor:

On January 7, 1956, you printed an article under a Boston dateline which started out as follows: Floater Plan—Boston Association Gets Unique Insurance. I read the article with much interest for I noticed that the next to the last paragraph read, "It is believed that no other agency handles this type of policy on coin-operated equipment at the moment."

If you will be kind enough to look back to your issue of June 6, 1953, you will find an article head-

lined "Distributors Cover Jukes With Insurance Plan." In the article you were gracious enough to acknowledge the fact that the program was set up by this office, Leonard J. Silver, C.P.C.U., 130 S. 17th Street, Philadelphia, Pa.

May I call your attention to the fact that the program is still in force for Seeburg Distributors and that it has proven itself and has worked more than satisfactorily in the following States: Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Alabama, Florida, Virginia, Louisiana, Mississippi, Arkansas, Tennessee, Missouri, Indiana, Ohio and Michigan. Not an insignificant program to say the least.

In addition, at the moment, we have organized and are promoting a similar program for the Chicago Coin Machine Company.

Yours very truly,  
Leonard J. Silver, C.P.C.U.

### FROM OPERA TO POP

## Memphis Ops Hopeful Blonde Piazza Clicks

MEMPHIS, Feb. 4.—Music operators and distributors here are optimistic about a local artist's venture into the popular recording field.

They hope her new record catches on with the public quick so they can feature it on local phonographs.

The artist is Marguerite Piazza, who has made Memphis her adopted home and has lived here for two years. She has been a Metropolitan Opera star, later a TV star on the "Show of Shows" and more recently a night club singer.

The singer's new pop record is her first venture into the field. She sings "My Dream" on the Am-Par label, backed with "The Devil, the Angel and You."

Am-Par is a new recording firm backed by the American Broadcasting Company network and Paramount Studios. Thus, with big money behind it, it is no small venture.

The record company is making a big splash on this first one by

Miss Piazza. They are sending her on a four-week tour of the country to plug the record with disk jockeys.

Company officials even talked the raven-haired beauty into dyeing her hair blond for the occasion. So it'll be a new Miss Piazza dj's and the public will be seeing soon.

Operators figure publicity she has already received on her new record and the plugging on local disk jockey Dick Covington's program on WHBQ, will get it off to a good start.

"I expect there will be a public demand for the record," said Allen Dixon, president of the Memphis Music Association and partner in S & M Sales Company, one of the big distributors and music machine operators here.

"It seems evident a wide demand will be created for it here. We'll put the records on our machines as demand is created. Of course, we hope it is very successful."

Parker Henderson, partner in the Southern Amusement Company, said he expected a demand within a week or two.

## Mass. Music Ops Favor Diversified Insurance

BOSTON, Feb. 4.—After studying several proposed equipment insurance policies, the Massachusetts Music Operators' Association has adopted a floater policy covering all coin machine lines. It was put into effect Wednesday (1).

The new policy is similar to the other policies studied, differing only in that it encompasses all coin machines—music, games and vending—rather than just juke boxes.

Via a \$50 deposit per operator, total commitments of about \$500,000 have been received, enough to start the policy.

The insurance program will be handled and managed by Harry Strauss & Company, 89 Broad Street, Boston, and underwritten by

the American Insurance Company, of Newark, N. J.

Premiums are payable monthly at the rate of 40 cents per \$1,000, equivalent to \$4.80 per year. A \$50 deposit premium is required upon participation and on each anniversary date of the policy. Monthly premiums are to be deducted from this deposit until such time as it is exhausted.

All coin-operated machines will be covered whether they are on location, in transit or temporarily in the shop for repair or adjustment. This includes phonographs, games and all types of vending equipment.

All risks of physical damage or

*(Continued on page 82)*



**Man, they dig this jive!**

If you have fast action spots, AMI's juke box is the one for you. It gives you the fast play, and record programming that keeps the jive-hungry crowd jumping . . . and spending!

Now these cats are no longhairs, man . . . but they *are* music critics . . . and that means they want it live, man . . . *live!*

Only AMI has the multi-horn high-fidelity sound that makes recorded music live . . . and makes your customers come alive . . . and spending!

Let *your* ear decide . . . call your AMI distributor, or write direct to the AMI factory for full information *now*.



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



Licensee: 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

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**MODEL 1448**  
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DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED  
 IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?

**1956 FOREIGN MARKET OUTLOOK BRIGHT.** Indications point to rising sales in coin machine three fields—juke boxes, amusement games and vending machines. Presented are detailed reports of progress made in foreign countries. (Page 85, The Billboard, February 4.)

**MUSIC OPS PRESENT SUCCESS STORIES.** Part-time juke operator outlines prime essentials for beginners. Old-timer explains how to expand, adding music to coin-operated games to increase income. (Page 100, The Billboard, February 4.)

**CHI GAME OP ASSOCIATION GROWS.** Membership reaches 70 as group schedules action to solve operation problems, secure new legislation, arrange better financing and promote industry thru public relations program. (Page 106, The Billboard, February 4.)

## MOA Exec Meet in Chicago

• Continued from page 68

sketch a rough draft of what operators can expect in the way of tunes, artists and promotion in the future.

### Reasons for Diskery

Miller, in reply to several inquiries regarding Paragon Records, said: "The purpose of an operator-owned diskery is three-fold: First, it gives operators a chance to promote new artists, songs and composers, who are not already members of existing performance societies.

"Second, it gives the juke box industry a hedge in the event the 1909 Copyright Act is ever altered. Tunes promoted by Paragon would be license-free to operators for 99 years.

"And the third purpose is to give operators the opportunity of sharing in profits resulting from successful records."

He emphasized that all records promoted by MOA would be pressed by all of the major recording companies on a rotating basis. "Record companies will share in the success of any record that becomes a hit without taking a risk," Miller said.

### No Competition

"It is not MOA's intention to compete with other record firms, either for artists or price," Miller declared. "In fact, MOA itself will not own any of the stock in the corporation—only members can be stockholders and they're limited to a \$100 maximum to insure that no one individual can ever control what records will be pressed and when."

Miller lauded the operator-owned disk company, called it a step forward in both public relations and in juke box record promotion recognition.

The diskery will probably be incorporated under the name "National Juke Box, Inc." Price of stock is expected to be set at either \$1 or \$10 par per share. Gwartz or Young, or both, are expected to handle the distribution and sale of the stocks.

As earlier reported, the corporation will probably issue capital stock of about \$500,000.

### MOA Contest

An added stimulus for Paragon Records, should the plan get the advisory committee's nod—which is practically assured—may be a tie-in with MOA's 1956 "Miss MOA Contest."

The contest will be similar to last year's, with the exception that MOA will be sole sponsor whereas MOA and RCA Victor shared the honors in 1955. Operators will be urged to submit recordings of local singers to MOA's headquarters where they will be turned over to a judging committee. The best three to five entries will be taken to Chicago and introduced during the convention. Operators will select the winner by voting at the convention. The winner will receive a contract with Paragon Records.

During the meeting in Chicago, the advisory board is scheduled to lay the final ground work for the convention, May 6-8. Committees are expected to be appointed and hotel arrangements made.

Members of the board are, in addition to Miller and Levine, Al Denver, vice-president; Martin Britz, treasurer; Harry Snodgrass, secretary, and Les Montooth, vice-president.

## United Hosts Ops In 3 Wis. Cities

MILWAUKEE, Feb. 4.—United, Inc., held three more showings of the new Wurlitzer Centennial phonograph Model 1900 this week as it presented the new line to operators in Fond du Lac, Appleton and Green Bay, Wis.

Plans for the coming week, according to Woody Johnson, sales representative, include two more showings—in the Whiting Hotel in Stevens Point, Wis., and Iron River, Mich.

On hand to explain the features of the new line and greet operators at the showings this week were President Harry Jacobs Jr., Johnson and Wurlitzer executives Bert Davidson, regional sales manager, and Reid Whipple, factory service engineer.

Operators on hand for the showings this week included Mr. and Mrs. Ben Ludwig and Mr. and Mrs. William Ludwig, of Oshkosh; Nick Frank and Romy Schwartz, Frank Becker, Floyd De Rusa; Leo Guttreuter, of Fond du Lac; Herb Tonnelli and his son Roland, and Vince Kraus, of Appleton; Harold Ristau, Kaukauna; Clem Weinand, Menasha, and Cliff and Roger Bookmeier, Al Durand, Adolph Germaine, Clem Van and Norman Boettcher, all of Green Bay.

The firm's first showing was held at its headquarters here Sunday, January 15.

## On the Route

DENVER, Feb. 4.—Refinishing costs have been sharply slashed by the Seven-Up Bottling Company of Denver thru the installation of a complete automatic paint spray room, Harry L. Deems, a partner in the firm, disclosed.

The spray department in an all-metal, 16 by 8-foot enclosure. Machines are completely sanded, bonderized, and then sprayed with from two to six coats of pure white synthetic enamel in less than one-half the time formerly required.

A water flume and a powered air induction system blows away excess paint fumes in seconds. The machines are dried in a dustless atmosphere to assure sparkling paint jobs, Deems stated.

## BULL'S-EYE: IT REALLY WAS 'BLACK MAGIC'

NEW YORK, Feb. 4.—The chances of it happening are a million to one—and the chances of it ever happening again are probably a billion to one—but Sandy Warner, Manhattan juke box operator, swears it did happen.

The "impossible" occurred Tuesday (31) in the Seventy-One-Ten Club in Harlem. Leading performer allegedly was Billy Daniels, one of the top juke box singers.

According to police, Daniels fired three shots from a .25 caliber automatic at a local fight trainer. One of them found its mark in the victim's shoulder. The other two hit a juke box—and a new Seeburg V-200 at that—a few feet away from the trainer.

Warner rushed to the scene to inspect the damage to the box. One of them merely put a crack in the glass. The second plunked smack dab in the center of a title strip. The disk was "That Old Black Magic," by one Billy Daniels.

The glass isn't damaged badly enough to be replaced. However, Warner is considering placing a decal over the crack to explain and commemorate the historic event.

## 10c Play Move In Central Ill. Runs Into Snag

PEORIA, Ill., Feb. 4.—Two music operator meetings here in as many weeks have stirred up considerable dime play speculation, but as yet, the increase in price is still a downtown luxury.

Many of Peoria's downtown spots are operating on 10-cent play, and according to operators they're enjoying healthy increased collections. In neighborhood sections of the city, however, it's an entirely different story.

Location owners in neighborhood spots are still convinced that a change from a nickel to a dime would cut into their profits.

As one operator put it: "We've talked to location owners and showed them the advantages of going to 10-cent play till we're blue in the face, but they just won't budge until the guy down the street changes too."

"And, unfortunately, there are a few operators who will not budge either."

The meeting this week was held Tuesday at the offices of Les Montooth, president of the Central States Music Operators' Association. Association members are behind the proposed changeover 100 per cent.

## Tolisano Heads Conn. Op Assn.; Wein, Secretary

HARTFORD, Conn., Feb. 4.—James F. Tolisano, of Hartford, was re-elected president of the Music Operators of Connecticut, Inc., and Maurice Wein was re-elected secretary at the organization's annual meeting here last week.

Other officers elected were Jerome Lambert, vice-president; Anthony Wilkas, sergeant at arms; Joseph Naclerio, director at large, and Charles D'Alesandro, also a director at large. Emilio Q. Daddario is the association's attorney.

MCC is divided into six locals, with a director and alternate director for each. Abe Fish is the director, and Paul Rechtshafer the alternate director, in the Hartford local; Frank Marks, director, and Peter Cavarros, alternate director, in the New London local; Pat Montana, director, Lucius Montana, alternate director, in New Haven; Ben Gordon, director, Bevo Onofrio, alternate director, New Britain; John Calucci, director, Martin Rosa, alternate director, Waterbury, and Glen Klopfenstein is director and Peter Huntington is alternate director in Stamford.

Tolisano also serves on the executive board of Music Operators of America.

## 'Pretender' MOA Choice On Radio Seg

NEW YORK, Feb. 4.—"The Great Pretender" with the Platters on Mercury jumped to the top spot among the nation's juke box operators, according to the Music Operators of America. The selection was made tonight on "National Juke Box," the MOA-prepared program which is aired each Saturday evening over the ABC radio network.

West Coast selection was the "Theme From the Three-Penny Opera," with the Dick Hyman Trio on M-G-M, while "Memories Are Made of This," with Dean Martin on Capitol, was the Midwest selection. Eastern operators chose "No, Not Much," with the Four Lads on Columbia.

Most promising Western disk was "Mr. Wonderful" by Bette Anne Steele on ABC-Paramount, while the Eastern ops selected "The Stars and Stripes Forever Merengue," with Gloria Parker on Gloro.

Appearing on the program were George A. Miller, MOA president; Victor Ostergren, Gary, Ind., MOA director, and James Tolisano, Hartford, Conn., MOA director.

IF YOU MISSED READING THE FEBRUARY 4 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD

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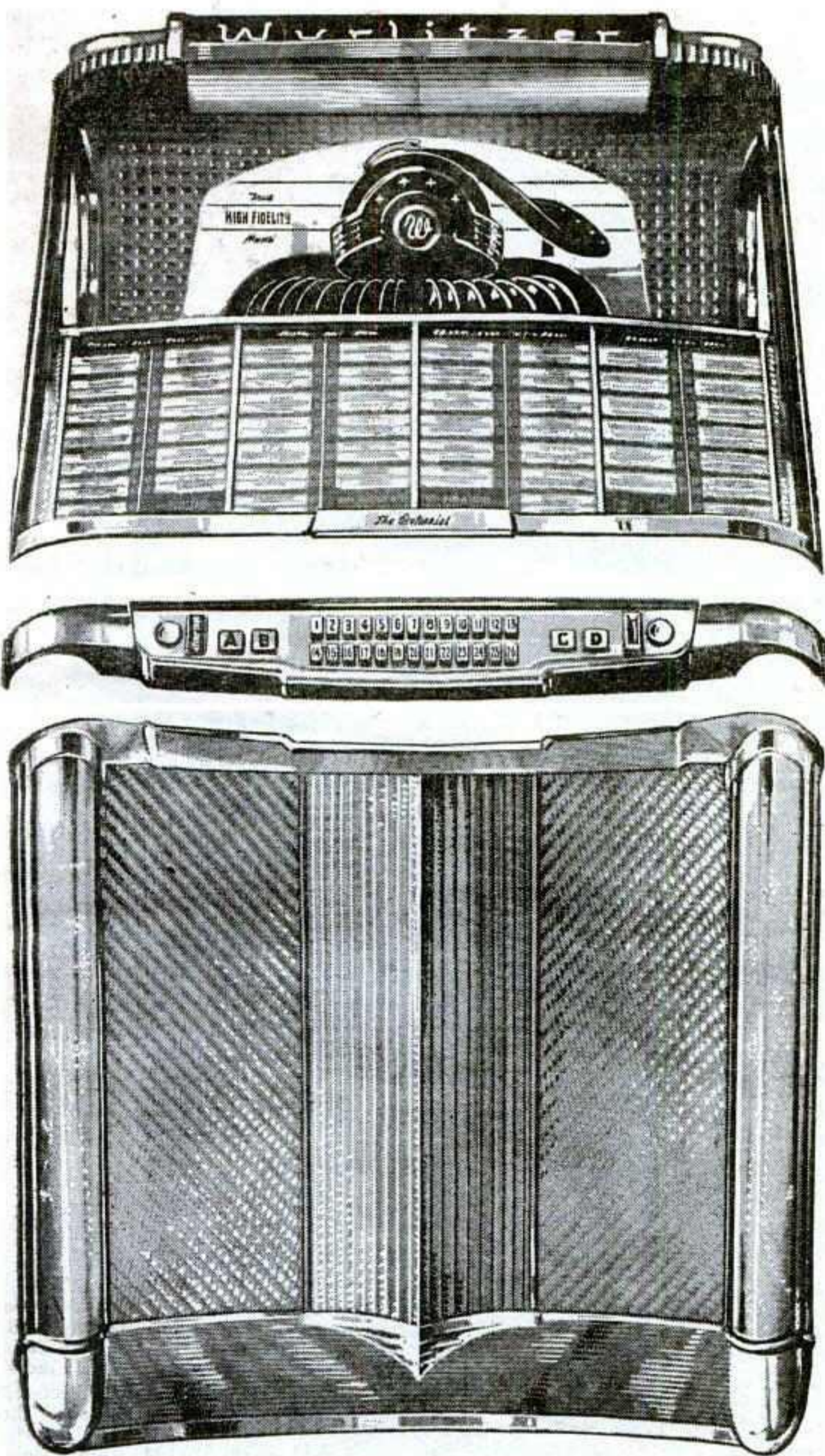
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Wanted by Seeburg distributor. Must be top man on Seeburgs, other phonographs and all type games. Dependable man with good references has opportunity of joining one of the world's largest distributors of coin-operated equipment. Top salary. 40-hour week. Many benefits. Position open in Rocky Mountain Empire. Write giving references to

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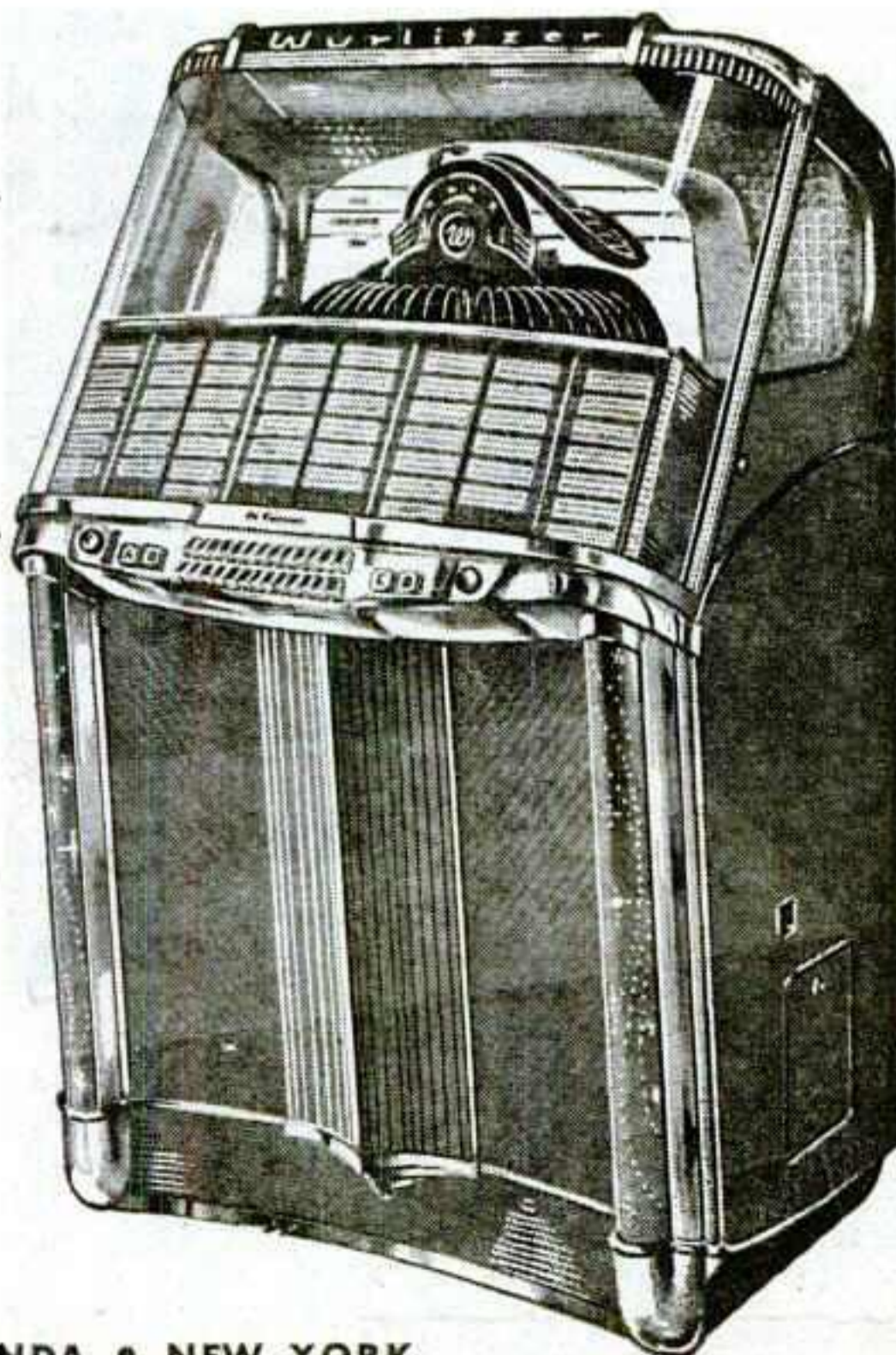
The Centennial dome is a masterpiece of styling and illumination. It becomes the focal point in any location — arresting patron attention and stimulating desire to see it operate and hear it play.

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No complicated button combinations to cause confusion and delay. Complete program visibility and welcome tune-picking simplicity combine to speed play and profits.

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No sound-distorting, dust collecting obstructions. A gorgeous grille that enables Wurlitzer's true high fidelity music to be enjoyed at its finest.

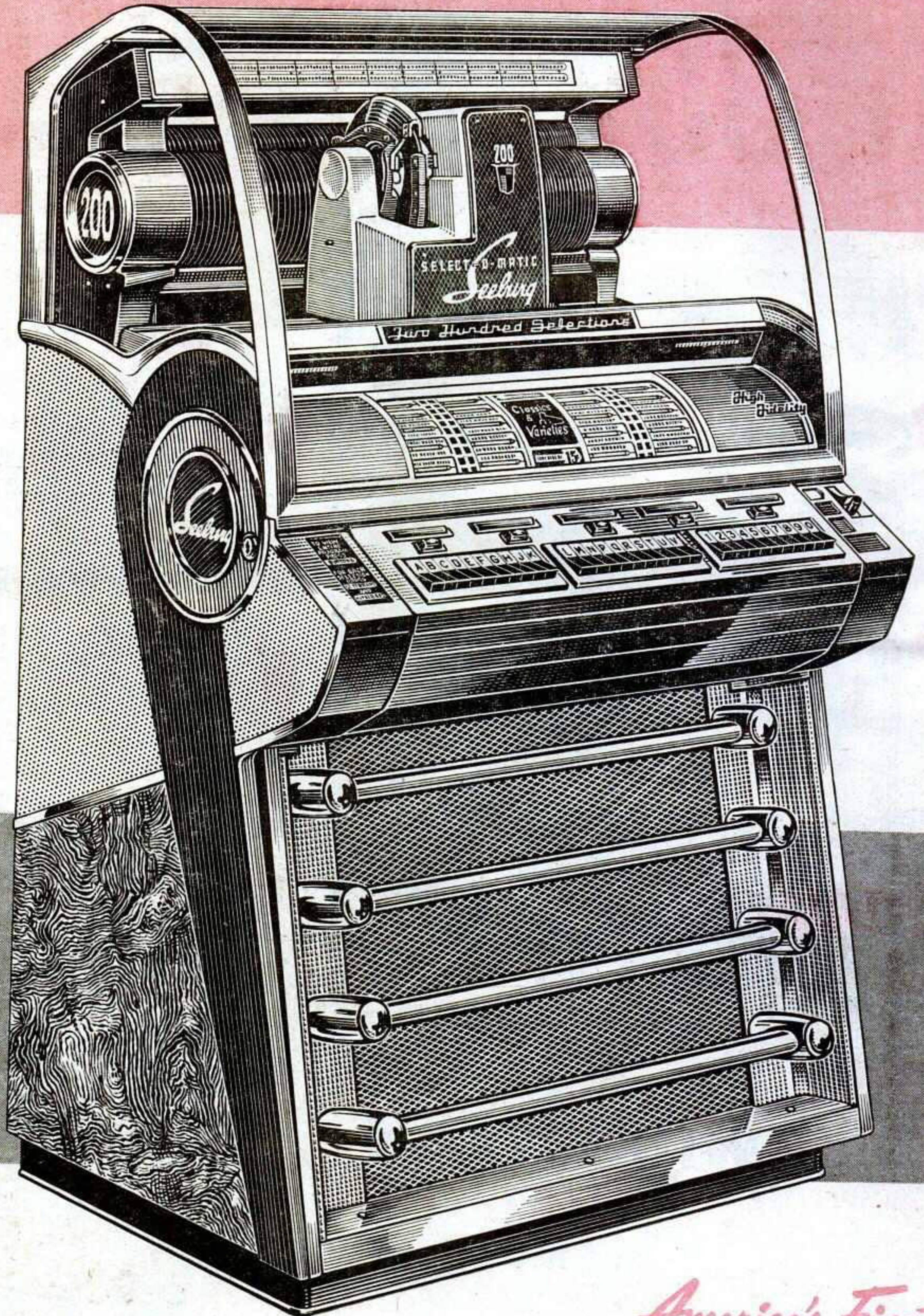


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**MODEL 1900**

**HIGHLIGHTING 100 YEARS  
OF MUSICAL ACHIEVEMENT**

**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA • NEW YORK**  
Established 1856

# Only the WORLD'S



*America's Finest*



# FIRST DUAL MUSIC SYSTEM

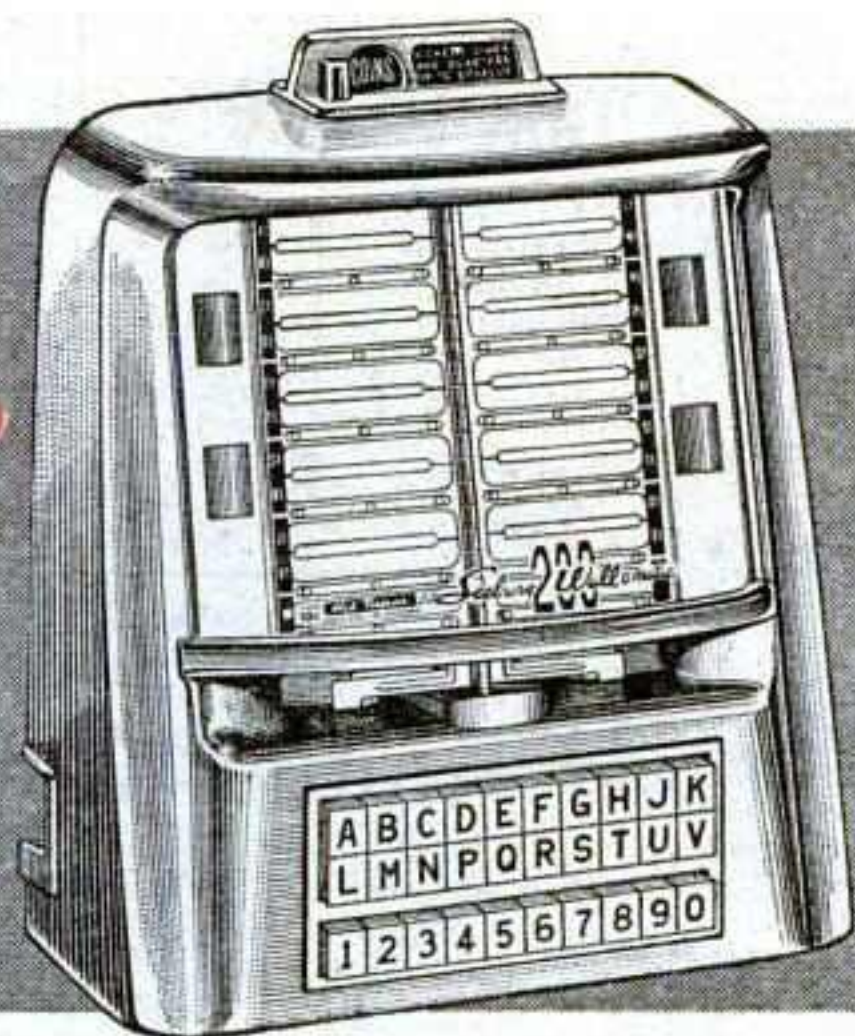
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- ▶ 200 selections—100 records.
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- ▶ Years-ahead beauty and styling.
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With a Separate Credit System for each

PLUS...



## the Wall-o-matic 200

Remote control at its finest. Designed for use exclusively with the world's first dual music systems.

*and Most Complete Music Systems*

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
 J. P. SEEBURG CORPORATION  
 Chicago 22, Illinois

## New Jersey Rings Again With Battle

Outdoor Vending Revolution Meets Bitter Opposition; Public Helps Win Rounds

• Continued from page 1

such as cigarette, candy, soft drink units.

Last year, a New Jersey Superior Court knocked out the second of these methods—outright bans—by ruling the municipality of Westfield does not have the right to place an outright ban on outdoor machines dispensing food and beverages.

The fight is far from over, tho. The ingenuity of towns to get around rulings—added to the peculiar "home rule" set-up in New Jersey—makes any thought of an early settlement wishful thinking.

For example, last fall a new wrinkle was added, reported Aaron Sternfield, of The Billboard, "strictly of the Rube Goldberg variety." The city of Scotch Plains passed an ordinance which didn't ban the machines but which made their operation virtually impossible.

The rule provided that all milk vending machines have incorporated a transcribing device to record the temperature of the warmest portion of the vender on a continuous basis.

The stylus arrangement would have to operate on a 24-hour day, seven-day-a-week basis, with the operator changing the charts weekly and keeping a file of charts six months back at all times.

In addition, an indicator must be maintained in the front of the machine in full view of the consumer. The indicator would be hooked to a mechanical locking device which would make the vender inoperative as soon as any portion of the vender was more than 50 degrees Fahrenheit for any 30-minute period.

At the time, local operators said that in the unlikely event the transcribing and automatic locking equipment could be incorporated in a standard milk vender, the cost would be prohibitive enough to force them out of business.

### Headway Made

But headway is being made—not only on the legal side, but on the public relations side as well.

The Automatic Merchandisers' Association of New Jersey drew up a model code which is already being used in a least one New Jersey community.

Key to the ordinance is that milk venders are to be treated the same as grocery stores selling milk—no better and no worse.

As milk drivers' unions are among the most vocal opponents of outdoor vending, a portion of public relations is directed at union officials. The association is trying to convince the unionists that rather than creating a hardship on the drivers, milk vending will increase total consumption and may result in more jobs for union drivers.

In Hudson County, a meeting of health officials, municipal officers, milk operators, dairymen and local merchants has been discussed. Purpose: To set up a uniform milk vending ordinance which will be recommended for enactment in all Hudson County municipalities.

Meanwhile, in other areas of the country, outdoor vending continues to register gains.

A notable example: Outdoor bread venders placed adjacent to milk machines. Paul Learn, president of Learn Dairy, Oak Park, Ill., placed his first bread machine next to one of his outdoor milk units just before Christmas. It did so well that he's now ordering an additional 10 machines which he plans to spot next to milk machines.

## TOBACCO GROUP VOTES GRANT FOR RESEARCH

NEW YORK, Feb. 4.—A third allocation of \$500,000 to support a study of the relationship between smoking and health was announced this week by the Tobacco Industry Research Committee.

According to Timothy V. Hartnett, chairman of the committee, research grants have totaled more than \$838,000 in little more than a year.

Dr. Clarence C. Little, scientific director of the committee, said the new allocation would provide for further research into the physical and chemical composition of tobacco and accompanying products, tissue changes in humans and animals, smoking and other tobacco habits, and the emotional and physical make-up of smokers.

## ADD STOPS TO GROW

# Service Keys 1,000 Bulk Vender Route

CHICAGO, Feb. 4.—Jaymor Vendors is a family business. The firm has about 1,000 1-cent bulk venders on locations. The founders are Morry Cipinko, 33, and his brother, Jack, 30. The third member is Louis Cipinko, the boys' father.

"Bulk vending primarily is a service, and service is our business," Morry and Jack declared.

From a small start of 10 machines six years ago, Morry and Jack, both veterans of World War II, have built up their business progressively, doing all the work entailed in running the firm until December, 1954.

At that time the boys took their father into the firm and today he

is in charge of refilling globes, repairing and repainting machines plus all preparatory work necessary before his sons begin to service their daily routes.

As to service, Morry said Jaymor checks each of its machines once a month, features current charm favorites and keeps the globes gleaming so youngsters can easily see what is being vended.

### Polish Venders

Upon each visit to a location the Cipinko boys shine the exterior of the globe until it sparkles and the merchandise glistens thru the clear glass. The base's red and black enamel colors are polished to a high sheen.

"We do not look for any aid from outlet owners," Jack pointed out. "Service is our job, and by keeping our machines sparkling we attract the youngsters more readily. In fact, it is our greatest factor in point-of-sales selling."

The brothers concentrate their outlets in highly populated neighborhoods. Among the best, they said, are drug, grocery and 5 and 10-cent stores, bakeries, supermarkets and meat markets where there is a high flow of daily traffic.

New communities are their special aims in expanding. Said Morry:

"We like to grow with new stores. Whenever we see a new building or housing development

(Continued on page 84)

## CONTEST PLUS WIVES

# Coke Bottler Lands 150 Stops in 6 Mos.

BIRMINGHAM, Ala., Feb. 4.—The powerful influence which wives exert on their husband's life can extend even into location prospecting as evidenced by the success which Birmingham Coca-Cola Bottling Company has enjoyed during the past six months in landing 150 vending locations.

The Alabama bottling plant, anxious to extend its bottling operations to catch up with the rest of the nation, pitched in with a will when the parent company announced a series of prize contests offering new automobiles every month plus a \$2,000 model kitchen to the Coca-Cola route salesman who produced the greatest percentage of new vending machine locations.

In addition to co-operating in the national event, Birmingham Coca-Cola Bottling Company staged several "contests within a contest" and wound up with the spectacular record of 25 additional vending machines placed every month for the space of six months and a total of 150 locations sewed up.

The real reason for the monumental success of the drive was simply a twist in contest operation, according to Saunders Row-

land, general manager of the Birmingham bottling plant.

Instead of merely posting the usual blackboard full of comparative standing figures and using daily sales meetings to stimulate the men to do their best, Rowland simply "manipulated the entire contest thru the wives."

A handsome prospectus explaining the entire event went out to every wife first. Included was photographs of prize Chevrolets offered to the top route driver-salesmen, a sketch of the beautiful model kitchen to be installed in the home of the nationwide prize winner and other information.

Complete rules were, of course, (Continued on page 76)

## Vend-All Set On Metering Drink Device

BOSTON, Feb. 4.—The Vend-All Corporation here this week went into production on a coin-operated metering device for hot or cold beverages.

According to Alan Martin, president, the unit, called Vend-All, can be installed on any beverage tank in 60 seconds. He explained that it (Continued on page 91)

## Eastern in Full Production on New Cig Units

NEW BEDFORD, Mass., Feb. 4.—Eastern Electric, Inc., is now in full production on its new 12-column Electro cigarette vender. Internally, the unit is the same as the older 12-column machine, but the cabinet has been completely redesigned.

Cabinets come in an assortment of two-tone colors, with a chrome strip separating the colors. Atop the machine is a glass showcase which may be used for cigarette displays.

A. M. Caruso, Eastern president, said that the entire current cigarette machine production is now on the new models, and initial shipments have been made. Price on the new machine is the same as on the previous model—\$288.50.

Caruso also disclosed that 20 new Lunch-O-Mats have been shipped, with current production plans calling for 50 units by mid-March and another 100 by the end of May. The schedule after that date has not been determined.

## NATD to Mull Vending At Annual Convention

NEW YORK, Feb. 4.—Vending will hold the center of the stage March 13 at the second day of the annual convention of the National Association of Tobacco Distributors in Chicago's Conrad Hilton Hotel.

How the wholesale tobacco distributor can determine what his position in automatic merchandising shall be will be the object of discussion by a 22-man panel.

While tobacco distributors currently operate more than 50 per cent of the cigarette venders on location, the vending of other products will also be discussed. Charles J. Cooper, Cooper Tobacco, Inc., Lancaster, Pa., will be chairman. Panel members will include:

Vending Panel  
Harlan C. Albring, H. C. Albring Company, Toledo; Leland E. Deniston, Demiston Cigarette Service, New Castle, Pa.; Richard K. Dickens, St. Joseph Tobacco Company, St. Joseph, Mo.; Edward Dierck, Dierck Vending Company,

Newark, N. J.; William R. Finn, E&J Cigar Company, Northampton, Mass.; Vernon Fox, Vernon Fox Company, Chicago; B. F. Gawley, Binghampton Tobacco Company, Binghampton, N. Y.; Paul D. Ghinelli, Capitol Vending, Inc., Lansing, Mich., and B. L. Howes, Howes-Shoemaker, Detroit.

Also C. R. Mangold, Arthur F. Schultz Company, Erie, Pa.; Roger J. Pangallo, Paul's Cigarette & Tobacco Company, Springfield, O.; M. M. Rotlman, Cigarette Sales Company, Lorain, O.; Bert C. Strong, Oklahoma Tobacco Company, Oklahoma City; Henry S. Todé Jr., H. S. Todé & Company, Salisbury, Md., and Norman J. Tweel, Automatic Merchandising Corporation, Huntington, W. Va.

And Oran Walley, Merchants Wholesale, Inc., Quincy, Ill.; Louis C. Weisbrodt, Louis C. Weisbrodt, Inc., Cincinnati; Louis Weksler, Ponca Wholesale Mercantile Com- (Continued on page 87)

## Tenn. Dairy Expands Via Milk Venders

24-Hour Service Daily Appeals to Nashville Folks

By BOB BATTLE

NASHVILLE, Feb. 4.—The Murfreesboro Pure Milk Company, located 30 miles from here, has expanded its retail operations into Nashville via outdoor vending machines.

To date the firm has 24 machines located at strategic points in Nashville and Davidson County, and plans to place five additional venders at busy thoroughfares within the near future, H. D. Young, manager, announced.

Company officials are fairly well satisfied with the results, Young said, explaining the firm has had the machines less than 12 months (Continued on page 88)

## Pizza Vender to Go in Production March 15

NEW YORK, Feb. 4.—Pie-O-Matic, a four-selection pizza vender, is slated to be in full production here by March 15. The unit is being made by Eugene Karol Industries, Long Island City, N. Y., for the Pie-O-Matic Corporation, North Haven, Conn.

Inventor of the machine is Lewis Cenotti, who is also president and treasurer of Pie-O-Matic. Al Bellucci is secretary, and A. J. Manaco, operating from Farrell, Pa., is general sales manager.

The machine will sell four varieties of pizza, with a total capacity of 144. Set for a 25-cent vend, the National coin mechanism will take nickels, dimes or a quarter.

\$1,495 List

Refrigeration unit is a sixth horsepower Tucumseh. The machine operates on 110 volts, 60-cycle. Steel cabinet comes in duotone colors. Price is \$1,495.

According to Bellucci, pizzas will cost the operator 11 or 12 cents, leaving him a gross profit margin of 13 or 14 cents. The pizzas will be baked and packaged in North Haven.

Each six-inch pizza will have a cellophane wrapping and an aluminum foil tray, and will be shipped refrigerated to the operator. Bellucci said that Manaco is setting up a distributor system. Already named are Eugene Karol—who is the manufacturer—for New York, and Mike Parise, Paris Vending, New Haven, for Connecticut.

### 45 Seconds

Bellucci said that each machine sale will carry with it a contract to have Pie-O-Matic supply the pizzas. Two type cheese, anchovy, mushroom and tomato pizzas will be available. The pizzas are in a refrigerated state while in the vender and about 45 seconds elapse between the time the coins are inserted and the pizzas are cooked and delivered.

He added that the vender, which is 70 inches high, 37 inches wide, 25 inches deep and weighs 450 pounds, has only three moving parts.

The entire operation awaits the completion of a pizza bakery which is currently being constructed by (Continued on page 81)



**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.  
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## Elizabeth, N. J., Holds Up Bread Vending License

ELIZABETH, N. J., Feb. 4.—The E&E Vending Corporation, pioneer New Jersey bread operator, ran into a temporary snag in its three-machine route here, but the matter is expected to be straightened out by February 15.

E&E operates 11 milk machines here and in nearby Hillside and Irvington. In November, they added bread to the operation by using it as the second selection in the milk unit. No conversion was necessary, as the Paramount machine is capable of vending two selections, and half of the machine was merely filled with bread. Three stops here carried bread.

But last week the city authorities discovered that there was nothing on the books to cover the

licensing of bread machines. So the operator, Ed Dembek, was told to remove the bread until a license fee could be set.

### Chocolate

Meanwhile, Dembek pulled the bread and left the machines on location. As a substitute for the bread, he put in half pints of chocolate milk, with the other side vending quarts of white milk as usual. Quarts vend for 25 cents and half pints for 10 cents.

A city official said the board of commissioners would probably set a bread vending license fee by February 15. The total fees for milk come to about \$10 a machine, and it is felt that the bread license should be somewhere around that vicinity.

Janet Dembek, E&E secretary-treasurer, said that the installation of bread has boosted quart milk sales by about 10 a day per location. Bread sales have averaged about 30 a day per location.

In the meanwhile, she added, chocolate milk sales have been good, but she'd rather have bread. The operating firm is owned by the same personnel as the Paramount Freezing Equipment Corporation, Newark, manufacturer of the bread-milk vender.

## Member Drive Launched by L. A. Op Assn.

LOS ANGELES, Feb. 4.—Members of the Western Vending Machine Operators' Association approved plans for a membership drive at the regular monthly meeting Tuesday at Unique Restaurant.

The drive will be opened with the placing of ads in the business opportunities sections of local newspapers extending an invitation to operators and prospective operators to attend the next meeting February 28.

Dan Lally proposed the use of the ad program, and insertion of the invitation are scheduled for February 19 and 26. A discussion was also held on changing of the group's name to Southern California Venders, but no action was taken. The full name is Western Vending Machine Operators' Association of Southern California.

M. R. Leidenberger, president, presided at the meeting. He was assisted by Leon Weiner, treasurer.

## PCA Skeds Vending Forum for Meeting

CHICAGO, Feb. 4. — "New Vending Equipment to Stimulate Beverage Sales" will be discussed at the first annual Western Regional Sales and Merchandising Conference of the Popcorn and Concessions Association to be held February 29 at the Desert Inn at Las Vegas, Nev.

The announcement was made by Harold F. Chesler, Theater Candy Distributing Company, Salt Lake City, and Arthur Unger, Arthur Unger Company, San Francisco, co-chairmen.

## Dr. Pepper Sales Up 5.5% in 1955

DALLAS, Feb. 4.—The Dr. Pepper Company reported a sales gain of 5.5 per cent and earnings equal to \$1.20 per share on its common stock for 1955. Earnings included

31 cents per share of non-recurring tax savings.

It was the sixth consecutive year of sales increases for the firm. Leonard Green, president, attributed the increase to expansion into 20 new markets, including the franchising of plants in the Philippines and Tangiers, a record-breaking consumption thru vending machines and fountains, and the introduction of canned Dr. Pepper.

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

**ROY BECKER**  
8733 Wickham Drive  
Berkeley, Mo.

**Victor's 5-STAR BABY GRAND**

**INSTANT CHANGING... RIGHT ON LOCATION**

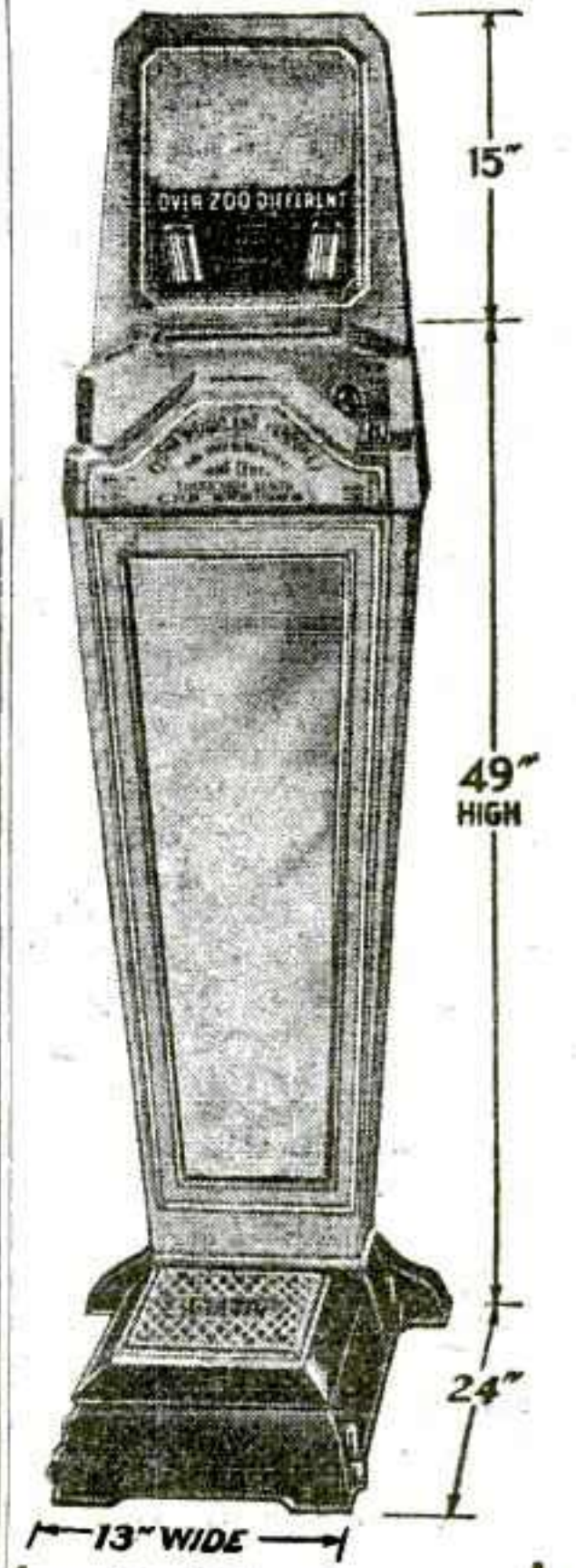
Five-Star Baby Grand can be converted to 1c, 5c or 10c play in a matter of seconds. Also can be converted equally fast to vend following: Capsule, 5c or 10c; Rocket Charms, 5c; Ball Gum Charms, 1c; Chicle Treats, 1c, or 10c; Count Ball Gum, 1c; Rocket Charms, 35c.

**FIVE-STAR BABY GRANDS ARE PACKED & SOLD 4 TO THE CASE.**  
Less than 25 cases ..... \$53.00 per case  
25 cases or more ..... \$1.00 per case

**QUICK CHANGE-OVER UNIT, \$3.50 Each**

Write for details and prices on complete line of TOPPER Vendors and high-quality Capsuled and Bulk Charms that get that repeat play.

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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.

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## Northwestern MACHINES AT

**RAKE**

N. W. MODEL 49 NUT VENDOR  
1c or 5c  
**\$18.15**

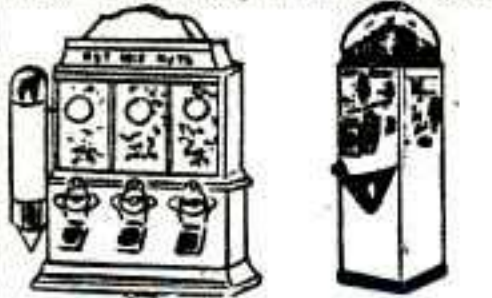
5c N.W. Package GUM VENDOR \$29.95  
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All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

### BULK VENDORS

Silver King, 1c or 5c ..... \$ 8.50  
Victor V—Cab. Type ..... 9.50  
Victor V—Globe Type ..... 8.50  
Acorn, 5c ..... 10.00  
Model 49's, 1c or 5c ..... 12.50  
Toppers ..... 9.95  
NEW—U-Select-It 74-Bar Candy Machine ..... 75.00  
NEW—Silver King Hunters ..... 15.00



Alax 5c Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPE. CIAL price! **\$55.00 EA.**  
1/3 deposit, balance C.O.D.

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Subscribe to The Billboard TODAY!

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NEW! Red-Hot "Ball o' Fire" Bubble Gum!

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**Precision-Built for PROTECTION & PROFITS!**

**ACORN ALL-PURPOSE VENDOR**

The only completely die-cast aluminum, precision built

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK BRUSH HOUSING & BALL GUM WHEEL**

**Western Office OPERATORS VENDING MACHINE SUPPLY**  
1923 S. Grand Ave., Los Angeles 15, Calif.  
**Eastern Sales Office**  
M. J. ABELSON  
2032 Fifth Ave., Pittsburgh 19, Pa.

**OAK MANUFACTURING CO., INC.**  
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**WEIGHT 165 LBS.**

**\$25 DOWN**

**Balance \$10 Monthly**

**400 DE LUXE PENNY FORTUNE SCALE**  
NO SPRINGS

Invented and made only by **WATLING** Manufacturing Company

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on 25c and 30c Coin Mechanism Conversions for:

**ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, 750, 9A**  
**PRESIDENTS, CRUSADERS**

Also Available:  
• ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers)  
for all Rowe and National Machines. Will vend King Size & Reg. in all Cols.  
TERMS ARRANGED—WRITE FOR INFORMATION.

**CIGARETTE VENDORS**

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 930, 9 Cols., 270 Cap.	110.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Champion, 9 Cols., 370 Cap.	100.00
Uneda Model E, 8 Cols., 240 Cap.	75.00
Uneda Model E, 6 Cols., 180 Cap.	70.00

**CANDY MACHINES**

Stoner Candy Prewar, 160 Cap.	\$135.00
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap.	165.00
Uneda Candy, 5 Cols., 102 Cap., Wall Model	60.00

**ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED**

**ROWE PRESIDENT**  
8 Cols., 340 Cap.  
25c and 30c Vend.  
King or Reg.  
**\$130.00**

**DU GRENIER CANDYMAN**  
72 Bar Cap.  
**\$62.50**  
With Base **\$57.50**  
Without Base

**DU GRENIER Model S**  
7 Cols., 210 C.  
**ONLY \$65.00**

Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

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### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	.....\$12.00
N.W. Deluxe 1c & 5c Comb.	..... 12.00
N.W. #39 1c Porc.	..... 7.95
N.W. #33 1c Porc. B.G.	..... 6.50
Columbus 5c Bulk	..... 6.50
Silver King 1c B.G. or Mdse.	..... 7.45
Silver King 5c	..... 7.45
A&T Guns	..... 30.00
Acorn 1c or 5c	..... 8.50

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	..... 8.77
Pistachio Nuts, Vendor's Mix	..... 7.4
Cashew Whole	..... 63
Cashew Butts	..... 59
Peanuts, Jumbo	..... 32
Spanish	..... 45
Mixed Nuts	..... 45
Tabby-Lets, 520 ct.	..... 30
Rainbow Peanuts	..... 32
Boston Baked Beans	..... 32
Jelly Beans	..... 28
Licorice Gems	..... 28
Leaflets (similar to M & M), 550 ct.	..... 40
Assorted Fruit Charms, 100 ct.	..... 42

Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	..... \$ .28
100 ct.	..... .30
Adams Gum, all flavors, 100 ct.	..... .45
Wrigley's Gum, all flavors, 100 ct.	..... .45
Beech-Nut, 100 ct.	..... .45
Hershey's Chocolate, 200 ct.	..... 1.40

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices.... Write

THERE ARE BIG PROFITS IN

## NUTS

GET YOUR SHARE WITH

### Northwestern

### 49 NUT VENDER

Interchangeable SANI-CARRY globe for faster servicing.

Displays merchandise to best advantage.

Also available in Hot Nut.



## NORTHWESTERN

SALES AND SERVICE CO.

MOE MANDELL

446 W. 36th St., New York 18, N. Y.

LOngacre 4-6467

## Brewmaster Conversion In Production

ELIZABETH, N. J., Feb. 4.—In the nine months the Coffee-Mat Corporation has been in production on its Brewmaster 750-cup drink vender, about 12,000 units have been placed on location, according to Sol Small, Coffee-Mat executive. Small said that the plant is now turning out the cold drink conversion assembly for the machine. He explained that the production models vend hot drinks, but, with the cold attachment, they can vend all selections either hot or cold. Thus, in an effort to increase summer sales, the operator can push iced coffee, tea and chocolate.

According to Small, the cold attachment can be added to any 750-cup Brewmaster. Brewmasters sold for \$1,175. The attachment will run about \$225.

Caterers have been proving excellent sales prospects, said Small. He added that many operators of industrial cafeterias have been cutting down on labor and unlogging their food handling line by installing Brewmasters at the end of the cafeteria line.

Small added that sales in the Midwest and on the West Coast are beginning to pick up. Up until a couple of months ago, he explained, the great bulk of his sales were to Eastern operators.

### Cleveland Coin Machine Exchange, Inc.

Northwestern Corporation Distributors  
2029 Prospect Ave., Cleveland, Ohio  
To 1-6715  
Write for prices.

Experienced Operators Say:

## "YOU MAKE MORE MONEY WITH ..."

## Northwestern

### VENDING EQUIPMENT"

## PROVE IT TO YOURSELF

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money.



It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.  
216 Armstrong Street, Morris, Ill.

## Heller Volume Hits \$738 Mil; Income Up 13%

CHICAGO, Feb. 4.—Walter E. Heller & Company in its annual report to stockholders this week reported 1955 was the biggest year in the firm's history.

Total volume of transactions for the year was about \$736,000,000, an increase of \$71,000,000 over 1954. Its outstanding receivables totaled \$146,334,590, compared to \$15,284,877 in 1954. The increase of more than \$25 million was the largest one-year hike in its 36 years.

Net income was a record \$2,722,640, a 13 per cent increase over 1954 earnings of \$2,413,997. This amount to \$2 earnings on common stock, compared to \$1.79 for the previous year. Per share earnings were adjusted for a 2 for 1 common stock split that took place last August. There are now 1,195,866 shares outstanding against 1,165,552 a year ago.

The firm also reported that \$15 million in new long-term bonds had been issued in order to meet the increased demand for its services.

Heller's 1955 dividend record showed a total distribution of 95 cents per common share, including a year-end extra of 20 cents. The dividend paid January 3 for the final quarter of 1955 was the 140th consecutive common dividend.

Heller is the largest firm financing the purchase of vending machines and juke boxes in the nation. Its services include financing income-producing industrial and commercial equipment, motion picture and television production loans, open accounts receivable, financing, rediscounting, factoring and inventory loans.

EMPTYES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

**SAM PHILLIPS COMPANY**  
4372 Lindell Ave., St. Louis, Mo.

**VICTOR'S TOPPER**  
1c BALL GUM MACHINE  
**\$13.25** each

TIME PAYMENT TERMS.

In lots of 8 or more. Payments as low as 5¢ weekly. Write for details.

Friendly Service & Financing Operators on Liberal Terms Since 1910.

**ROY TORR** LANSDOWNE, PENNA.

**BALL and VENDING GUMS**  
LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. .... 25¢ lb.  
Chicle Ball Gum, 130 ct. .... 34¢ lb.  
Clor-o-Vend Ball Gum .... 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. .... 40¢ lb.  
Chicle Chicks, 320 & 520 ct. .... 34¢ 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.

### Contest Plus

Continued from page 74

included with the suggestion that the wife brief her husband on how to capitalize on his natural sales ability.

Every 10 days thereafter Rowland sent each wife a personal letter which showed accurately how the husband stood at the date of the letter in the contest and summing up what his chances were of winning the grand prize.

Paragraphs were included announcing the award of prizes to salesmen on the Birmingham plant staff to add still a little more fire to the promotion.

Next, Rowland carried out the switch a bit farther by offering company prizes slanted toward the feminine side of the family which included a fur coat, wrist watches, necklaces, bracelets and rings, and a complete new fashionable ensemble of ladies' apparel.

Results almost surpassed belief, according to Rowland, as every salesman on the staff pitched in and burned the midnight oil to land vending machine sales.

With wife at home constantly urging bigger and better effort on the part of the husband, the contest showed by the end of the first week that it was going to set records for the company.

"We were more than astonished at results," Rowland said. "We found vending machine locations being sold where no effort had ever been made before and even where the idea of putting in a bottle vender had been strenuously rejected in the past."

"We are operating venders in the offices of physicians, medical clinics, dentist's offices, in high school and public gymnasiums, in the employees' rooms of meat plants, in service stations, barber shops, locker rooms, the reception rooms of professional men's business offices, etc."

#### Repeated Calls

In almost every instance we found the salesman had made repeated calls in order to land the location, usually pointing out candidly that it was his chance to make a name for himself in a contest and to win valuable prizes. Going farther we even found that wives themselves were getting out, running down prospective locations and often going thru the prospective location owners wife's hands in order to land the spot.

Birmingham Coca-Cola Company backed up the drive by running extra trucks to make immediate delivery of every bottle vender as soon as the ink was on the dotted line and increased the size of its service crew, its advertising program. As the result, three of the monthly automobile prizes in a six months' contest or 50% of these lush prizes were won by Birmingham Coca-Cola salesmen. More important, the \$2,000 model kitchen went to Ludford Eagin, who became the "star salesman" on a nationwide basis.

EMPTYES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

**R. R. WHITEHEAD**  
1075 Woodland Ave., S.E., Atlanta, Georgia

EMPTYES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

**MASTER SALES & SERVICE**  
P. O. Box 6222 Dallas, Texas

### VICTOR'S TOPPER

1c BALL GUM MACHINE  
\$13.25 each  
\$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders  
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

### H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga.  
Phone: EMerson 4300

### MORE MONEY

IN YOUR POCKET.. When You Buy From Pioneer!

### VICTOR Standard TOPPER

SPECIAL!  
4 Standard TOPPERS plus 25 lbs. of GUM plus 1,000 CHARMS \$64

CALL TODAY!  
PRescott 4-5358

All Victor models available, f.o.b. Brooklyn. Time payment plan, trades-in accepted. Write for our filled Victor capsule list.

### PIONEER VENDING SERVICE

590 Albany Ave., Brooklyn 3, N. Y.

### FOR EASTERTIME, SPRINGTIME VENDING

HATCHING EGG WITH DUCKLING

FLOWER POTS

BASEBALLS WITH BLACK STITCHES

To give your machines an EASTERTIME, SPRINGTIME LOOK, feature EGGS (\$12.75 per M), PLATED FLOWER POTS (\$15.00 per M), BASEBALLS with Black Stitches (\$7.50 per M).

F.O.B. Factory Or: At Our Distributors

### SAMUEL EPPY & CO., INC.

91-15 144th Place Jamaica 35, L. I., N. Y.

... insures Billboard readers of a high standard of useful editorial services

### CHECK THESE PRICES!!

Completely & Thoroughly Overhauled Equipment

P.X.—10 Col., King size and/or Regular, 30¢ vend	.....\$125.00
Eastern Elec.—All comb., chrome top & light wood grain finish	..... 155.00
National 9-50—King Size & Regular, 25¢ & 30¢ vend	..... 125.00
National 7-50—King size & Regular, 25¢ & 30¢ vend	..... 115.00
Royal—10 Col., 5 King size, 25¢ & 30¢ vend	..... 115.00
Royal—8 Col., 4 King size, 25¢ & 30¢ vend	..... 105.00
Royal—6 Col., 3 King size, 25¢ & 30¢ vend	..... 95.00
P.X. Elec.—8 Col., King size and/or Regular, 30¢ vend	..... 95.00

All bases cut down. Machines refinished in Baked Enamel, two-tone combinations of your choice.

Write for prices on straight 25¢ operation. Special prices on machines just taken off location. Quantity buyers, write for special discounts.

25¢ & 30¢ Vending Combination Mechanisms for All Machines Ready for Delivery: National, Rowe & Uneda-Pak. WRITE OR PHONE FOR PRICES.

1/3 Deposit, Balance C.O.D.

### CENTRAL VENDING MACHINE SERVICE CO.

3967 Parrish St. (EV. 6-4244) Philadelphia 4, Pa. (BA 2-8710)

GIVE TO DAMON RUNYON CANCER FUND

**EMPTIES MACHINES FASTER!**



**NEW! Red-Hot "Ball o' Fire" Bubble Gum!**

**NORTHWESTERN SALES & SERVICE CO.**  
446 W. 36th St.  
New York, New York

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

**STONER 8-COLUMN CANDY,**  
160 capacity, prowar model .. \$110.00

**STONER 8-COLUMN CANDY,**  
160 capacity, postwar model .. 165.00

**STONER 6-COLUMN CANDY,**  
102 capacity, postwar model .. 90.00

**ROWE CANDY 8-COLUMN,**  
120 capacity .. 60.00

**NATIONAL 9-18, 162 capacity .. 75.00**

**UNEEDA 6-COLUMN CIGARETTE,**  
king size .. 50.00

**DUGRENIER V.D. CIGARETTE,**  
king size .. 55.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

**NATIONAL VENDING SERVICE CO.**  
308 Furman St. Brooklyn, N. Y.  
Triangle 5-1857

**ADVANCE SANITARY VENDOR**  
The Finest for Vending Flat-Pack Products




Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4" has separate cash box . . . Advance coin-detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today

**J. SCHOENBACH**  
Factory Distributor of Advance Vending Machines  
1645 Bedford Ave., Brooklyn 25, N. Y.  
President 2-2900

**Stop Fishing Around**  
For the Right Item  
**THIS IS IT!!**



**1 Lb.—7 Lb. FISH**

These brilliantly vacuum plated charms come in assorted colors. The fish have poundage marked on side from 1 to 7 pounds and stand on end so they can be hooked for games, etc. A versatile charm . . . a terrific seller.

**\$8.00 M**

For All Types of Vending **IMMEDIATE DELIVERY!**  
Stickers available . . . contact your local distributor or:

**paul a. PRICE co. inc.**  
55 Leonard St., N. Y. 13, N. Y. Corlland 7-5147-8

**COINMEN YOU KNOW**

**Chicago**

By **KEN KNAUF**

**UNITED ROADMEN ON THE MOVE.** Moving in from Albuquerque, N. Mex., United Manufacturing Company road representatives Al Thelke and John Casola will be in a new territory this week. Al will be in Los Angeles, Johnny in Atlanta. . . . Heriu Edelman, nephew of Isador Edelman, Edolite products, is on his way here from Tel Aviv, Israel. He is an engineering graduate of Technion Institute, and will study production techniques in the U. S. He plans to work here for some time with John Frantz, local coin machine equipment supplier.

Vince Shay, All State Coin Machine Exchange, has one eye on baseball all year round. We hear tell Vince was a pretty hot-shot ball player in his day. . . . Herb Jones, Bally Manufacturing Company vice-president, unveiled a brand new type of game at the plant this week, Crosswords. . . . Mel Binks and Don Binks are still busy working on new production ideas at the Binks Industries plant. . . . Joe Connery, Chicago Coin Machine Company, spent the week traveling thru New York, Boston, Philadelphia and Baltimore.

**Washington**

By **DELORES NEWCOMB**

**VENDERS AT NAVY INSTALLATION.** The G. B. Macke Corporation placed several coffee, milk, pastry, sandwich and soft drink machines at a Navy installation here, Meyer Gelfand reports. He adds that the automatic cafeteria installed in the Potomac Electric Power Company building has proved profitable. . . . Evan Griffith, owner of Pioneer Novelty, spent a weekend in New York with his family and says "a good time was had by all." Ev says business is fine, and that 1956 looks promising.

Roger Squitiero, of Hirsh machines, says business increased by a "substantial margin" last year over the previous year. Hirsh de La Viez, owner of Hirsh machines, will soon vacation in Florida. He and associate Phil Mason are also planning a European jaunt this spring.

Kwik Kafe of Washington is enjoying good collections, says Manager James Bowen. Bowen reports milk sales holding up well, even tho they are below the summer figures. In one case, a machine is still operating at 80 per cent of its summer volume. . . . Jack Edgar, of the Canteen Company, is pleased with the steady collections his firm is enjoying. Net in 1955 showed an increase over 1954, and Edgar believes this will be a good year, too.

**New York**

By **AARON STERNFIELD**

**ROUTES CHANGE HANDS.** Biggest news on 10th Avenue this week involved the buying and selling of game routes. Here are some of the transactions: Art Odwak sold his route to Milt Green, American Vending. Les Kline sold part of his Queens Amusement route to George Witt and Harold Prager, Dublin Vending. Bill Regan sold his route to Joe Rae, Dave Tomchin and Herman Katz, J. D. & H. Amusements.

George Ponser has left Al Simon for his own jobbing business at 132 West Runyon Street, Newark, N. J. Ponser will distribute shuffle alleys, pin games and pool tables.

Mac Pollay, Casino Music, is vacationing in Florida. . . . Max Schwartz, Suburban Music, is in the hospital with a hernia. . . . Al Denver, president of the Music Operators of New York, and Sid Levine, MOA counsel, are in Chicago to confer with George Miller, MOA president.

George Dorian, Park Music Company, Orange, N. J., was elected to membership by the Music Guild of New Jersey. . . . Barney Sugarman, Runyon Sales, had two visitors this week—his sons, Myron and Nat. Myron is a freshman at Bucknell University and Nat is a Bucknell senior. The boys were in for the mid-year recess. Morris Rood, at Runyon, says the Bally ABC Bowler is moving well.

Bob Baer, Wurlitzer sales manager, was in town this week visiting Joe Young and Abe Lipsky. Young reports that shipments of new Wurlitzers are just about keeping pace with orders.

Gertrude Fagan, Peconic Music, Freeport, N. Y., Long Island's only female music operator, celebrated her first anniversary in the business. . . . Hank Walton and Sandy Moore report that business is good at the recently opened Long Island branch of the Young Distributing Company.

**Milwaukee**

By **BENN OLLMAN**

**HILLTOP DIME PLAY UP.** Dime play continues to gain popularity for the Hilltop Coin Machine Company, according to Doug Opitz. Their latest dime play location raised the total of spots now at the new price to 19. Last year at this time they had only a couple of dime play spots. "The new 200-play machines have helped to switch over to a dime," reports Opitz.

Ken Kulow, Wisconsin Novelty's head man, left for a vacation stay in Arizona. He plans to spend some time with Mike Rischmann, former Beer City coinman who moved to Tucson a few years back for his health. . . . Speery Candy Company has put on a veteran salesman as their representative in Wisconsin, including the Milwaukee area. Addition is Marvin Adiron, who has been in the candy business for nearly 30 years. He formerly was a sales staffer for the Bob Amster brokerage firm of Chicago, covering this territory.

Operators are beating a steady path to the Capitol Records' sales counter these days, says Bob Thompson. High on their list are "Lisbon Antigua," by Nelson Riddle, and Lou Busch's "Zambezi." Just breaking for a big juke bix hit, he adds, is "The Poor People of Paris," cut by Les Baxter. . . . A change at the Capitol Records' Milwaukee branch office recently brought in Howard Nichols to take over the post of branch operations manager. Bob Thompson is now devoting all his time to being the branch sales manager.

Elias Garfinkel has been named vice-president of the Badger Tobacco Company. The firm jobs tobacco and candy products and also operates a sizable string of cigarette vending machines. . . . "Business is the best it has been for a long time," according to Carl Happel, of the Badger Novelty Company. The new model Rock-Olas are responsible for the spurt in volume, he claims.

Stu Glassman, of the Radio Doctors one-stopper, along with a number of local deejays are heading down to the Windy City this week for the Bally Records debut shindig. . . . Johnny O'Brien, of Major Distributors, reports that the Diamonds, new Mercury vocal

(Continued on page 79)

**Apco Rep Spots Thriving Stops In Boston Area**

By **CAMERON DEWAR**

**BOSTON, Feb. 4.**—B. D. (Ben) Palastrant is one businessman who believes in going after business. In fact he has a knack for seeking out thriving locations for operators.

As the New England regional representative for Apco, Inc., manufacturer of CoffeeShoppe and SodaShoppe venders, he recently installed 20 in key spots around the city.

The first coffee unit he placed  
(Continued on page 89)

**EMPTIES MACHINES FASTER!**



**NEW! Red-Hot "Ball o' Fire" Bubble Gum!**

**AFTER INVENTORY CLEARANCE VENDORS**

COMPLETELY RECONDITIONED READY FOR LOCATION

9 Northwestern 33's Bulk . . . \$4.95  
23 Acorn Ball Gum . . . 7.95  
19 Victor Baby Grand, 1¢ or 5¢ 7.50  
31 Northwestern Super Jet, 5¢ 9.95  
14 Northwestern Jet, 1¢ . . . 8.95  
5 Candy Bar Vendors. \$159.50 Ea.

Stoner 8 Column Green 1948, '49, 50's.

**BERNARD K. BITTERMAN**  
4709 E. 27th St., Kansas City 27, Mo.

**EMPTIES MACHINES FASTER!**



**NEW! Red-Hot "Ball o' Fire" Bubble Gum!**

**PEANUT PRODUCTS COMPANY**  
801 Second Street  
Des Moines, Iowa

**FIGHTING ROOSTERS**

Bright colored Roosters joined with a rubber band—wind them up and enjoy the fight.

Send 35c for regular sample kit of charms

**SURE LOCK**—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

**EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER Penny King Company**  
2538 Mission St. Pittsburgh 3, Pa.



World's Largest Selection of Miniature Charms

**WANTED SALES REPRESENTATIVE**

Nation's leading manufacturer of automatic merchandising equipment seeks services of a highly qualified sales representative for assignment to the Missouri-Kansas-Nebraska territory. The successful applicant will join the industry's top-flight manufacturer of full line vending equipment for sale to operators only. He will be paid a substantial draw against commissions and will join an organization that has led the industry for more than 25 years.

Write to **BOX #840, THE BILLBOARD, CHICAGO 1, ILL.**

Our employees know of this advertisement.

**Factory Type, Rebuilt Like New, Cigarette Machines**

GET THE BEST—all bases are lowered, cabinets completely refinished inside and out, mechanisms thoroughly reconditioned and columns repainted.

UNEEDA 500, 9 Column . . . \$ 95.00	ROWE CRUSADER, 10 Column \$125.00
UNEEDA 500, 15 Column . . . 115.00	ELECTRO 8, All Coin, Paint or Wood Grain . . . 150.00
ROWE PRESIDENT, 8 Column . . 105.00	ELECTRO 10, All Coin, Paint or Wood Grain . . . 190.00
ROWE CRUSADER, 8 Column . . 115.00	

Terms: 1/3 with order, balance C.O.D.

**WEYMOUTH DISTRIBUTING COMPANY**  
2525 West Pico Blvd. Los Angeles 6, Calif.

**SPECIAL!** ALL MACHINES COMPLETELY REBUILT AND REFINISHED READY FOR LOCATION—ORDER WITH COMPLETE CONFIDENCE

Presidents, 8 cols., 25c straight . . . \$ 65.00	Presidents, 10 cols., 25c straight . . . 75.00
Crusaders, 8 cols., 25c straight . . . 85.00	Crusaders, 10 cols., 25c straight . . . 95.00

All stands cut down  
\$17 extra for 25c & 30c operation

Diplomat Electric, 8 cols. . . . . \$ 60.00	Diplomat Manual, 8 cols. . . . . 110.00
Eastern Electric, 8 cols., 25c straight . . 60.00	Eastern Electric, 8 cols., all comb. . . . 100.00
Keeneys . . . . . 85.00	Smokeshops . . . . . 85.00

1/3 Deposit, Balance C.O.D., F.O.B. Westbury, N. Y.  
FINANCING AVAILABLE TO RECOGNIZED OPERATORS

**National Vending Corp.**  
956 Brush Hollow Road Westbury, L. I., N. Y. Phone: EDgewood 4-7200

## Minn. Court Rules Free-Play Pins OK Under State Law

### Guards Replay Games From Seizure; Atty. Gen. Plans High Court Appeal

By JACK WEINBERG

MINNEAPOLIS, Feb. 4.—Five-ball games giving free replays were declared legal under Minnesota's anti-gambling law of 1947 in a decision handed down here Monday by Judge John A. Weeks in Hennepin County District Court.

He granted an injunction to John R. McNeice, operator of Rifle Sports, Inc., amusement Arcade at 812 Hennepin Avenue, plaintiff in the action against the city of Minneapolis and its superintendent of police, Thomas Jones.

Under the injunction, Chief Jones and his police are banned from enforcing an opinion issued December 12 by Miles Lord, Minnesota attorney general, stating that pinball games giving free replays are in violation of the 1947 anti-gambling statute. Lord's opinion was given at the request of George

Scott, of Minneapolis, Hennepin County attorney.

As result of that ruling by Lord, all pinball machine activities in Minnesota in which free replays were awarded was halted. The attorney general held that the free replay constitutes a prize or thing of value, therefore making it a violation of the State anti-gambling law.

Altho Judge Weeks ruled specifically on the five-ball device as operated by McNeice, the court's memorandum attached to his order indicated that the present State law does not ban operation of any kind of pinball machine that gives free replays.

The attorney general said he would appeal the Weeks' decision to the Minnesota Supreme Court. "I want the word of the final court on this problem," he said. He does not want to "destroy a lot of machines until the Supreme Court has affirmed my decision," he pointed out.

In his conclusions of law, Judge Weeks found that pinball games which award free replays but "no coins, slugs or tokens of any kind or cash or merchandise are not gambling devices within the meaning" of the 1947 State law enacted by the Minnesota Legislature.

"The exclusion of pinball machines which award free replays from the definition of a gambling device within the meaning of that law," the court stated, "signifies that the Legislature did not intend that the possession and play of such machines should constitute violations."

His ruling upheld an opinion issued August 29, 1947, by J. A. A. Burnquist, then attorney general of Minnesota, who held, in substance, that if pinball devices "return chips or tokens which can be turned in for merchandise or cash, the machines are gambling devices and unlawful," but that if the machines "return to the players thereof free replays, they are not

(Continued on page 80)

## A PLUG FOR POOL GAMES

CHICAGO, Feb. 4.—Coin-operated amusement game operators are plugging pool games in every sense of the word.

Real plugs have been introduced by two manufacturers, Exhibit Supply and Chicago Coin Machine Company, which can be inserted in the center ball hole of their pool game models to change the game from a three-holer to a two-holer, or vice-versa.

But the best plug for the game is still the number of coins it takes in at locations.

## Pool Tables Not Subject To 10% Tax

CHICAGO, Feb. 4.—The excise tax division of the Bureau of Internal Revenue here advised this week that coin-operated pool tables are not subject to the 10 per cent manufacturers federal excise tax.

This is not to be confused with the \$10 federal stamp required on all coin-operated amusement games.

The office has advised manufacturers that the 10 per cent tax is not required on the coin-operated pool tables, specifically.

The office said that such a tax on pool balls and cues for these games "is still under discussion."

## Plastic Firm Ships Balls For Pool Units

JAMAICA, N. Y., Feb. 4.—Plastic Pioneer, 150-27 Beaver Road, here has introduced a line of balls for coin-operated pool games.

The precision-made balls are produced in a number of styles and colors, according to the company, and are available in large or small quantities for immediate delivery.

Plastic Pioneers, suppliers to the coin machine field for 15 years, also manufactures plastic decorative panels and parts for juke boxes.

## Edolite Preps New Coin Game

DETROIT, Feb. 4.—Isador Edelman, head of Edolite Products here, announced this week that the firm is readying production of a new low-cost coin-operated amusement game.

According to Edelman, the game "will give operators something to place on locations besides pool games." He expects the game to be popular thruout the country in time. Edelman said the production models of the game will be ready within two months.

"Once it comes out," said Edelman, "other manufacturers will probably follow suit in marketing the game." List price is expected to be around \$300.

Edelman said the firm has opened a new office at 3717 Third Street, Detroit, replacing the old office in Cadillac Square. The company also opened a new wood-working factory in Detroit.

Edolite, besides supplying coin firms in the U. S. with new pool games and parts, conversions for shuffle bowlers, and other units, is currently shipping parts to South America, where firms can produce their own coin games.

## Bally Enters 5-Ball Field; Bows New Pin

### Plans Output of Both Type Pinballs To Fill Out Diversified Game Line

CHICAGO, Feb. 4.—The first regular-type five-ball pinball game produced by Bally Manufacturing Company was shipped to distributors this week.

Stating that Bally would henceforth manufacture both in-line pinballs and five-ball pin games, Herb Jones, vice-president, said the move was intended to expand production to meet more diversified markets.

The new five-ball games will be available to operate on nickel or dime play.

In addition to its pinball lines, the firm also produces coin-operated pool games, shuffle bowlers, kiddie rides and gun games.

### Crossword Puzzles

Crosswords, the new five-ball unit, combines the amusement appeal of pinball and crossword puzzles. Players shoot balls into holes marked with letters to light three-letter and four-letter words in "puzzles" on the backglass.

Crosswords is played with five balls, but offers no extra balls. Players may select from one to four puzzles, depositing one coin for each, and may score separately in each puzzle selected.

## Chi Coin Pool Line Expanded

CHICAGO, Feb. 4.—Chicago Coin Machine Company has expanded its coin-operated pool game line to include games available in large or regular sizes, convertible for two or three-hole play, and available with or without light-up bumpers.

Champion Pool, the regular-play game, is now available in Model 35, with ball holes moved farther from the ends of the table for more cushion action. Both games are regular size.

The Champion games are also available with a center hole plug which can be used to convert the games for two or three-hole play. Jumbo Pool, the larger size game, with ball holes moved in from the ends, is also available with the convertible plug.

Both the Champion and Jumbo series can be shipped with or without light-up bumpers.

## SUITS ALL LOCATIONS

### Pool—Most Versatile Coin Game on Market

CHICAGO, Feb. 4.—Coin-operated pool has become the most versatile game on the market today. The wide variety of models now in production suits the needs of even the more discriminating locations.

Operators can get these games with or without lights, large or small size, with two holes, three holes or as many as seven holes, with play from one side, three sides or all four sides.

A few manufacturers have even accommodated the private buyer who wants a pool table for his basement bar or recreation room by introducing models without coin chutes and at a lower price.

The adaptability of these games to any location has been one of the reasons the games have continued their popularity thru the months following their initial boom last August.

Operators have found that some locations are cramped for space and require the table that can be moved against a wall and played from just three sides, or the table that can be played from one side only.

Other locations with more room, operators found, prefer the longer

A glance at the score card tells players how to boost their scores by shooting balls into two holes marked with stars at the top of the playfield.

If all balls are shot into letter holes player is automatically rated "average," scoring two points for a three-letter word, eight points for a four-letter word.

If a ball is shot into one star hole, rating advances to "good," scoring three points for three-letter word and 12 points for four-letter word. A ball shot into each of the two star holes, plus three balls shot into letter holes to spell a three-letter word, results in an "expert" rating and a score of 20 points.

A newly designed de luxe cabinet, according to Jack Nelson, general sales manager, occupies just 27 by 41 inches of floor space.

## Ravreby Plans Rock-Ola, United Meets for Ops

BOSTON, Feb. 4.—About 75 New England operators are expected to gather at the Hotel Kenmore here Wednesday and Thursday (8 and 9) for service schools and operator forums to be conducted jointly by Associated Amusements, Rock-Ola and United Manufacturing.

Ed Ravreby, Associated president, said the sessions will start with an informal get-together Wednesday night, followed by a solid day of instruction and discussion Thursday, and ending with a dinner—with operators guests of Associated—that evening.

In charge of the Rock-Ola classes will be Jack Balabash, factory representative. Ed Ristau, Rock-Ola sales manager, will be present at the sessions.

Al Thoeke, factory engineer, will be in charge of the United classes, with Charlie Katz, sales representative, on hand. John Casola, also from the United factory, may attend.

## DSA Re-Elects Officer Slate

DETROIT, Feb. 4.—Martin M. Burke was chosen by the Detroit Shuffleboard Association (DSA) as president to head the entire slate of officers, all re-elected for 1956.

Other officers include: Tom Dewberry, vice-president; Bob Calderwood, secretary-treasurer; John Westerdale, director of leagues; Fred Chlopan, executive director.

Elected to the board of directors were Joseph Brilliant, James Darlos, James Dumler, Everett DeWitt, Maurice Feldman, Kenneth Guinan, Mark Linkner and Dale Sauve.

Charles Friedenbergh was named chairman of the finance committee, and Joseph Kanterman of the program committee.

## Pool Leads Production Parade of 1956 Games

CHICAGO, Feb. 4.—Pool game models continue to hold the coin machine production spotlight in the new year.

Nine new pool game models, including king-size, extra-hole and electric games, have been introduced thus far this year.

Rounding out the total of 13 new game models introduced so

## Honolulu Game Trade in Strife

HONOLULU, Feb. 4.—Irked by continued criticisms and complaints, the Honolulu Liquor Commission this week threatened to withdraw all coin-operated amusement games from licensed bars.

Five representatives of firms which distribute amusement games in local bars appeared before the commission and spoke against what they considered to be a monopoly granted the Teves Games Equipment, Ltd., to distribute coin-operated pool tables in bars. All five are seeking permission to install games in competition with the Teves company.

The commission stated that due to so much misunderstanding and criticism it is hesitant to grant any more permits for licensed areas and is also considering removing all machines from such areas.

far this year are three five-ball and one in-line pinball games.

The 1956 innovations in the pool field include Chicago Coin Machine Company's Hooligan Pool, electric game with a special ball hole acting as both a handicap and scoring bonus for players.

Bally Manufacturing Company's Pin-Pool with Hazard Holes, another new-type game, has seven ball pockets—at each corner of the table, at both ends, and at the middle of the playfield. The corner holes act as traps, but the center holes offer extra scoring chances.

Exhibit Supply bowed a new pool game last week which is convertible to play as a two of three-hole game. A removable plug fits into a hole at the center of the playfield. It can be easily removed or inserted by the operator.

Diamond Score Pool, new electric game introduced by Williams Manufacturing Company, features roll-over buttons on the playfield that add to scores of pockets. Balls hitting roll-overs double or triple the value of the ball holes.

Bally's entry into the five-ball pinball field was made this week with the shipment of Crosswords, a new-type pinball game combining pinball and crossword puzzles. Players light up letters on backglass puzzles by landing balls in holes marked with letters.

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**Phonograph Bargains**

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- 1250 (78)...\$115 (45)... 135
- 1100 (78)... 95 (45)... 110
- AMI A-40.....\$ 95
- B-40 .....\$150 C-40 ..... 150
- ROCK-OLA 1436 .....\$245
- 1434 (45 RPM) ..... 245
- 1438 Comet ..... 545
- 1446 Hi-Fi ..... 645
- SEEBURG M100A .....\$245
- M100B...\$445 M148BL... 95

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- Un. Leader ..... 95.00
- Ba. Big Time ..... 295.00
- Ba. Variety ..... 275.00
- Ba. Gaiety ..... 270.00
- Ba. Palm Springs ..... 195.00
- Ba. Surf Club ..... 160.00
- Ba. Beauty ..... 135.00
- Ba. Hi-Fi ..... 125.00
- Ba. Frolics ..... 125.00
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- 1434 Rock-Ola Phonograph .....\$295.00
- 1436 Rock-Ola Phonograph (78) ... 295.00
- AMI Model B-40 Phonograph ..... 125.00

**CIGARETTE MACHINES**

- Rowe Cigarette Mach. (8 Col.) .....\$150.00
- National Cig. Mach. (11 Col.) ..... 185.00
- Mercury Cig. Mach. (9 Col.) ..... New
- Smokeshop (LoBoy), (9 Col.) ..... 175.00

**BOWLERS**

- Un. Deluxe Clipper Shuffle Alley \$395.00
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- Un. Deluxe Ace Shuffle Alley ..... 200.00
- Un. Deluxe Team Shuffle Alley... 190.00
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- Un. Deluxe Shuffle Alley ..... 40.00
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- Ex. Silver Bullets ..... 85.00
- Ex. Dale Gun ..... 50.00
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- Mu. Ace Bomber ..... 95.00
- Mu. Sky Fighter ..... 95.00
- Millis Panoram Peek w/Film ..... 225.00
- Am Pop-Corn Machine ..... 95.00
- Regal Score Board ..... 85.00
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- St. Battling Practice ..... 50.00
- Ba. Heavy Hitter w/Stand ..... 50.00

**FIVE BALL GAMES**

- Ge. "400" Machine .....\$ 50.00
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- Wms. Hayburner ..... 50.00

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# COINMEN YOU KNOW

Continued from page 77

group responsible for "You, Baby, You," fast-hitting new disk, were in town last week making the publicity rounds. Another Mercury side that the operators are cashing in on, he says, is the Les Dressler "These Hands."

With the recent demise of the Evans juke box manufacturing firm, the Vic Manhardt Distributing Company has found it necessary to ease themselves out of the coin machine field. According to Dick Manhardt, "We've only got our routes running now, and we are placing more emphasis on our lines of film exhibitor equipment."

## Twin Cities

By JACK WEINBERG

**NEW PHONOGRAPHS SELLING FAST.** The new Wurlitzer 1900 Centennial is "selling like hotcakes and we're unable to keep up with the demand," Irving Sandler, of the Sandler Distributing Company, Minneapolis jobber for the line, reports. "We've been back-ordering almost from the start and our crew is working long hours trying to keep up with shipments. January definitely was the best month we've had since coming to Minneapolis."

Frank Mager, of Grand Rapids, Minn., said business has been "very good" in his territory and that he expects it to "get better." Here to pick up some pool tables, Mager said that a new \$12,000,000 power station is going up in his area as is a new radar and weather station to employ 200 men. "This will help the area economy no end and coupled with the start of new mining operations just west of Grand Rapids, where there had been none before, business should be really booming before very long," he said.

Darwin Holsman, of Big Fork, Minn., operator of Northern Music Company, in to buy pool tables, was just as enthusiastic. He's especially happy about the prospects of pool table operation during the summer in his vacationland territory. Holsman formerly was a deputy on the staff of the Itasca County sheriff, operating a small route on the side. Recently, however, he quit his job, bought out the coin machine operation of his brother, Dennis Holsman, and now has 160 machines on location. Bowlers are going "especially good," he said, with music getting strong play. His brother, incidentally, took the job as deputy sheriff.

Pete Wornson, of Mankato, Minn., in town to buy music and shop around, said business out his way has been "very good" in recent weeks, with the outlook for the spring season ahead bright. . . . Lew Ruben, of the Lieberman Music Company, left Thursday (2) with his wife and children for a two-week vacation in Miami Beach. Solly Rose, of the Sandler Distributing Company, is out on a business swing thru Northern Minnesota in behalf of the Wurlitzer Centennial 1900 model, and sending back orders and reports showing activity brisk, according to Avis Fike, office manager.

Hy Sandler, new manager of the wholesale record department at Lieberman Music Company, has expanded into new offices there made available when Lieberman gave up the distribution of Dumont television. Ben Kragtorp, of Tracy, Minn., was in this market buying music and pool tables. Joe Weber, of Blue Earth, Minn., journeyed here for music. Red Wilbur, of Duluth, came in for pool tables. Harold Harter, service man for Sandler Distributing Company, went to Winona, Minn., with Cecil Terveer to help him install new Wurlitzer phonos he bought here.

Vera Foster, of Acme Music Company, Minneapolis one-stop station, reports operators are buying heavily on Mitch Miller's "Lisbon Antigua," Kay Starr's "Rock 'n' Roll Waltz," the Plattlers' "The Great Pretender" and Tony Bennett's "Capri in May." . . . Hy Sandler, of Lieberman's wholesale records, said juke box favorites being stocked heavily by operators are Pat Boone's "Tutti Frutti," Don Cornell's "Teen Ager's Meeting" and Gale Storm's "Teen Ager Prayer." . . . Lu Welch, at F. C. Hayer Company, praised the new Julius La Rosa record, his first on the RCA-Victor label, "Lipstick, Candy & Rubber-Soled Shoes."

## Los Angeles

By SAM ABBOTT

Merle Holmes, of the Valley Vendors in Glendale, had the misfortune to lose a late-model phonograph and three games in a fire that destroyed a building in San Miguel, near which Holmes has another operation. Lela Smith, of Barstow, in town and shopping for parts and equipment. . . . Lawrence Raya, of Colton, was in the city after a business trip to the Imperial Valley and Mexicali, Mexico. . . . Mac Doran, San Diego operator, was up from his bailiwick to obtain parts and supplies along coin row. . . . Verne Ephram was a buyer in town from Bakersfield. . . . Representatives of Aparatos Electro Mecanicos y Similares and Impulsa de Turismo de Baja, California, both in Tijuana, Mexico, were in the city looking over equipment and buying supplies.

Jack Leonard, head of the Badger Sales Company parts department, has been selected again by the Temple Beth Ami to stage a show. The last one, which was quite successful, was titled "There's No Business Like Shule Business." Leonard is now working on both the script and the budget for the new show. Funds received will go into the building fund. . . . Fred Gaunt, head of Badger Sales Company coin machine sales, is on the sick list and is spending a couple of weeks in the desert. . . . Phil Robinson, Western representative of Chicago Coin, back in town following a business trip to the bay area. . . . Charlie Koski, of Long Beach, in the city recently and stopping off at the Paul Laymon Company.

## Detroit

By HAL REVES

**HANSON PLANS MOVE TO NEVADA.** Emil Hanson, pioneer shooting gallery operator, who now runs a route of some 60 fortune-telling machines in this area, with headquarters in suburban Royal Oak, is making plans to move to Nevada, where he also has some coin machine interests. . . . Arthur P. Sauve, head of A. P. Sauve & Son and one of the pioneer Detroit coin machine figures still active, headed south for his home at West Palm Beach, where he will spend a few months. Dale Sauve, his son, is running the business in the meantime.

Tony Sanders, owner of the Arton Music Company, has moved the firm's headquarters to 7525 West Grand River Avenue, where

(Continued on page 83)

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Miami Beach ..... 325.00	Williams Super	Beach Club ..... 100.00
Variety ..... 210.00	Pennant ..... 145.00	Dude Ranch ..... 100.00
Hi Fi ..... 110.00	Chicago Coin	Beauty ..... 70.00
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FEBRUARY 11, 1956

**CORRECTION**

Due to typographical error, price was erroneously quoted. Ad should have read as follows:

**SPECIAL**

**POOL GAMES**

**\$150**

Reconditioned—Renovated.

**PURVEYOR DISTRIBUTING CO.**  
4322-24 N. Western Ave., Chicago, Ill.  
JUNIPER 8-1814

**Pool Is Most Versatile Game**

• Continued from page 78

that are convertible from two to three-hole games.

Depending on the needs of the particular location, the pool game operator can install a game without a lighting attachment, a game with an overhanging light, a game with light-up bumper posts that

illuminate the playfield and add to player appeal, or a game with neon lights along the side rails. Lights for the game are generally available at a slight extra cost, altho some are included as standard equipment.

In addition to giving the industry this wide selection of play and design features, pool game manufacturers have made steady improvements in mechanical, servicing and accessory features of the game.

One of the first improvements on the game was a more fool-proof ball return mechanism, which assures delivery of balls after de-posit of coins, and eliminates free delivery of balls where no coins are deposited. Ball troughs on many of the models have been completely re-designed.

Table tops have been spruced up with shot markers along the cushions, built-in table levelers which assure proper playing position, and built-in ashtrays for the convenience of players and to cut down on table damage due to cigarette burns.

Hinged playfield tops and doors have made the games easier to service for the operator. Plastic bumper protectors have added wear and look-appeal to the games. Plexiglass backglases on the automatic models have helped to eliminate breakage.

Most of the more than 15 manufacturers of the game offer more than one different model, and many have as many as four different models for the operator to pick from.

With four models in production, Bally Manufacturing Company includes the standard game without lights, a game with light-up bumpers, game with neon lights, and a seven-hole model with pockets in all four corners, at the center and at each end.

Chicago Coin Machine Company has games available in two or three-hole models, large or regular size, and an electric game with a special bonus ball hole.

Williams Manufacturing Company has eight different models currently on the market. An electric game with roll-over buttons in large or regular size, a three-hole game in both sizes, a regular play model with or without marked playfield in both sizes, and another electric game without roll-overs.

Exhibit Supply has a model with a removable hole plug making it convertible to two or three-hole play, a game available in large or regular size, and a game available with or without marked playfield, and in both sizes.

Genco Manufacturing & Sales Company has three models in three different price ranges, including both sizes of tables.

United Manufacturing Company has models with or without three-side play, in both sizes, and a six-hole electrical game.

J. H. Keeney & Company has a model available for sales to private homes as well as lined playfield and large-size games for the commercial market.

Other firms with one or more pool game models in production include Edolite Products, Detroit; Fischer Sales & Manufacturing Company, Tipton, Mo.; D. Gottlieb & Company, Chicago; Marvel Manufacturing Company, Chicago; Orms Manufacturing Company, Dallas; O. O. Mallegg, Inc., Chicago (imports Belgian game), and the Valley Manufacturing Company, Bay City, Mich.

**POOL GAME PARTS and ACCESSORIES**

**NEW TOPS!** Regulation size Novo-Ply Panels complete with New LITE-UP Bumpers, New Cloth, New Anodized Red or White Aluminum Cups. \$50 and Transformer  
Cue Sticks, Ea. \$2.50 | Phenolic Resin Balls, Ea. \$1.95  
Cue Tips, Elk Leather | Package of 25 .75  
Tip Clamps, Ea. 25¢ | Chalk, Per Gross 3.00  
Ku-Bumpers, Ea. 25¢

**SPECIALS!**  
Anodized Aluminum HOLE CUPS—Unbreakable Red or White, Ea. 90¢  
100% Wool Billiard Cloth, Regulation Size, \$7

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**CUE-STAR COIN POOL** by FISCHER  
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Complete Set of 10 Balls, 2 1/2", 5 oz.  
—2 Large Dots on each Cue-Ball.  
Finest Quality—Immediate Delivery.

Cue Sticks, Ea. \$2.00  
Chalk, Gr. 350  
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Write for Complete List.

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\$150  
Reconditioned—Renovated.

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Keeney Speedlane \$335  
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Un. Targetta 225  
Un. Comet 250  
Un. Venus 325  
Un. Mars 295  
Un. Mercury 285

Un. Team 185  
Un. Leader 175  
Un. Imperial 145  
Un. League 170  
Un. Chief 140  
Un. Royal 80  
Un. Olympic 75  
Un. Cascade 99  
Genco Match Pool 195  
C. C. Star Lite 175  
C. C. Criss Cross Target 140  
C. C. Advance 125  
C. C. Gold Cup 85  
C. C. Triple Score 75  
C. C. Double Score 75

**MISCELLANEOUS**

9-ft. American Bank Shot \$150  
18-ft. Rock-Ola Shuffleboard 125  
Genco Rifle Gallery 195

**BINGOS**

Surt Club \$135  
Hi Fi 140  
Dude Ranch 125  
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Atlantic City 65  
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Seeburg Coon Hunt \$175  
Seeburg Shoot the Bear 125  
Ex. Gun Patrol 95  
Genco "400" 45  
Genco Silver Chest 110  
Genco Quarterback Write  
Keeney Sportsman 210  
Gun, match 145  
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Decco Merry-Go-Rd. 395.00  
Decco Air Ship 295.00  
Bally Moonride 350.00

**CIGARETTE MACHINES**  
Mercury, 9 col., new \$210.00  
Lehi, 12 col., new 225.00  
Super Six, new 115.00  
Super Nine, new 95.00  
National 930, used 110.00  
National 950, used 125.00  
Electro, 8 col., used 115.00  
PX, 10 col., used 85.00  
PX, electric 135.00  
Keeney Elec., 9 col. or All new equipment 25¢ or 30¢. All used equipment shipped and refinished with 25¢ and Kings Size.

**CANDY VENDORS, Used**  
4 Col. Mills \$55.00  
4 Col. Uneda 65.00  
9 Col. National 95.00  
1 Col. Nat'l King 25.00

**VENDORS, Used**  
50 5c Sanitary Nappkins \$15.00  
50 5c Victor Rockets 10.00  
60 5c N.W. Jets 10.00  
Caps 7.50  
20 1c Baby Grands 6.50  
5 Masters 23.50  
Shipman Stamp, 3 col. 475.00  
Andico Coffee, new 325.00  
Andico Coffee, used 225.00  
Mills Single Drink, cup 150.00

**ARCADE**  
Bally Big Inning \$ 99.50  
C.C. 4-Pl. Home Run 200.00  
C.C. 4-Pl. Super Home Run  
United Super

**SHUFFLE BOWLERS**  
United 5 Player \$40.00  
United Deluxe 60.00  
United Clipper 325.00  
United Clipper 295.00  
United Clover 140.00  
United Chief 295.00  
United Lightning 150.00  
United Leader 160.00  
United Leag. Bowl. 295.00  
United Mars 195.00  
United 11th Frame 70.00  
United Original 185.00  
United Rainbow 135.00  
United Royal 325.00  
United Venus 210.00  
United Speedy 150.00  
Team Bowler 250.00  
Mercury 75.00  
Olympics 125.00  
Classics 50.00  
10th Frame 175.00  
C.C. 10th Fr. Double 95.00  
C.C. Hi-Speed Triple  
C.C. 10th Fr. Triple  
C.C. Match Bowlers  
C.C. Super  
C.C. Star

**Heavy Hitter** 125.00  
**Bear Gun** 175.00  
**Coon Hunt** 275.00  
**Bonus Gun** 250.00  
**Carnival Gun** 150.00  
**Bally Defender** 50.00  
**C.C. Pistol** 175.00  
**Ex. Sportland** 95.00  
**Ex. Gun Shooter** 95.00  
**Ex. Dale Gun** 50.00  
**Ex. Gunner** 145.00  
**Sky Gunner** 95.00  
**Silver Bullet** 125.00  
**Ex. Jet Gun** 85.00  
**Champion Hockey** 75.00  
**C.C. Hockey** 195.00  
**C.C. Basket Ball** 95.00  
**Goatee** 135.00  
**Harvard Metal** 135.00  
**Typar** 240.00  
**Stan, F.S. Metal** 395.00  
**K.O. Filter, F.S.** 95.00  
**Periscope** 125.00  
**Midget Movies** 95.00  
**Latest** 100.00  
**Telex** 95.00  
**Quizzer** 100.00  
**Shoe Brush Up, New** 95.00  
**Auto Photo** 185.00  
**DeLuxe Photo** 350.00  
**Muf. Recorder** 395.00  
**Balloons-Mat, New** 150.00  
**Drivemobile** 250.00  
**Mills Violino Virtuoso, as is** 250.00  
**Genco Basketball, New** 295.00

**Mountain Distributors**  
Denver, Colorado  
AComa 2-8518  
3630 Downing St.

**IMMEDIATE DELIVERY DeLuxe TEN-HI**

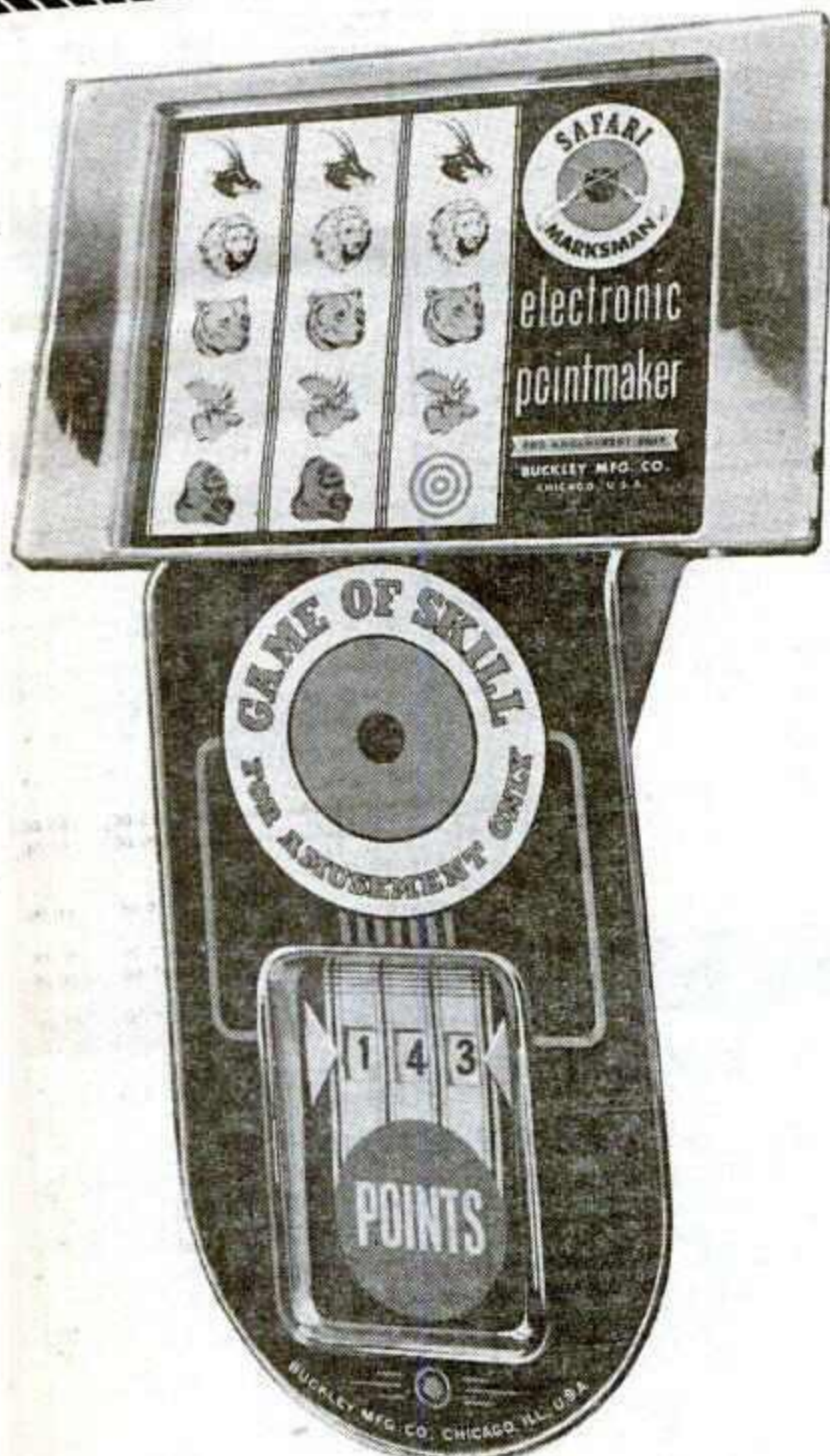
If you are looking for a fine quality POOL GAME with all de luxe features... hinged top, 3 or 4 side play, hinged door, and finest quality balls and cues then write or wire:

**EDOLITE PRODUCTS**

3717 Third Ave.

Detroit, Mich.

DISTRIBUTOR TERRITORIES NOW AVAILABLE



**"SAFARI"**

**BUCKLEY MANUFACTURING CO.**  
4223 West Lake St., Chicago 24, Ill., U. S. A. • Tel. VAn Buren 6-6533

**Pizza Vender**

• Continued from page 74

Pie-O-Matic. When the bakery is in full production—by mid-March—deliveries will be made from the vending machine factory in Long Island City.

Bellucci said that the baking processes will be entirely push-button controlled. At the vending machine plant, he added, the production capacity is 20 units a day.

MOUNT VERNON, N. Y., Feb. 4.—Salvatore Quaranta, president of Forty Vendors, announced that the firm had changed its name to Automatic Company, Inc.

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES P. O. Box 3008 Mesa, Arizona

BEST IN THE MIDDLE WEST

- Genco WILD WEST .....\$350.00
Genco RIFLE GALLERY ..... 275.00
Genco SKY GUNNER ..... 150.00
United BONUS ..... 285.00
United CARNIVAL ..... 260.00
Exhibit SPORTLAND GALLERY. 225.00
Exhibit STAR SHOOTING GALLERY ..... 150.00
Exhibit DALE GUN ..... 45.00

VERY LATE BOWLERS

CHICAGO COIN-UNITED

ARCADE EQUIPMENT

COIN SOLOMONS, HARRY-STEWART Coin Machine Exchange UNIVERSITY 858 No. High St. Columbus 8, OHIO Tel. AXminster 4-3529

SAVE MORE MONEY- MAKE MORE MONEY

Subscribe to The Billboard TODAY!

COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

AT NEW WHITNEY DAM—BIGGEST LAKE in Texas. We're breaking ground now for large, year round Amusement Arcade. Percentage lease available to acceptable operator; 3,000,000 visitors here last year. Come see or write Reuben Usher at Whitney Dam, Tex.

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire Street, Dept. B.C., Providence, R. I. fe11

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-fe25

Help Wanted

WANTED — BINGO AND SHUFFLE MECHANICS: good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. fe25

Parts, Supplies & Services

FOR SALE—50,000 FT. 1-0 SINGLE CONDUCTOR Power Cable, 25¢ ft. Excellent for welding lead and other portable installations. \$2,500,000 Mock Sperry Searchlight parts; new, original overseas packing; complete units, lamp assemblies, lamp operating assemblies; all other parts, carbon, glass. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. fe25

COMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate shipment. Write for prices. Vedco Sales Co., Philadelphia 3, Pa. LOcust fe25-ch

COIN MACHINE DISTRIBUTORSHIP AND six Routes for sale, in fastest growing territory in U.S. All Games & Bingos in operation. Due to ill health will sell any route or all together. Box M-161, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE—TWO WURLITZER JUKEBOXES 1100, one hundred each; ok for location, one Williams World Series 5 Ball, twenty-five dollars. J. D. Thompson, Halesville, Oklahoma.

FOR SALE—11 MERCURY SCALES, FLOOR models, \$375; also 15 counter models, \$225. Will trade for coin operated Kiddie Rides, Dale Guns, or buy same. Coin Machine Service, 3733 West 138th, Cleveland 11, Ohio.

MERCURY 13-WAY STRENGTH TESTERS, and parts, springs, gears, other parts, dial decals, \$2; complete machines good condition, \$75. Playland Arcade, Macon, Missouri.

NOW, 10-ROUND BOXING CARDS, ALSO 14-Rounders and Baseball Cards, R. and S. Sales Company, P. O. Box 923, Salt Lake City, Utah.

POKERING, COMPLETELY REBUILT, REFINISHED; new contacts, sockets, \$95. Complete line parts, supplies for POKERING. James Travis, Box 206, Millville, N. J. ap7

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, Ice Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1/2 Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. fe18

100 LIKE NEW PACKARD BOXES—5¢ or 10¢ play, \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 3348 Euclid, Cleveland, Ohio. fe18

Wanted to Buy

AND OTHER VENDING MACHINES. Description and location. Write The Billboard, Chicago, Ill. mh17

ALL INTERESTING COIN MACHINES AND PARTS. Write for prices. Vedco Sales Co., Philadelphia 3, Pa. LOcust fe25-ch

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

February 7—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

February 7—Washington Music Merchants' Association, monthly meeting, Seattle.

February 7—West Virginia Music Operators' Association, monthly meeting, place to be announced.

February 7—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

February 9—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

February 10—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

February 13—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

February 14—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

February 20—Worcester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

February 21—Chicago Independent Amusement Association, monthly meeting, Pine Room, Congress Hotel.

February 25—Region IV National Automatic Merchandising Association, regional meeting, Biltmore Hotel, Atlanta.

February 25—National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.

February 25-26—Kansas Music Association, monthly meeting, site to be announced.

February 27—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

March 1—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

March 3-4—Nebraska Music Guild, quarterly convention, Evans Hotel, Columbus.

March 7—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.

March 7—Summit County Music Operators' Association, monthly meeting, Akron.

March 10—National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.

March 10—Regional VI National Automatic Merchandising Association, regional meeting, Congress Hotel, Chicago.

March 12—National Association of Tobacco Distributors, annual convention, Conrad Hilton, Chicago.

March 17—California Music Merchants' Association, annual banquet, Los Angeles. Site to be announced.

March 24—National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.

March 24—Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.

April 1—West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston.

April 7—Region V National Automatic Merchandising Association regional meeting, Sheraton-Cadillac, Detroit.

April 21—Regions I, II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.

May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.

May 6-8—Music Operators of America, annual convention, Morrison Hotel, Chicago.

May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.

May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.

Mass. Music Ops

Continued from page 68

loss of machines from any external cause, except the usual "all risk" exclusions, such as neglect and dishonesty will be covered. This includes fire, lightning, explosion, cyclone, tornado, windstorm, hurricane, hail, flood, all forms of water damage (including leakage from sprinkler systems), earthquake, theft or damage caused by attempted theft and vandalism.

However, cash and machine contents, such as records and merchandise, will not be insured. A \$50 deductible clause will apply to all losses with the exception of damage by fire, lightning, windstorm, hail, tornado, hurricane, riots, vehicle damage, falling aircraft, upset, overturn or collision of transporting conveyance.

Liability is limited to \$1,500 for any one machine and to \$5,000 at any one location. Monthly reports showing the total dollar value of all equipment will be required, but there will be no reporting of individual machines at locations.

Members who do not wish to cancel the unexpired term of any existing coverage may become participants at a later date, but they were urged to examine the cost of letting present policies expire.

Lucius F. Foster, executive director of the association, informed

MMOA members that the policy was considered the best among the several examined.

He suggested that members call their insurance brokers to check on the matter. He said that he did not believe it was possible to find a better insurance plan, including self-insurance.

The term "floater" policy in insurance language means anything that is not real estate and that can be moved about. The type of insurance was first known as "marine" insurance.

Exclusive Distributors for AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

NEW GAMES IN STOCK IMMEDIATE DELIVERY

GOTTLIEB Gladiator Spot Pool (Reg. & King Size)

EXHIBIT Deluxe Skill Pool (Reg. & King Size)

CHICAGO COIN Hooligan Pool Champion Pool

VICTOR Ball Gum Vendors Charm Vendors

KEENEY Coffee Vendor Dix. Fascination Pool (Reg. & King Size)

WILLIAMS Dix. Bank Pool (Reg. & King Size) Diamond Pool

GENCO Dix. Tournament Pool (Reg. & King Size)

BINGO GAMES Bally Broadway United Starlet

BERT LANE Dart Game

CIG. MACHINES

Eastern Electric .....\$275.00 Lehigh MC-12 ..... 225.00

Miller-Newmark distributing company

42 Fairbanks, N. W. Grand Rapids, Michigan GL 6-6807

5743 Grand River Avenue Detroit, Michigan TYler 82230 — 82231

Neb. Op Meet In Columbus On March 3-4

OMAHA, Feb. 4.—The spring quarterly convention of the Music Guild of Nebraska will be held at the Evans Hotel in Columbus, March 3-4, Howard N. Ellis, association secretary-treasurer, announced this week.

Host for the event will be Joe Zwiener, Ellis said.

A letter from Ellis went out to every operator in the State urging their attendance. The letter also reminded operators to begin preparing for the Music Operators of America convention in May.

WE ARE BUYING MUTOSCOPE DRIVE YOURSELF DRIVEMOBILES

WE ARE SELLING AUTO TEST DRIVEMOBILE CONVERSIONS Quadruple Your Earnings! FOR DETAILS WRITE CAPITOL

Projector Corporation 556 W. 52nd St., N. Y. 19, N. Y.

MUSIC SALE!

- SEEBURG M-100 C .....\$550.00 M-100 B ..... 425.00 M-100 BL ..... 450.00 100-Record Wall Boxes ..... 69.50 ROCK-OLA 1448, 45 RPM, 120 Sel. .... Write 1446, Like New .....\$645.00 1438, Like New ..... 565.00 120 Sel. Wall Boxes ..... 69.50 AMI B .....\$135.00 C ..... 135.00 D-80, 45 RPM ..... 325.00

2 1/8 POOL BALLS

Set of 10 .....\$15.00 Chalk ..... Cross \$2.25

United Bingo Caravan ..... Write

All Exhibit Pool Tables Get the low prices.

Horoscope Vending Machine

Brand New. Complete and ready to go. 10¢ operation. Requires small space. \$35.00

We Are Distributors for EXHIBIT—ROCK-OLA—BUCKLEY So You Can Depend on Us

Orders under \$100—cash in full. Otherwise 25% Dep., Bal. 5/D or C.O.D.

SEACOAST DISTRIBUTORS, INC.

1200 North Avenue Elizabeth, N. J.

All the news of your industry every week in The Billboard...

AD MEN of every kind ENDORSE THE BILLBOARD as a top selling force



**OVERSEAS SUPPLIER**

**BILLIARD BALLS**

Manufacturer with large production capacity will welcome inquiries. Sample balls will be sent.

Write AIRMAIL to:

**FRENOY 71, BOULEVARD BEAUMARCHAIS PARIS-(3<sup>ème</sup>)-FRANCE**

**"PLA-POOL" for Big Profits**

**SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES**

CHECK THESE EXCLUSIVE FEATURES:

- Pockets set in from end permit rebound action
- Dimensions: DeLuxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges with Lock
- Cash Box inside, also with Lock
- Attractively Finished Cabinets
- ABT Double 16c Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery



**MARVEL MFG. CO.** 2845 W. Fullerton, Chicago 47, Ill. Tel.: Dickens 2-2424

**SAVE MORE MONEY MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

**TWO GREAT NEW WINNERS!**

**United Hi-Score Pool**

**Wms. Diamond Score Pool**

... plus all Regular and King-Size Pool Games

**5 BALLS**

GOTTIEB	WILLIAMS
Flying High .....	Big Ben .....
Grand Slam .....	Hayburnets .....
Quartet .....	Dealer .....
4 Corners .....	Grand Champion .....
Chinatown .....	Guys-Dolls .....
Skil Pool .....	20 Grand .....
Gold Star .....	Times Square .....
Queen of Hearts .....	Fairway .....
Dragonette .....	Struggle Buggies .....
Hit 'n' Run .....	C.O.D. .....
Hawaiian Beauty .....	Disc Jockey .....
Jockey Club .....	Screamo .....
Poker Face .....	Thunderbird .....
Pin Wheel .....	Cue Tee .....
Four Bells .....	
Twin Bill .....	

**SHUFFLE GAMES**

**UNITED**

SPECIAL TOP NOTCH .....	WRITE
Super Bonus, High Score .....	\$365.00
Venus, High Score .....	325.00
Clipper, High Score .....	325.00
Lightning, High Score .....	295.00
Comet, Match Score .....	275.00
Comet, High Score .....	245.00
Banner, Match Score .....	265.00
Mercury, Match Score .....	245.00
Ace, Match Score .....	235.00
Mars, High Score .....	245.00
Speedy, High Score .....	235.00
Leader, Match Score .....	175.00
Team, Match Score .....	165.00
League, Match Score .....	165.00
Chief, High Score .....	145.00
Imperial, Match Score .....	145.00
Royal, High Score .....	125.00
Olympic, High Score .....	95.00
Cascade, High Score .....	85.00

**CHICAGO COIN**

<b>BOWLING TEAM</b> .....	WRITE
Hollywood .....	\$365.00
Arrow .....	335.00
Holiday .....	325.00
Bonus Score .....	345.00
Criss Cross .....	225.00
Starlite .....	195.00
Super Frame .....	175.00
Hi-Speed, Triple Score .....	145.00

**BALLY**

Magic .....	\$325.00
Mystic .....	295.00
Victory .....	225.00

**PHONOGRAPHS**

EXPERTLY RECONDITIONED... EMPIRE GUARANTEED

SEEBURG	AMI
HF 100R .....	\$845
HF 100C .....	735
M100W .....	735
M100C .....	610
Dale Gun .....	495
M100A .....	295
E120 .....	\$525
D80 .....	375
D40 .....	265

**GUNS**

SUPER BIG TOP, NEW	Shoot. Gallery \$150.00
Jet Fighter .....	Rifle Gallery .....
Shoot the Bear .....	Sky Rocket .....
Coon Hunt .....	Big Top .....
Dale Gun .....	DeL. Sportsman .....
Mauser Pistol .....	DeL. Carnival .....

**ARCADE**

Sidewalk Engineer .....	Write
Mighty Mike, Sparring Partner, New .....	\$785.00
Grandma Horoscope, New .....	695.00
Hydro Duck .....	149.50
2-Player Basketball .....	195.00
Drivemobile .....	165.00
Telequiz .....	99.50
AA Gun .....	145.00
Space Ranger .....	295.00
Trigger Horse .....	375.00
Bronco Horse .....	375.00
Mustang Horse .....	375.00
Muto, Football .....	350.00
4-Player Derby .....	275.00
Flash Hockey .....	125.00
Undersea Raider .....	99.50
Set Shot Basketball .....	275.00
Flying Saucer .....	99.50
Heavy Hitter .....	49.50
Quarterback .....	79.50
Bat-A-Score .....	179.50
DeLuxe Baseball .....	150.00
Super World Series .....	99.50
Super Home Run .....	225.00
Star Series .....	89.50

**BINGOS**

**UNITED**

Triple Play .....	\$395.00
Nevada .....	175.00
Rio .....	125.00
Havana .....	125.00
Tahiti .....	125.00

**BALLY**

Gayety .....	\$275.00
Variety .....	275.00
Hi-Fi .....	165.00
Surf Club .....	165.00
Ice Frolics .....	165.00

**BALLY**

Palm Springs .....	\$165.00
Dude Ranch .....	145.00
Beach Club .....	135.00
Yacht Club .....	95.00
Palm Beach .....	95.00
Bright Lights .....	95.00
Bright Spot .....	95.00

**SURVEY SHOWS**

**MGNJ Ops Dominate in Newark, N. J.**

NEWARK, N. J., Feb. 4. — Of 1,318 juke boxes on location here, 1,033 are operated by members of the Music Guild of New Jersey, 201 are operated by non-members and only 84 are location owned.

According to the Market Research and Survey Company, which made the survey for the MGNJ, taverns constitute more than half of the locations—763. More than 612 tavern juke boxes are operated by MGNJ members, 100 by non-members and 51 are location owned.

Lunchrooms are the next best location source. Of the 290 lunchroom stops, 218 are operated by association members, 54 by independents and 18 are location owned.

Of the 101 restaurant locations, association members operate 77 machines, independents 18 and six are location owned. MGNJ members make their best showing in diners, operating 41 out of 42 machines. One is operated by an independent and none are location owned.

Association members have 41 ice cream parlor stops, compared with eight for non-members. One is location owned. On all other locations the box score is 44 for the association members, 20 for non-members and eight location owned.

A report on Essex County, which includes Newark, and on the Western section of Hudson County, will be made at a later date.



RAYMOND C. KENNEDY, who recently retired from Redd Distributing Company, was presented with a console high fidelity phonograph at a party held at Tallino's Restaurant in Boston. Around the phonograph during the presentation are (l. to r.) Bob Jones, manager; Silas Redd, and Kennedy and his wife.

**Service Keys Vender Route**

Continued from page 74

going up we follow its progress from the ground up. We contact the building owners and present our program, stressing the importance of juvenile trade and the service we provide."

As the result youngsters entering the store the first time see the vender and like as not spend their pennies for gum and charms, Morry said.

**Opening Bow**

"By having our machine in a store when it first opens we are able to establish a firm foothold

Space near the door, they pointed out, is seldom used for merchandising any store products and is ideally suited for bulk venders. This point they make clear to owners, stressing the fact that he can capitalize on the space that otherwise is wasted and costing him money.

Jaymor's commissions are paid on flat-rate basis of \$3 per empty machine with the exception of those located outside of metropolitan Chicago, where a percentage is paid on actual sales. All commissions are paid in pennies.

The brothers firmly believe that only one bulk operator should serve a location, and that there are many neighborhoods in Chicago that offer opportunities for expansion.

"There is absolutely no need for location jumping by operators," Morry exclaimed. "They just hurt themselves by trying to take another man's business by offering a higher commission when they could hold costs down by developing new stops."

Both boys are experienced hands in the bulk field. They started in the business in their early teens working for Ben Segal, one of the foremost pioneers in the field.

In addition to maintaining office headquarters on Chicago's far North Side, the brothers also maintain their homes near the office.

Both are married and each the father of two daughters. Morry and his wife, Lillian, were married on March 1, 1947. Their daughters, Sherry, 5½ years old, and Robbin, 19 months. Jack and his wife, Maxine, were married September 21, 1946. Their two daughters are Bonnie Lynn, 7, and Rosanne, 2½.



MORRY CIPINKO JACK CIPINKO

with the youngsters who really investigate all merchandise being offered in the place," Jack reported. "On following visits they look for the vender and soon are regular customers as long as they receive quality items for their pennies."

Jack and Morry both agree that the best results are obtained from bulk venders mounded on floor stands and placed next to the door where they are seen by customers as they enter and leave.

**COINMEN YOU KNOW**

Continued from page 83

J. T. Elkins, manager, Ross Distributing, has transferred Tommy Yesbick, mechanic, from Miami to Jacksonville. Elkins says pool tables are going great guns; "in fact they're the greatest item invented since the phonograph." O. W. Hightower, Southern Music Distributing branch manager, says coffee machines "are going to be a definite thing." He is experimenting now with one consomme and finds its business fair. . . . Rufus Plonk, of Duval Vending, says recent Florida cold weather has hurt business in outlying districts and in drive-ins. "Been too cold for people to go to drive-ins," he explains. "Phono business in bars in town is fair, however."

**Los Angeles**

By SAM ABBOTT

Lou Dunis, who heads Dunis Distributing Company, which handles the Baily line in Portland, is in Palm Springs recuperating from an infected throat that he contracted while on a trip East. He plans to spend several days here before returning to the Northwest. . . . Ben Spalding, of Phoenix, was in the city buying equipment. When he makes the trip here he always takes time out to visit with his brother, Budge Spalding, who is also an operator. . . . L. A. Lorang, of the A. & A. Amusement Company in Yuma, Ariz., made a visit to coin row to obtain parts and look over new equipment.

Jack Gutshall, who is now operating in Corona with some machines down San Diego way, over in the San Bernardino area and near Los Angeles, was in the city Tuesday to talk business with several of the jobbers and distributors. . . . A coin row buyer this week from Whittier was Ray Brandenburg.

Marshall Ames, salesman for Badger Sales Company in the area from Bakersfield to Fresno, is now in the Los Angeles headquarters pinch-hitting for Fred Gaunt, who is in the desert on sick leave. . . . Frank Matthews was down from Hanford to buy supplies for the Patton Amusement Company. . . . Carl Lykke, of Santa Ana, visited the coin row distributors to pick up parts for his pool games. . . . Reg Pantan, of Claremont, went back to his headquarters with quite a large order of merchandise.

½ deposit, balance Sight Draft or C.O.D.

**Empire COIN MACHINE EXCHANGE**

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

FEBRUARY 11, 1956

**CLEANING HOUSE!**

PHONE OR WIRE NOW

United Deluxe 6 Player	19.50
United Star Alleys	34.50
United Imperials	119.50
United Chief	144.50
United Mars	294.50
Chico Super Frame Alley	194.50
Genco Shuffle Pool	69.50
Bally Rocket	264.50
Pokerino	14.50
Wms. Super Pennant Baseball	149.50
Gotlieb Skill Pool	29.50
Wms. Horse Shoe	29.50
Wms. Virginia & Trinidad, both	24.50
Bally Yacht Clubs	74.50
United Havana	89.50
Wms. Music Mite	34.50
AMS D-80	394.50
Wurl. 1100's, 45 rpm	109.50
Wurl. 1015's	4.95
Wurl. 3020 Wall Boxes	249.50
Bally Space Ships, recond.	224.50
Bally Moon Ride	224.50
Deco Space Rangers, recond.	224.50
Exhibit Big Bronco	319.50
Exhibit Thunder Horse	269.50
Slightly Used Pool Tables	174.50

**ODCO, Inc.**

1100-02 Broadway, Albany 4, N. Y.  
Telephone 5-0728

**PENNY ARCADE MACHINES**

Machines Reconditioned the Munves Way  
Look and Work Like New  
A Plus Value at No Extra Cost

Grandma, new	Write
Vacuomatic Card Vendor, new	Write
Mutoscope Drivemobile, new	Write
Hydra Duck, new	Write
Sidewalk Engineer, new	Write
Genco Quarterback, new	Write
Genco Champion Baseball, new	Write
Exhibit Star Shooting Gallery	\$245.00
Night Bomber	145.00
Super Bomber	125.00
Seeburg Coon Hunt	195.00
Seeburg Chicken Sam	110.00
Exhibit Six Shooter	145.00
Exhibit Western Gun	175.00
Exhibit Jet Gun	145.00
Exhibit Space Gun	125.00
Exhibit Gun Patrol	145.00
Keeney Air Raider	145.00
Air Football, new	Write
Air Hockey, new	Write
Western Deluxe Baseball	75.00
Keeney Texas Leaguer	50.00
Major League Western Baseball	95.00
Telegiz	125.00
Pokerinos, new or used	Write

Arcades Completely Outfitted  
Write for Our 300 Illustrated  
Catalog of  
Arcade and Amusement Machines

**MIREMUNVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE - EST. 1912

GIVE TO DAMON RUNYON  
CANCER FUND

**Jacob Option**

Continued from page 74

television stations and newspapers and manufacturing firms.

Announcement of the acquisition of the 30-day option in the Jacobs Company was made by Frank C. Oswald, executive vice-president of Lamb Industries. No price was disclosed.

It was authoritatively reported that Lamb secured his options from two key stockholders, Frank E. Howard, board chairman of Jacobs, gave Lamb options on about 53,000 shares he owns or controls.

The other is Philip H. Handmaker, a Pennsylvania businessman who resigned as a director of Jacobs last month. He gave options on 38,000 shares. A third Jacobs stockholder is also reported to have given options.

Howard could not be reached for comment, and Thomas J. Riggs Jr., president, disclaimed any knowledge of the deal. The company had 882,607 common shares outstanding as of last July 31.

Lamb heads the board of Air-Way Industries, Inc., a Toledo vacuum cleaner manufacturing firm. Last December his firm purchased more than 10,000 shares of common stock of Seiberling Rubber Company, Akron.

Lamb is publisher of the Erie, Pa., Dispatch Herald. His firm is the owner of television stations WICU, Erie, Pa., and WTVN, Columbus, O.

A member of the legal firm of Lamb, Goerlick & Mack, he received his A. B. degree from Dartmouth College in 1924 and his LL.B. from Western Reserve University. He also attended Harvard University.

**Am. Tobacco Dividend**

NEW YORK, Feb. 4.—The quarterly dividend on common stock of the American Tobacco Company this week was increased from 85 cents to \$1. In addition, the directors voted to distribute an extra dividend of \$1 a share.

**GOOD BUYS**

MIAMI BEACH	\$332.50
BIG TIME	295.00
VARIETY	225.00
GAYETY	205.00
SURF CLUB	120.00
PALM SPRINGS	89.50
CONEY ISLAND	50.00
BRIGHT SPOT	35.00
SPOT LIGHT	30.00
CHICOIN 6-PLAYER Baseball	100.00

1/3 deposit, balance sight draft

**GENERAL**

DISTRIBUTING CO.  
1609 ORLEANS AVE., NEW ORLEANS, LA.  
TUlane 6729

**BINGO SPECIALS!**

MIAMI BEACH	\$425.00	PALM SPRINGS	\$110.00
BIG TIME	325.00	BEACH CLUB	110.00
GAY TIME	350.00	FROLICS	90.00
VARIETY	210.00	YACHT CLUB	75.00
GAYETY	215.00	PALM BEACH	60.00
ICE FROLICS	130.00	BRIGHT LIGHTS	60.00
SURF CLUB	125.00	ATLANTIC CITY	60.00
HI-FI	140.00	CONEY ISLAND	45.00
DUDE RANCH	115.00	SPOT LIGHT	40.00

New Bally Pool Tables available with or without lights. All games very clean and ready for location.

1/3 Deposit

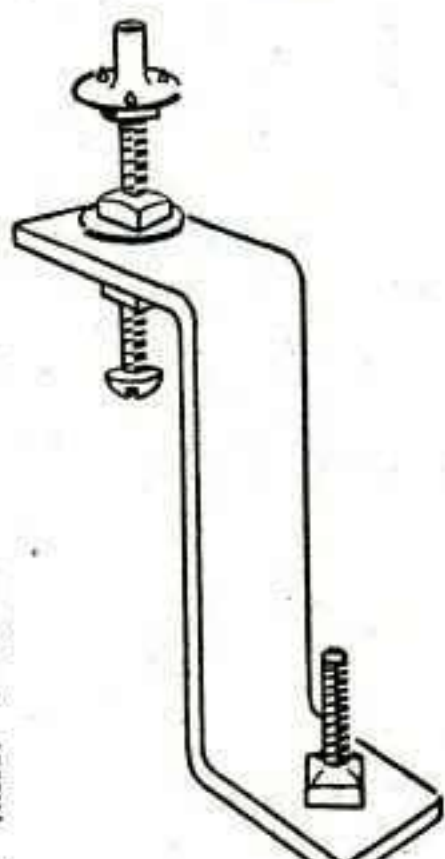
FRANK MILLS, Mgr., Dept. R-6

**SUPERIOR SALES CO.**

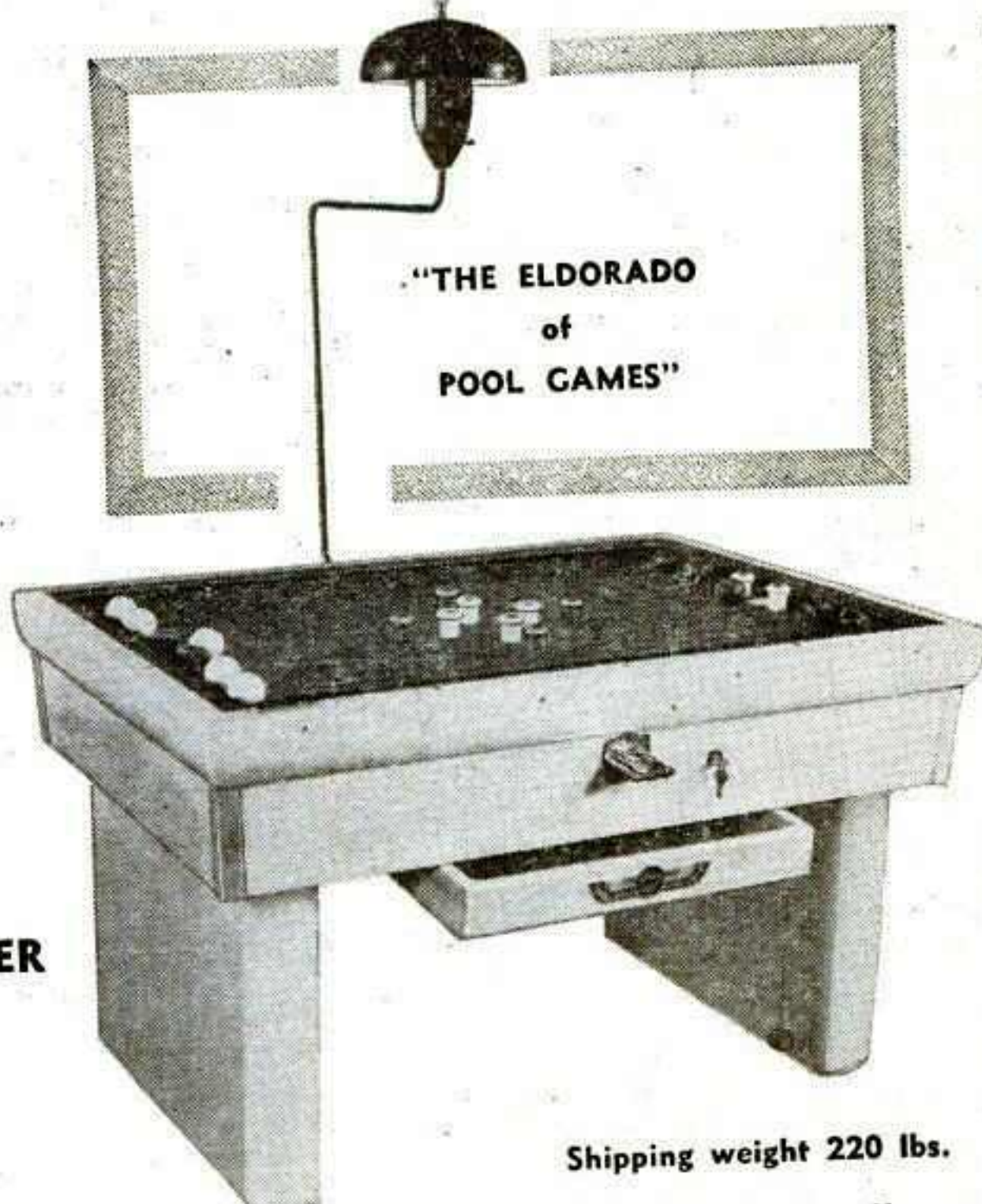
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**VALLEY'S BUMPER POOL**

IS STILL LEADING THE PARADE



EQUIPPED WITH TOP ADJUSTER



Shipping weight 220 lbs.

"ASK THE MAN WHO OPERATES POOL GAMES"

**VALLEY MANUFACTURING CO.**

333 MORTON ST. BAY CITY, MICH.  
PHONES 8587 or 8588

**WANT**

Bally Bingos and Futurity (one ball)—Genco. All upright models. Holly Cranes. All machines must be complete and in working condition. State full particulars, including export packing F.O.B. vessel.

**VANDENEDE**

Pelikaanstreet, Antwerp, Belgium. Telephone: 35-8439.



**Mr. Operator of METAL TYPER MACHINES**

**SPEED UP YOUR LOADING OPERATION!**  
By using high quality, straight degressed discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

**STANDARD METAL TYPER CO.**  
1918 N. WESTERN AVE. CHICAGO 22, ILL.

**NEW VALLEY BUMPER POOLS**  
IN STOCK FOR IMMEDIATE DELIVERY.  
NEW ROCK-OLAS, IMMEDIATE DELIVERY.  
CAN USE BUMPER POOL TABLES  
WRITE FOR PRICE

**5 BALLY VARIETIES...\$260 each**  
**5 AMI D80.....\$225 each**

**COIN MACHINE SERVICE, INC.**  
422 WILSON ST., SANTA ROSA, CALIF., TELEPHONE: SANTA ROSA 3713  
SANTA ROSA 1498

**PINS**

Biggest Stock in the Country

**BEST PRICES**

**DAVID ROSEN**

Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

Wire • Phone • Write

**WORLD WIDE . . . serves the Operator with better equipment for less!**

**SHUFFLE GAMES**

DLX. CAPITOL . . . \$345	DLX. COMET . . . \$225
DLX. CLIPPER . . . 345	DLX. TARGETTE . . . 195
DLX. LIGHTNING . . . 325	BANNER . . . 225
DLX. MERCURY . . . 255	HOLLYWOOD . . . 345
DLX. 11th FRAME . . . 255	HOLIDAY . . . 275
DLX. VENUS . . . 225	IMPERIAL . . . 135

**ARCADE EQUIPMENT**

Wms. KING OF SWAT . . . \$345
United DLX. SUPER SLUGGER . . . 345
Chi Coin SUPER HOME RUN . . . 218
Wms. BIG LEAGUE BASEBALL . . . 195
United DLX. CARNIVAL . . . 245
Genco RIFLE GALLERY . . . 175
Exhibit DALE GUN . . . 50

**WILL TRADE BINGOS and SHUFFLES for MUSIC—LATE 5-BALLS ARCADE EQUIPMENT**

**POOL TABLES**

All Makes  
Guaranteed to be in good condition!  
Only **\$155** Ea.

**DELUXE POOL GAME LIGHT**

Fits All Games  
Specially Priced—**\$11.75**  
\$15.00 Value!

**SPECIALS!**

**AUTHENTIC BRUNSWICK-BALKE POOL BALLS**

PER SET, Only **\$19.50**

**PACKAGE DEAL!**

2 Dlx. 48" Cue Sticks **\$30 VALUE**  
2 Red Balls  
2 White Balls  
1 Cue Repair Kit  
2 Boxes Chalk  
**ONLY \$19.95**

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVERglade 4-2330



**ONLY THE BILLBOARD—**  
among over-all entertainment weeklies—is a member of the  
**AUDIT BUREAU OF CIRCULATIONS.**

**Twin City Ops**

• Continued from page 68

Western Minnesota to discuss the problem.

**Urges Dime Play**

In letters to each, Lieberman stated, "I think that it is about time that the operators in the area of Western Minnesota get together and discuss the problem of turning their music over to 10-cent play. It has pretty well been done here in Minneapolis and I think that now is the proper time to change throught the State."

Invitations to the meeting went to Dick Henderson, of Willmar; Henry Krueger, of Fairfax; Ike Sundem, of Montevideo; Jim Lucking, of Benson; Len Worseck, of Montevideo; Lyle Kesting, of Benson; Bob Bregel, of Benson, and Floyd Shaw, of Eden Valley They were asked to bring along any other operator who might have been overlooked.

The group will meet at the Lieberman Music Company in Minneapolis and then be Lieberman's guests at a luncheon where the problem will be discussed.

**J. Jacobs, New L. A. Op Assn. Secretary**

LOS ANGELES, Feb. 4.—Jerry Jacobs has been named secretary of the Los Angeles Division of California Music Me chant, filling the vacancy caused by the resignation of Mrs. Irma Bryant.

Jacobs was officially installed at a CMMA meeting held in the organization's headquarters here Tuesday night.

Al Cohn, a board member, conducted the session in the absence of Walter Hemple, president.

The members were advised that Ben Korte, a board member, is ill in a Glendale hospital.

**DON'T PASS UP THESE BUYS!**

**SINGAPORE...\$150 TROPICS...\$50**

Immediate Delivery | **IMPERIALS...\$125** | Write for Complete List

**SEEBURG RS-1—8-INCH TEAR DROP SPEAKERS . . \$7**

**IMPORTERS:** We offer prompt service and advantageous low prices on quality equipment! Write for details!

**"The House That Confidence Built"**

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
1535 Delaware Ave. Lexington, Ky. 120 W. North St. Indianapolis, Ind.  
735 S. Brook St., Louisville 3, Ky.

**BUMPER POOL GAME SUPPLIES**

**BUY YOUR POOL GAME EQUIPMENT DIRECT FROM HEADQUARTERS—OVER 30 YEARS' EXPERIENCE SUPPLYING BILLIARD TABLE EQUIPMENT—SERVICING MANUFACTURERS, SUPPLIERS AND OPERATORS**

**RUBBER BACK BEDCLOTH**  
28"x48" Table Beds  
Grade IMPERIAL . . . \$9.75  
STANDARD . . . 7.85

**CUSHION CLOTHS**  
Grade TRIPLE A . . . \$5.45  
SPECIAL . . . 3.85

**48" CUES—SPECIAL**  
Select Red Lacquered Butts—Fibre Points, Tips and Bumpers Attached.  
\$2.50 Ea. \$27.00 Doz.

**BILLIARD CHALK**  
Per Half Gross . . . \$1.95  
Per Gross . . . 2.75  
Lots of 5 Gross, Ea. . . 3.25

**BILLIARD BRUSHES**  
DeLuxe, pure bristle . . . \$3.75  
Pocket, fibre bristle . . . 2.50  
Have flared ends to clean beneath rails.  
Cue Tip Clamps, 20c Ea. Per Doz. \$2.00  
Metal Chalk Grips, 10c Ea. \$1.10 Doz  
Chalk Grip Cord, 2c Ft.

**LUXOR BALLS 2 1/8" FLASHY—TOP QUALITY PLASTIC FINISH**  
Solid Red Red w/ Spot  
Solid White White w/ Spot  
**\$1.75 SPECIAL \$1.85**  
Ea. Ea.

Per 10-Ball Set . . . \$14.00  
Lots of 10 Sets . . . 14.50  
Ball sets consists of 4 White, 4 Red, 1 each Red and White Cue Ball.

**CUE TIPS**  
ELK MASTER—12mm. or asst . . . \$1.95  
Per Box of 50 . . . 1.75  
TRIANGLE—12mm. or asst . . . 85c  
Per Box of 50 . . . 75c  
10-Box Lots, Ea.

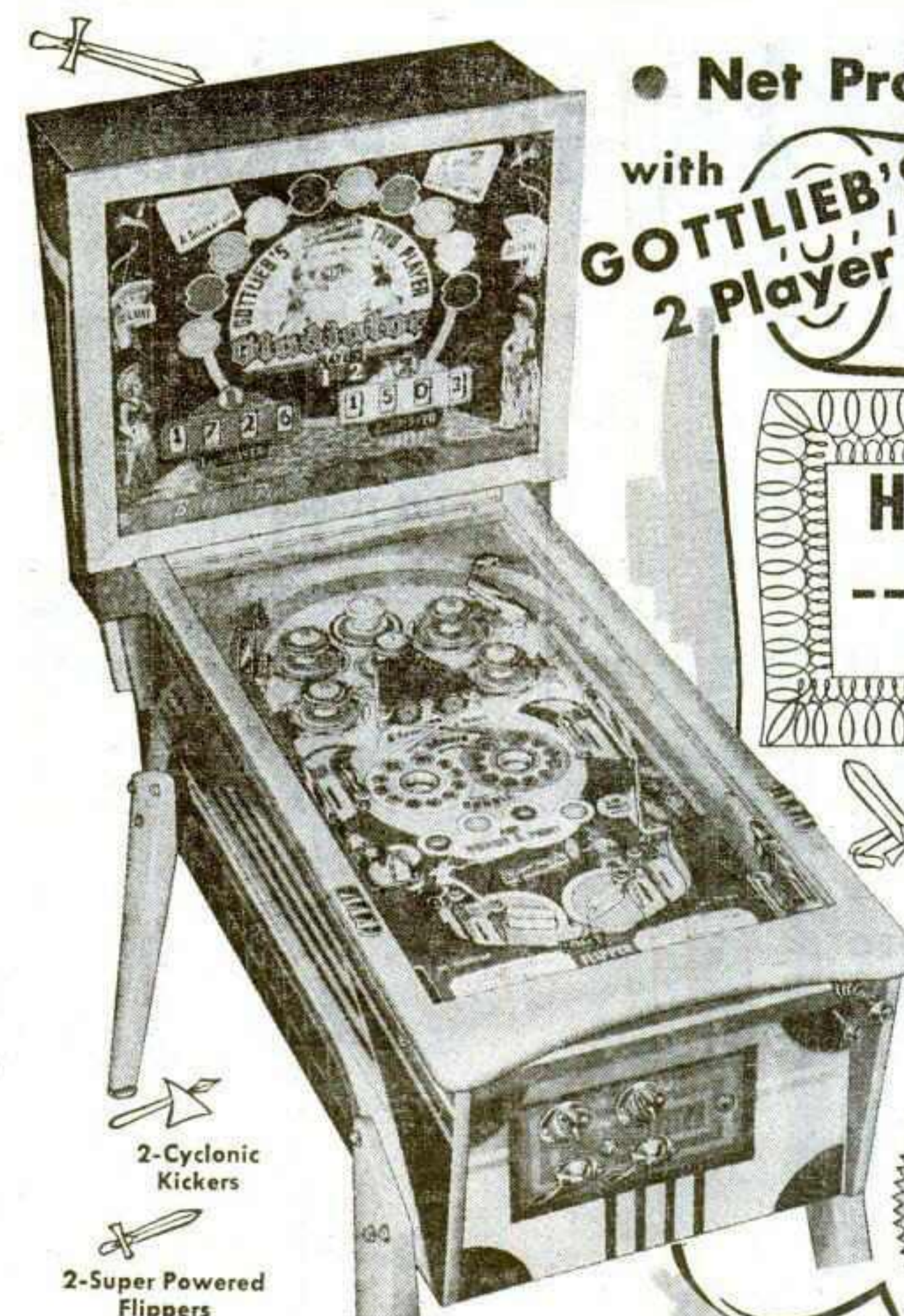
**TEN-MINUTE TIP CEMENT**  
1-Oz. Tube, Ea. . . 35c  
3 for \$1.00. Doz. \$3.25

**BILLIARD TALC**  
3-Lb. Cans . . . 95c Ea.  
Per Dozen Cans . . . 85c Ea.  
1-Lb. Refillable Shaker Cans . . . 25c Ea.  
\$2.75 Doz.

**WRITE, WIRE OR PHONE IMMEDIATE DELIVERY**  
TERMS: MINIMUM ORDER \$5.00. C.O.D. ORDERS 25% deposit. 2% Cash Discount on all prepaid orders. All shipments F.O.B. Chicago. Guaranteed Satisfaction. ORDER WITH CONFIDENCE—We carry a complete stock of Billiard Table Equipment. Quotations of unlisted items upon request. Attention, Manufacturers: Quantity prices submitted upon request.

**MARVEL BILLIARD SUPPLY CO.**  
1404-06 W LAKE ST., CHICAGO 12, ILL. Phone: MOnroe 4-8855

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**Net Profits BIGGER THAN EVER . . .**

with **GOTTLIEB'S 2 Player**

**Gladiator**

**HIGH STYLED : DISTINCTION**  
"New Look"  
**STURDY : APPEAL**

**TWO DOUBLE BONUS FEATURES**

**2 Targets, 2 Bumpers, 4 Rollovers Advance Bonuses**

High Score over One Thousand

Double Number Match Feature

4-Lightup Pop Bumpers for terrific Scoring action

Adjustable 3 or 5 Ball play

Available with Twin Chutes — 10c - 3 for 25c

SEE **Gladiator** AT YOUR DISTRIBUTOR NOW!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

**GOOD USED MILLS Panorams**  
Also New Parts for Same  
**CAPITOL PROJECTOR CORPORATION**  
536 West 52 St., N. Y. 19, N. Y.

**BINGO MECHANIC WANTED**  
For route work. Regular hours  
—good pay and vacation. No drifters. Write to  
**BOX 837**  
The Billboard, Chicago, Ill.

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**SPECIAL SALE!**  
READY FOR LOCATIONS  
BALLY DUDE RANCH .. \$105.00  
BALLY PALM SPRINGS. 125.00  
BALLY SURF CLUB.... 165.00  
BALLY VARIETY ..... 275.00  
BALLY GAYETY ..... 265.00  
BALLY YACHT CLUB... 75.00  
BALLY BEAUTY ..... 85.00  
GENCO JUMPIN' JACKS. 35.00  
UNITED NEVADA ..... 145.00  
UNITED CLOVER BOWLERS ..... 55.00  
UNITED CLASSIC BOWLERS ..... 65.00  
UNITED LEADER BOWLERS ..... 135.00  
UNITED DELUXE LEAGUE 175.00  
\*\*\*\*\*  
ALSO OTHER BINGOS and BOWLERS

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**MICKEY ANDERSON**  
314 E. 11th St., Erie, Pa.  
Phone 5-7549  
\*\*\*\*\*

GIVE TO DAMON RUNYON CANCER FUND

**N. D. Tax Body Has Revocation Power**

BISMARCK, N. D., Feb. 4.—Attorney General L. R. Burgum has ruled the North Dakota State Laboratories may issue cigarette licenses, but it cannot revoke licenses.

Burgum ruled that the State Tax Commission has the sole authority to revoke licenses and prosecute under the State law, and that further legislation would be needed to grant the State Laboratories revoking authority.

The question arose when fieldmen from the State Laboratories found a North Dakota merchant selling cigarettes with South Dakota stamps on the packages.

**NATD to Mull**

Continued from page 74

pany, Amarillo, Tex.; Caryl Wolverton, Midland Paper Company, Midland, Mich.; Sam Yolen, Modern Tobacco Company, Port Chester, N. Y., and Hymie Zorinsky, H. Z. Vending & Sales Company, Omaha.

**State Meets**

The day will begin with breakfast meetings of the various State associations, with a morning pipe and tobacco seminar scheduled for 9 a.m. Chairman will be Bernard S. Slater, Standard Cigar & Tobacco Company, Minneapolis, and NATD director.

Also on tap for the morning is a panel session on candy and confectionery marketing, with emphasis on candy merchandising techniques.

NATD Half-Century Club members will be honored at luncheon. The luncheon will be sponsored by the NATD Young Executives Division.

Other sessions, of particular interest to vending operators, will be "Cigarette Marketing," "Cigar Merchandising" and Marketing Chewing Gum and Confectionery Products."

**NOW IS THE DIME FOR ALL GOOD MEN TO GO 10c PLAY ALL THE WAY WITH DAVIS 6-POINT GUARANTEED EQUIPMENT**

Properly convert your routes with modern 45 R.P.M. phonographs available pre-set for 10c play.

Write, wire or phone us regarding these location ready money makers:

**SEEBURG**

M100B .....	\$465
M100BL .....	489
M100C .....	589
HM100A, HIDEAWAY .....	189
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**

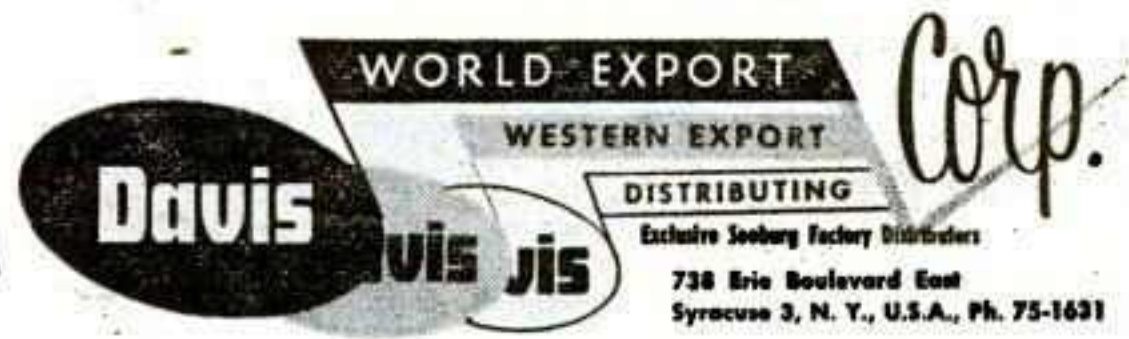
1434 .....	\$225
1436 FIREBALL 120 .....	259
1438 .....	439

ALSO many other late model phonographs

Private Western Union Wire

1/2 Dep. Required

Cable Address: "DAVDIS"



Your American Red Cross Is Always There After Disaster Strikes

Gottlieb Proudly Presents ... **SPOT POOL**

THE ARISTOCRAT OF POOL TABLES

**BUY THE BEST... WE DO...**

GENUINE BRUNSWICK-BALKE-COLLENDER ACCESSORIES WITH ALL THE FEATURES AND EXTRAS

- |  |   |
|--|---|
| Hinged top and front door.                 | Distinctive cabinet built by craftsmen. |
| Durable mechanism for minimum maintenance. | Optional lighting accessory.            |
| Metal ball tracks and quiet reset.         | Colorful bumper protectors.             |
| Cross-lined playfield.                     | Precision dimensions for accurate play. |
| Genuine Billiard components.               | Inlaid rail markers.                    |

AT YOUR DISTRIBUTOR **NOW!**

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

1927-1956  
29 Years of Leadership!



"There is no substitute for quality"

# FIRST in POOL GAMES!



Be **FIRST** with the No. 1 Distributor of POOL GAMES!

Featuring the Finest!  
 Exhibit's New 3-HOLE SKILL POOL  
 Exhibit's New 3-HOLE SKILL POOL—KING SIZE  
 Chicago Coin CHAMPION POOL  
 Chicago Coin JUMBO POOL  
 Chicago Coin HOOLIGAN POOL  
 Always **FIRST** with the Newest!

### TARGET GUNS

EXHIBIT	
500	\$295
SPORTLAND	225
SIX SHOOTER	95
DALE GUN	45
GENCO	
WILD WEST	\$395
RIFLE GALLERY	195
SKY GUNNER	125
UNITED	
DEL. CARNIVAL	\$245
KEENEY	
RANGER	\$285
SPORTSMAN	245

### SHUFFLE GAMES

FIRST-Conditioned

UNITED		CHICAGO COIN	
* DELUXE CAPITOL	\$385	* BLINKER WRITE	
* DELUXE CLIPPER	335	* HOLLYWOOD	\$365
* DELUXE MARS	295	* HOLIDAY	295
* BANNER	245	* ARROW	345
* RAINBOW	235	* BONUS SCORE	355
* LEADER	175	* THUNDERBOLT	325
* LEAGUE	145	* PLAYTIME	295
* CHIEF	145	* FEATURE	225
* ROYAL	125	* STARLITE	195
* CLASSIC	95	* SUPER FRAME	175
* OLYMPIC	85	* CRISS CROSS	95
BALLY		* TARGET	185
* MAGIC	\$295	* ADVANCE	165
* JET	275	* GOLD CUP	135
		* TRIPLE SCORE	95
		* DOUBLE SCORE	85
		* CROWN	85
		* 10th FRAME	85
		* 4 PLAYER	85
		* NAME BOWLER	55
		* MATCH GAME	

# FIRST

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

## Tennessee Dairy

Continued from page 74

and that they are still experimenting.

Use of the vending machines was suggested by Tom Fisher last August when the company contemplated expanding its retail sales, but wanted a new selling method that would appeal to the public and build up a regular flow of business in face of stiff, local competition. Fisher is in charge of sales and distribution in the Nashville district.

### Special Stands

After purchasing the machines from the Rowe Manufacturing Company, the dairy had a lumber firm make wood cartons resembling actual milk containers. These were painted in forest green and white, and mounted on stands using the venders so passing motorists would have no trouble spotting the units.

According to Pure Milk Company officials, Nashville residents generally like the vender service as it makes milk available 24 hours a day, seven days a week.

The venders are serviced daily and dispense sweet and chocolate milk at 25 cents a quart, 15 cents a pint and 10 cents for half pints.

Company officials indicated they were studying a plan to expand the vender service into other communities.

"Within the past few days we met with a group from Charlotte, N. C.," Young disclosed. "They seem greatly interested in our venders, as were other delegations from various counties."

# CROSSWORDS

## A Name Long To Be Remembered

because . . .

1. It is a NEW BALLY Game
2. It is a FIVE BALL NOVELTY
3. It has tremendous EARNING POWER

Don't overlook this game . . . it is one of the greatest ever made by BALLY. ORDER NOW!

We Are Also Taking Orders for **BALLY BROADWAY** the current BINGO by BALLY

Take advantage of our SPECIAL CLOSEOUTS on used equipment . . . Arcade Equipment Kiddie Rides Target Guns Shuffle Alleys Bingos Pinballs Music

We carry the largest lines of PARTS and PREMIUMS



### INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rittenhouse 6-7712

Branch: 819-821 Lackawanna Ave., Scranton, Pa.

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

# Extra!

LOOK AT THE EXTRAS YOU GET WITH

# Williams ROYAL POOL

DRAWS STEADY CUSTOMERS  
 BOOSTS YOUR VOLUME OF  
*Cash Box Profits!*

**Extra!**  
 "GLO-LITE"  
 LITE-UP  
 BUMPERS!



**Extra!**  
 TANTALIZING  
 CENTER  
 HOLE

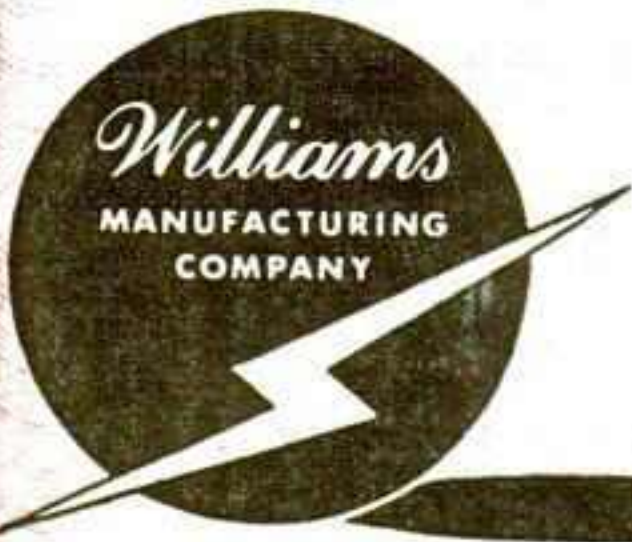
REQUIRES EXTRA SKILL!  
 PROMOTES EXTRA PLAY!  
 PULLS EXTRA CASH!

**2 DIMES PER GAME!**

Write -

Wire -

Phone - SEE YOUR *Williams* DISTRIBUTOR for:



CREATORS OF DEPENDABLE PLAY APPEAL  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

DELUXE  
 BANK  
 POOL

SENIOR  
 DELUXE  
 BANK POOL

DIAMOND  
 SCORE  
 POOL

SENIOR  
 DIAMOND  
 SCORE POOL

Both Available with LITE-UP Bumpers

Front-End Play

18 inches longer



See HOW THEY GO FOR THE NEW **CENTER HOLE** FEATURE!

END POCKETS AND BUMPERS MOVED IN FROM RAILS TO LET PLAYERS BANK FROM BEHIND!

3 OR 4 SIDED PLAY



**SENIOR ROYAL POOL**  
 18 inches longer

**TOP QUALITY IN EVERY DETAIL!**

**Extra!**  
 handsomely designed luxurious cabinets



**Apco Rep Spots**

• *Continued from page 77*

was the one in the Washington subway station, the Hub's main underground stop for the big department stores.

Among the shops located in the station is a restaurant, which apparently discouraged many operators from even trying to install a machine here.

However, Palastrant convinced officials that a coffee vender would be welcomed by commuters. The 30-day test proved so successful that the machine was installed on a permanent basis for the National Vending Company.

**More Locations**

Following up this lead, he placed a second vender in the Park Street station, the main underground terminal, and later another in the New Haven Railroad stop at Route 128 in Dedham. All vend hot coffee or chocolate at a dime.

Palastrant is thoroly sold on the idea that vending machines can dispense as good a cup of coffee as can be had in a restaurant. "This depends on the operator," he says, "and he must keep in mind that the customer deserves his money's worth."

Palastrant also has had a big success with beverage venders in this area, and has 15 installed in leading theaters. As in the case of the coffee units, he carried out tests with the soft drink machines.

After talking up the idea at locations that there were many persons who could not drink carbonated beverages, he installed machines which sold non-carbonated drinks. The results in a month-long test showed a jump in business of 63 per cent when non-carbonated drinks were added. Needless to say, the machines stayed and more are on the way.

**Soup, Tea Next**

Palastrant's newest project is the installation of hot soup and tea venders. These machines are set for spots in the subway stations and will be on location within the next 30 days.

Palastrant, who sees the possibilities in vending virtually unlimited, lives in nearby Brookline. He has been in the coin-operated equipment industry since 1929 when he started with bulk peanut machines, and later entered the music machine business.

He says that a thoro training in these phases of the industry has helped him develop a pretty clear idea of what is expected from vending. A firm believer in quality merchandise, Palastrant thinks success is up to the individual operator, and that any deviation from high standards will bring about the loss of business.

"The food and drink vending business is different from the cigarette and candy merchandising," says Palastrant. "The operator is no. dealing here with a pre-sold article, and therefore success or failure is in his own hands."

**WE WILL TRADE  
Have in Stock**

- BALLY ROCKET
- BALLY MYSTIC
- KEENEY MAINLINER
- KEENEY BIKINI
- UNITED YANKEE
- UNITED SPEEDY
- UNITED 11TH FRAME

**WE WILL ACCEPT**

- BALLY ABC
- BALLY JUMBO
- SEEBURG M-100A
- CHICAGO BASEBALL 2 PLAYER
- UNITED BASEBALL 2 PLAYER

**RUNYON  
SALES COMPANY**

593 Tenth Avenue  
New York 18, N. Y.  
LO 4-1880

221 Frelinghuysen Avenue  
Newark 8, N. J.  
BI 3-8777

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

**IT'S NEW! THERE'S *Nothing* LIKE IT!**



**GIVES EVERY  
OPERATOR  
FOUR  
GAMES  
IN ONE**

**EXHIBIT  
PLANNED IT!  
ONLY  
EXHIBIT  
HAS IT!**

**NEW 3-Hole SKILL POOL**

**with CONVERTIBLE 2-Hole or 3-Hole Play!**

**Standard Size**

Requires only 84 sq. ft. or 12x7 ft.  
for thrilling play in small area.



**OPTIONAL  
2-HOLE and  
3-HOLE  
PLAY**

**OPTIONAL  
3 or 4  
SIDED  
PLAY**

**PLUS  
NEW  
LIGHT-UP  
BUMPERS**

**ALL THESE  
FEATURES ALSO  
AVAILABLE IN  
"KING SIZE"  
18" LONGER**

**HERE'S HOW  
IT WORKS!**

**4 GAMES IN 1**

- 3-SIDED SKILL POOL WITH CENTER HOLE
  - 4-SIDED SKILL POOL WITH CENTER HOLE
  - 3-SIDED SKILL POOL WITH CENTER HOLE
  - 4-SIDED SKILL POOL WITHOUT CENTER HOLE
- (All SKILL POOL games have lined playfield)

3-HOLE SKILL POOL is equipped with 3 holes (1 at each end, 1 in the center). A precision-machined plug fits into the center hole, flush with the table top. Plug can be inserted or removed, in seconds, by the operator, to change the game to 2-hole or 3-hole operation . . . making the play entirely different for each.

**plus ALL THE OTHER SUPERIOR EXHIBIT FEATURES**

**EXHIBIT SUPPLY COMPANY**

Established 1901

**4218 W. LAKE ST. CHICAGO  
PHONE: VA 6-3100**

**AVAILABLE FOR  
IMMEDIATE  
DELIVERY!**

## LARGEST POOL TABLE SELECTIONS in U. S. From NEW ENGLAND'S POOL TABLE PIONEERS

### New! EXHIBIT POOL TABLE that is NOT a Coin Machine!

- Special meter—NO coin mechanism
- Should open any closed territory

Complete Stock of All  
**BALLY**  
POOL TABLES

### EXHIBIT 3-HOLE SKILL POOL

- Regular and King Size
- Convertible in seconds to 2-hole play
- 50% faster. Earns 50% more

**BALLY PIN POOL**  
**BALLY LIGHT-UP BUMPER**  
**NEON LIGHT RAIL**  
**BALLY HAZZARD**

LOWEST PRICES

TRADES ACCEPTED

FULLY GUARANTEED

LIBERAL CREDIT TERMS

### CHICAGO COIN "HOOLIGAN" POOL

Combines top features of Automatic Pool plus playing features of regular four-sided pool games. A money-maker from the word go. Cash in on "HOOLIGAN'S" high profits now!

**WRITE—WIRE—CALL!**  
WANTED . . . WE WILL ACCEPT IN TRADE BALLY BRIGHT LIGHTS AND BRIGHT SPOTS.

# Redd

DISTRIBUTING CO., 298 LINCOLN ST.  
ALLSTON 34, MASS.-AL 4-4040

Exclusive distributor for

WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

Your American Red Cross Is Always There After Disaster Strikes

## RECONDITIONED EQUIPMENT

We'll be perfectly frank. Right now we have on hand more Bingo Games than we've actually got room for. In short, we're overloaded. So we've slashed everywhere we could, even below our trade-in allowances. Games have been overhauled, rails scraped and lacquered and ready for location. Every game guaranteed by a firm which has been in business continually since 1915.

MIAMI BEACH . . . . .	\$395.00	DUDE RANCH . . . . .	\$ 95.00
GAY TIME . . . . .	325.00	YACHT CLUB . . . . .	50.00
GAYETY . . . . .	225.00	BEACH CLUB . . . . .	100.00
BIG TIME . . . . .	345.00	FROLICS . . . . .	75.00
VARIETY . . . . .	225.00	ATLANTIC CITY . . . . .	65.00
HI-FI . . . . .	135.00	SPOT LITE . . . . .	40.00
SURF CLUB . . . . .	135.00	TRIPLE PLAY . . . . .	295.00
ICE FROLICS . . . . .	135.00	PIXIES . . . . .	475.00
PALM SPRINGS . . . . .	125.00		

### H. M. BRANSON DISTRIBUTING COMPANY

811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY  
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

## "GUARANTEED MUSIC"

A.M.I. MODEL "A" . . . . .	\$125
A.M.I. MODEL "B" . . . . .	150
WURLITZER 1100 . . . . .	145
A.M.I. E-80 . . . . .	445
A.M.I. E-40 . . . . .	345
WURLITZER 1015 . . . . .	95
ROCK-OLA 1438 COMET (120) . . . . .	545



RECONDITIONED — REFINISHED LIKE NEW!  
Terms: 1/3 Dep. Bal. C.O.D.

## ATLAS MUSIC COMPANY

A Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

always on the level for STRAIGHT SHOOTING—  
built for **SOLID DEPENDABILITY!**



**LOOK!**  
YOU SCORE  
FROM  
ANY ANGLE!

# Keeney's JUMBO DELUXE (18 inches longer) FASCINATION POOL

## FEATURES

3 or 4 sided play

Perfect operating Ball Release  
can't be cheated

Perfectly squared to entice the  
professionals



*Celeste Ravel*  
MISS ILLINOIS 1954-55  
likes to play Keeney's FASCINATION

Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

REGULAR SIZE 52" L x 36" W. x 32" H.

- 3 WAY  
SKILL TEST
- SPEED
  - TIMING
  - ACCURACY



OPERATE  
Keeney's  
**6-PLAYER**  
Deluxe  
**CHALLENGE  
BOWLER**

Order Yours Today!

J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

**WE WILL TRADE SHUFFLE GAMES**

**UNITED AND CHICAGO COIN for BINGOS**



**Joe Ash says..**

When you compare quality with price, Active is never under-sold!

**EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTLIEB & CO.**

In N. Jersey, E. Pennsylvania and Delaware.

**ACTIVE**

AMUSEMENT MACHINES CO

666 N. Broad St.

Phila. 30, Pa. Remont 7-4495

**YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS**

**GIVE TO DAMON RUNYON CANCER FUND**

**Vend-All Set**

*Continued from page 74*

could be used for brewed coffee, soups, or any hot or cold drink. The stainless steel dispenser, which is 20 inches tall and eight inches wide and weighs 17 pounds, will list for \$225.

**Automatic Shut-Off**

Martin said that it can be set for any portion—accurate within a fraction of an ounce—and can be adjusted for an automatic shut-off after the operator learns what the locations will sell.

He added that when the tank is empty, the coin mechanism will reject coins automatically, and also that it will drain the last cup in the tank.

Cups are not dispensed automatically, but may be taken manually from a dispenser attached to the side of the unit. The dispenser is set for a 10-cent vend.

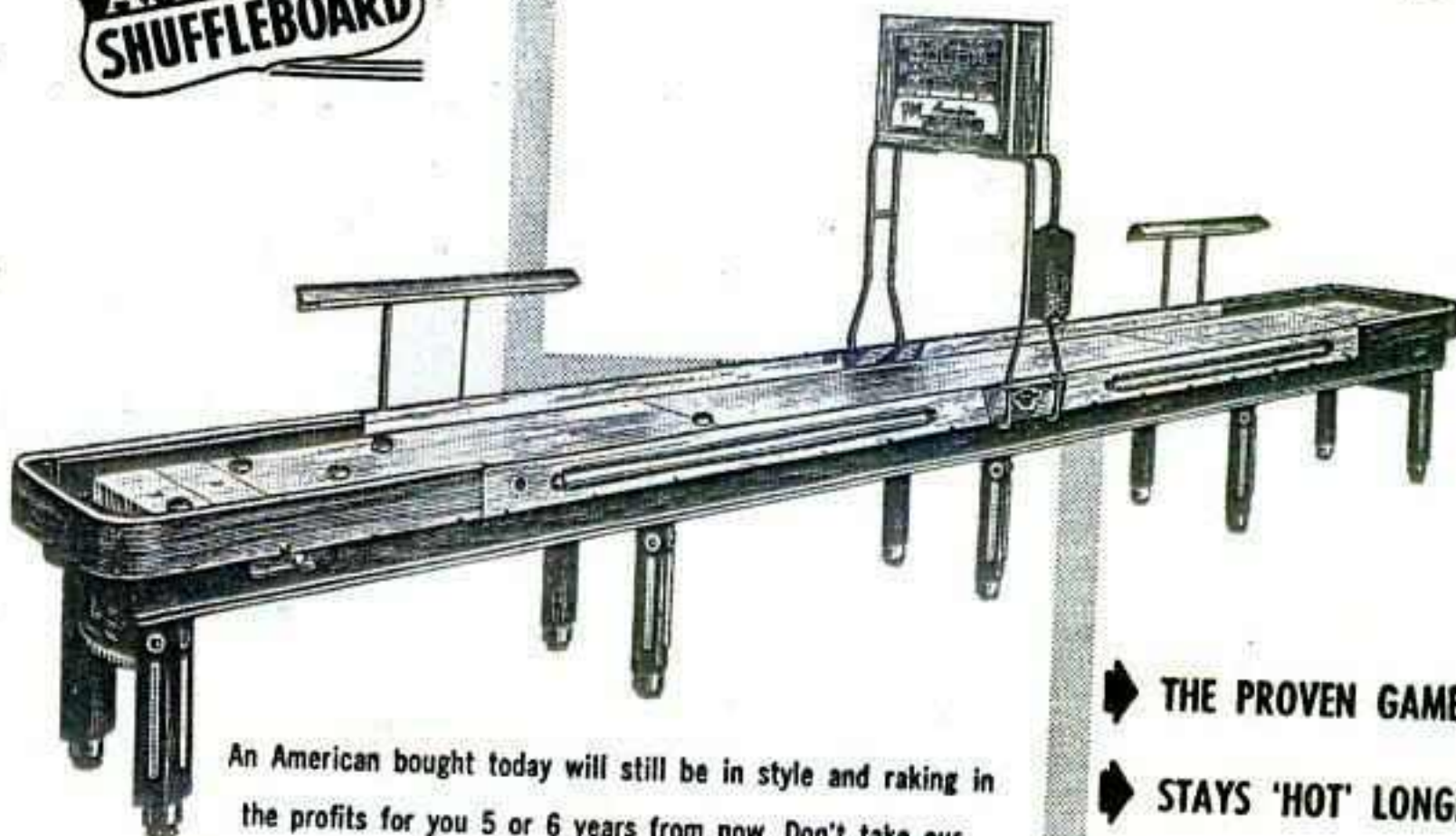
Martin said that sales will be thru distributors and factory representatives, and that he is in the process of lining up both.

PHILADELPHIA, Feb. 4.—J. W. (Bill) Allspaw, Lafayette, Ind., has been appointed Indianapolis representative of the Confection Division of Blumenthal Bros.' Chocolate Company, it was announced this week.

**Cleveland Coin Machine Exchange, Inc.**

American Shuffleboard Distributors  
2029 Prospect Ave. Cleveland, Ohio  
Tel. 1-6715  
Write for prices.

**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*

UNION 5-6633

SHUFFLEBOARD COMPANY

210 PATERSON PLAZA ROAD, UNION CITY, NEW JERSEY

- ▶ 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

**RACK UP** those **BIG PROFITS!**

with...

GENCO'S DE LUXE

**TOURNAMENT POOL**

for 3 or 4 Sided Play (lined playfield)

Hinged Playing Field  
Finest Quality Billiard  
Table Materials

**FIRST WITH:**

- Playfield Light • Adjustable Levels • Mother-of-Pearl Rail Markers • Clog-Proof Ball Troughs • Steel-Sheathed Cash Box

**NOW! FIRST SHOWING**

**GENCO'S STANDARD TOURNAMENT POOL GAME**  
HIGH in QUALITY—  
LOWEST in PRICE

**KING SIZE**

TOURNAMENT POOL GAME

18" LONGER THAN DELUXE MODEL (same width)

**SUPER BIG TOP** STILL IN PRODUCTION

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue  
Chicago 14, Illinois



### 4 MONEY-MAKING 4 MODELS

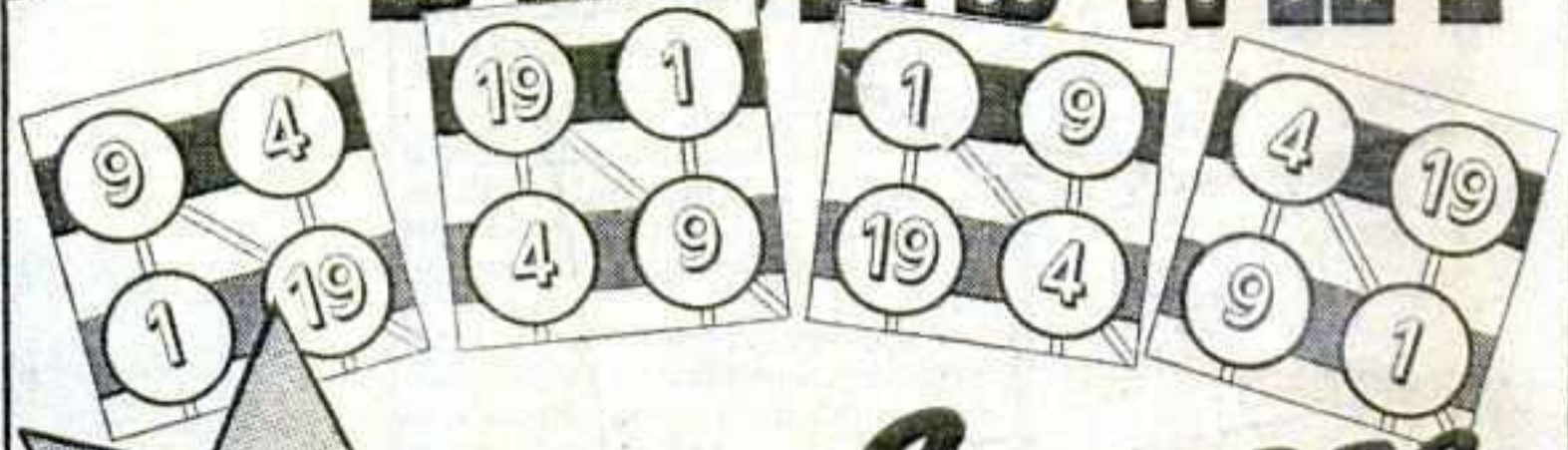
- ALL models 52 in. by 36 in., 32 in. high.
- STANDARD model without lights.
- LIGHT-UP BUMPER model for spots that want extra flash.
- NEON-LIGHT model with neon-lights under side rails, flooding table with no-glare illumination.
- 3-POCKETS model with center Free Pocket—easily convertible to 2-pockets play with plug. Choice of plain or light-up bumpers. 52 in. by 36 in.
- BALLY-LAMP easily attached to all models.

## Bally Pin-Pool EARNS BIGGEST PROFITS

Cash in on growing popularity of PIN-POOL. Get genuine Bally PIN-POOL Tables busy for you now.

## More money-making play-appeal

# Bally BROADWAY



## 4 MAGIC SQUARES

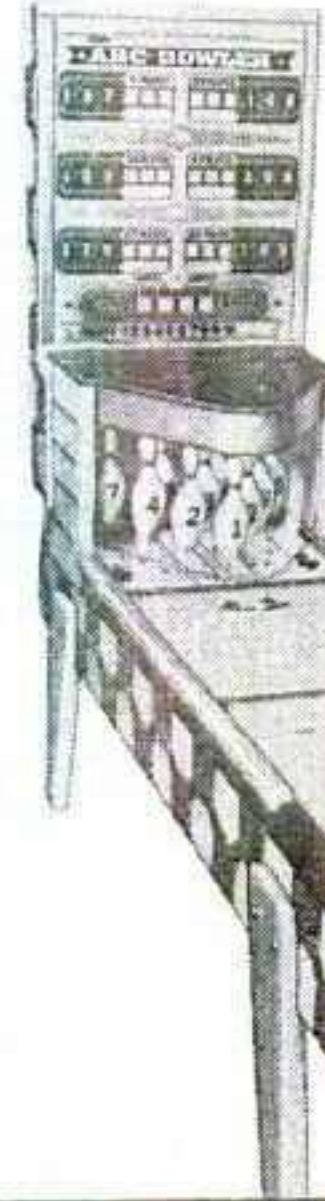
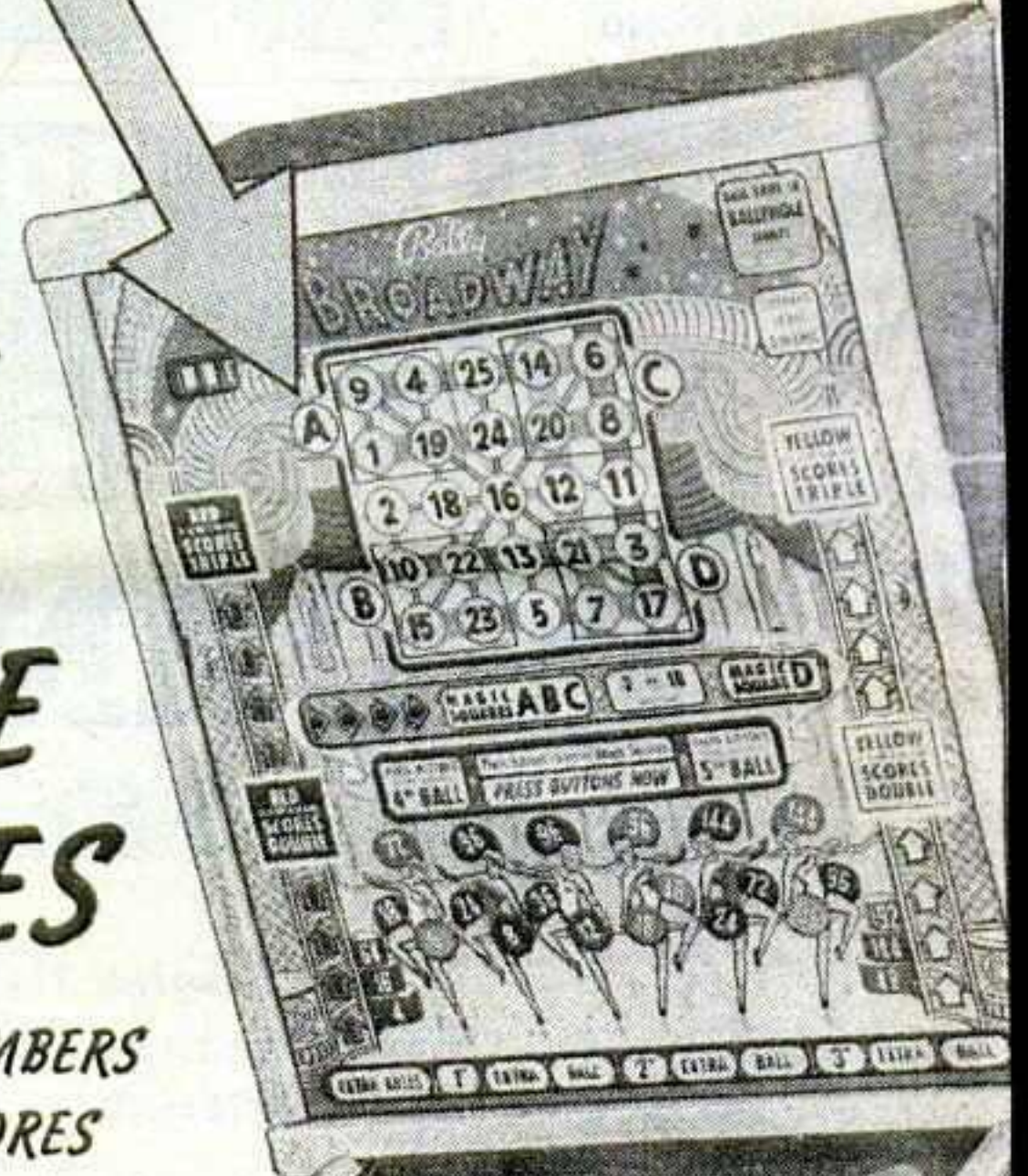
Arrow points to one of 4 Magic Squares—A—which may be shifted to player's choice of 4 different combinations illustrated above. Each Magic Square—A, B, C and D—may be shifted to choice of 4 different combinations. Separate button for each Magic Square permits player to shift only Square or Squares he desires to shift—without shifting other Squares. Maximum number-shift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning-power.

### EXTRA TIME

Player shifts Magic Squares before shooting fourth ball . . . or before shooting fifth ball, if "5th BALL" panel is lit. Earning-power of the popular extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames.

## DOUBLE SCORES TRIPLE SCORES

SPOTTED NUMBERS  
CORNER-SCORES  
ADVANCING-SCORES  
EXTRA BALLS  
BALLYHOLE



## ABC bowler

## WITH MATCH SCORE FEATURES Congress bowler

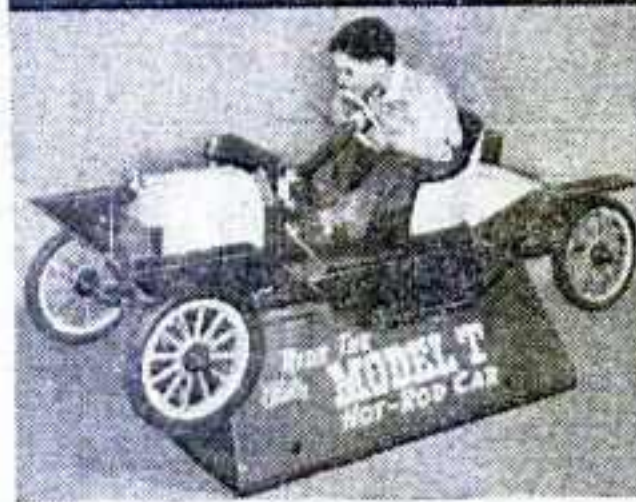
### POPULAR OFFICIAL BOWLING SCORES

For biggest group-play . . . and continuous repeat-play . . . resulting in bigger bowler profits . . . get Bally ABC-BOWLER . . . scoring by Official Bowling Rules . . . or CONGRESS-BOWLER for added attraction of match-score features.

## Bally KIDDIE-RIDES earn top money

Flashy eye-appeal of Bally Kiddie-Rides . . . thrilling action . . . simple, safe mechanism . . . sturdy construction result in biggest, steadiest earnings in kiddie-ride field. Start a steady-income route of Bally Kiddie-Rides now. Write for information or see your Bally Distributor today.

### MODEL T COIN-OPERATED AUTO-RIDE



### THE CHAMPION COIN-OPERATED HORSE-RIDE

### BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY

FEBRUARY 11, 1956

chicago coin's

# HOO-LIGAN POOL



Combines The Top Features of Automatic Pool  
Plus The Scientific and Most Interesting  
Playing Features of  
4-Sided Pool Games...

Plus Advance Scoring!

Plus The Fascinating  
Hooligan Hole!

Plus The Natural Cue  
Swing Afforded by  
the Elimination of  
the Foul Line!

and...

The New Cue Ball Circle Permits Players to Shoot  
From Any Position Within the Circle — Eliminates  
Tee Buttons.

- ★ Features Front Play!
- ★ Unbreakable Score Glass!
- ★ Screened Playfield!
- ★ Advance Scoring of 200 - 400 - 600 - 800 & 1000!
- ★ EITHER Player by Lighting up and Scoring the Hooligan Hole Can Get an Additional 1000 Points!

chicago coin's

## CHAMPION POOL



Available in 2 or 3-Hole Models With the  
Exciting Center Hole Feature! All Models  
Furnished With Center Hole Plug! Also  
Available Where End Holes Are 4" Closer  
to Center!

New Type Ball Drop Mechanism... Simple... Positive  
... Foot-Proof!  
New Plastic Light-Up Bumper  
Posts!  
2 Color Grid Screened Play-  
field For 3 Sided Play!  
2 Coin Operation! 2-4 Can  
Play! 3-4 Sided Play!

NOW Delivering Chicago Coin's

## JUMBO POOL

2 or 3 Hole Models with or  
without lighted bumpers!  
18 inches longer than regular size  
(70 inches by 36 inches)  
3 or 4 Sided Play



Lites Are  
Optional  
Equipment

**chicago  
coin**  
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

# LOOKS DIFFERENT!



Yes, Bally CROSSWORDS looks different...and is different... different in "new-look" styling of cabinet... different in compact, space-saving construction... different in fascinating puzzle play-appeal. CROSSWORDS is the game for hard-to-hold spots and every territory that needs a really new type of game for continued profitable operation.

**F A T E**

Player has lit A and T with first 2 balls.

**F A T E**

He may shoot for F-hole to light 3-letter word FAT.

**F A T E**

Or he may shoot for E-hole to light 3-letter word ATE.

**F A T E**

Or, if he shoots balls in E-hole and in F-hole, he lights 4-letter word FATE.

## New PUZZLE-SCORES

Players light 3-letter words, 4-letter words

CROSSWORDS combines play-appeal of two great American pastimes—pinball and crossword-puzzles. Player shoots balls in holes marked with letters of alphabet to light 3-letter words and 4-letter words in puzzles on backglass. Location-tests prove that 2-in-1 play-appeal of CROSSWORDS doubles and triples earnings of average 5-ball spots.

## EARN UP TO 4 COINS PER GAME

Each coin gives player additional puzzle

Because player may select up to 4 puzzles and score separately in each puzzle selected, CROSSWORDS averages 3 to 4 coins per game.



## New SKILL SCORE-BOOSTER

Scores advanced by shooting balls in Star-holes

No mystery about CROSSWORDS advancing scores. A quick glance at score-card, reproduced (half-size) at right, tells players how to boost their scores by skill-shots in 2-Star-holes at top of playfield... and keeps them coming back with "came-close-try-again" repeat-play appeal.

5¢ a puzzle	Average NO. BALLS IN Star-holes	Good	Expert
		BALL SHOT IN 1 Star-hole	BALLS SHOT IN 2 Star-holes
3-letter WORD	2	3	20
4-letter WORD	8	12	SCORE VOID IF GAME IS TILTED

Only one word per puzzle scores. Only highest score per puzzle registers.

Get your 5-ball spots back on a money-making basis... get Bally CROSSWORDS busy for you now!

**C R O S S**

**W O R D S**

*Bally*

Word-Puzzle Skill-Game

REQUIRES ONLY 27 in. by 41 in. space  
Fast 5-ball play

SEE YOUR *Bally* DISTRIBUTOR BALLY MANUFACTURING COMPANY, CHICAGO 18, ILLINOIS

# UNITED'S HI-SCORE POOL

DURABLE PLEXIGLASS  
AVOIDS DAMAGE

## ONE OR TWO CAN PLAY

### UNITED'S FAMOUS DROP CHUTE

Delivers 5 Balls for 1 Coin... 10 Balls for 2 Coins

## DOUBLE AND TRIPLE SCORE POCKETS



**Scores Totaled Automatically**  
**Transfer Scoring**  
**New Side Door Cash Box**  
**Hinged Playfield**  
**Simple Mechanism**

**Light Fixture**  
(OPTIONAL)

**SIZE**  
**3 FT. BY 5 FT.**

SEE  
YOUR  
DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

NOW AT YOUR  
DISTRIBUTOR

**CLUB POOL**  
For 3 or 4 sided play  
Size: 52" by 36"

**JUMBO CLUB POOL**  
Size: 70" by 36"

**CARAVAN**  
New In-Line Hit  
with ROTO Feature

**TOP-NOTCH Shuffle-Alley**  
6-Player Bowler

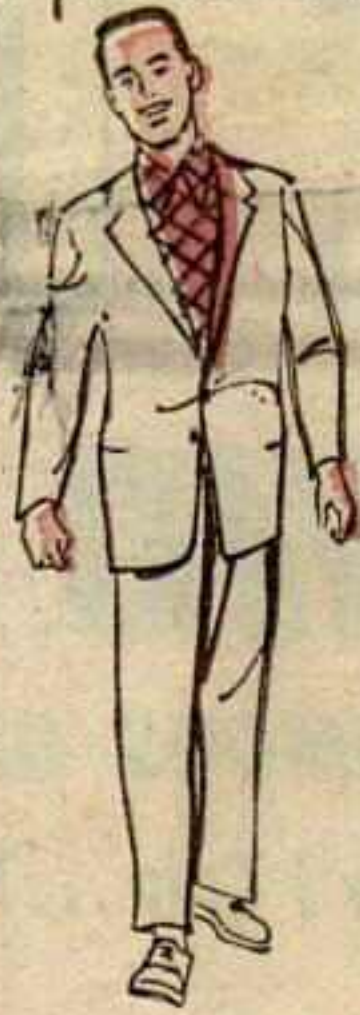
**REGULATION Shuffle-Alley**  
6-Player Bowler

UNITED OPERATORS  
ARE  
SUCCESSFUL OPERATORS

I LIKE  
*Hit Tunes*



MAKE MINE  
*Rhythm & Blues*



*Folk & Western*  
FOR ME



I'LL TAKE  
*All Time Favorites*

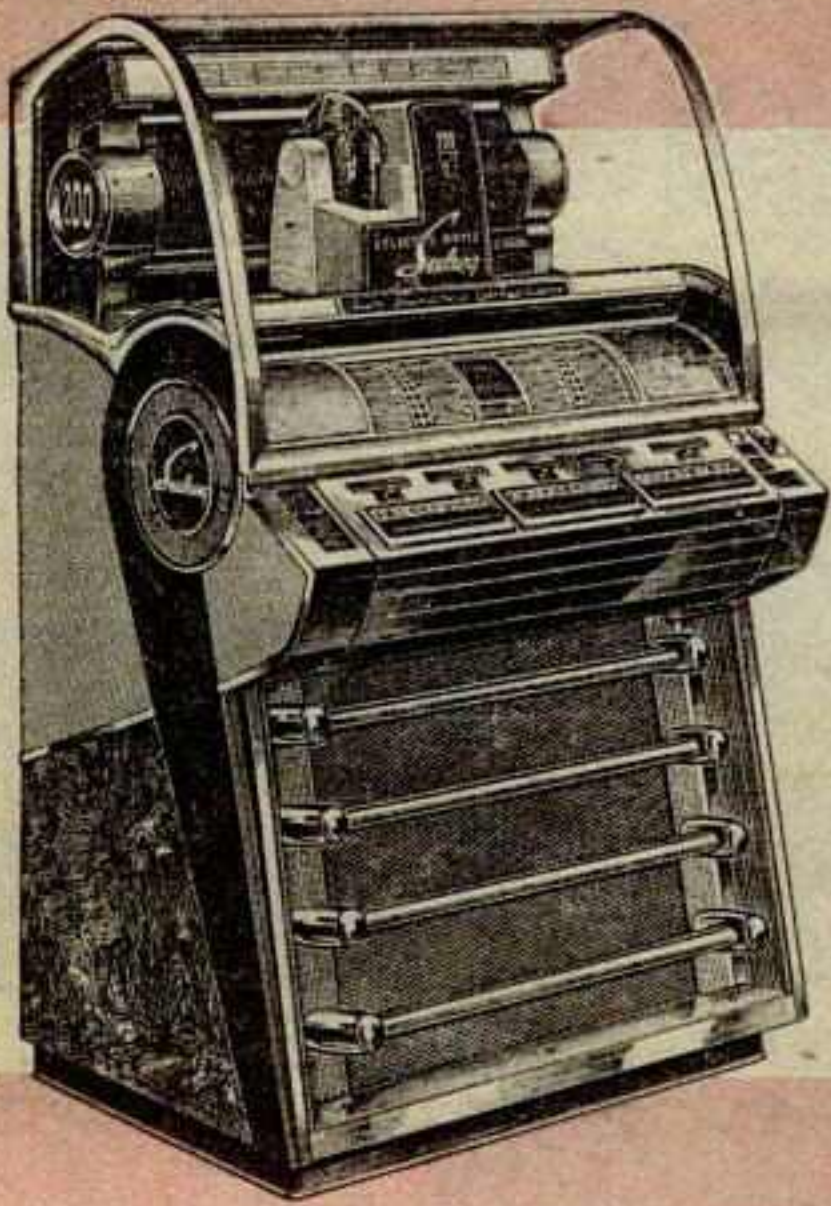


I LISTEN TO  
*Classics & Varieties*



# "MUSIC for EVERYONE"

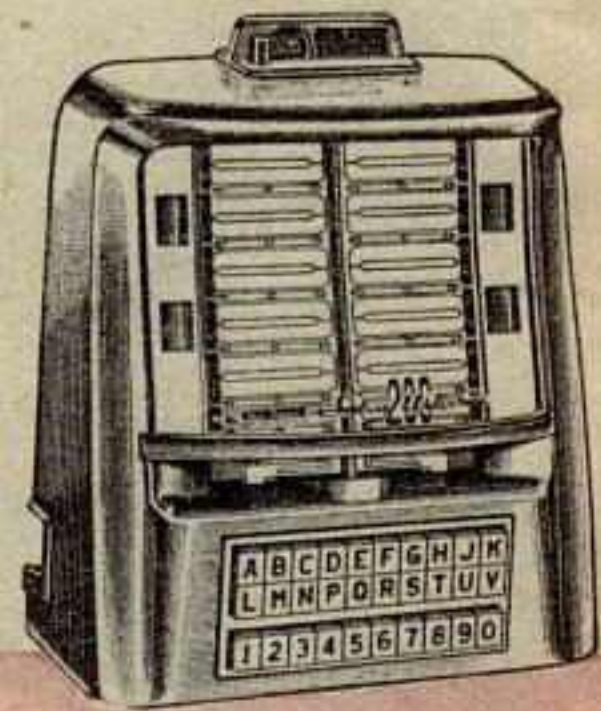
200 SELECTIONS



AT THE  
PHONOGRAPH

ANYWHERE  
IN THE LOCATION

SEE OTHER  
TWO-PAGE SEEBURG  
ADVERTISEMENT  
IN THIS ISSUE



200 SELECTIONS MAKE POSSIBLE THE WORLD'S  
FIRST DUAL MUSIC SYSTEM

*America's Finest and  
Most Complete Music Systems*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois