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Thresher Reunions To Blow Off Steam

Nostalgic Get-Togethers in Last 10 Years Pull Crowds; Old Tractors Provide Fun

By TOM PARKINSON

PONTIAC, Ill. — Getting up steam for a new season of "reunions" that attract from 15,000 to 50,000 people each are the threshermen's associations that have sprouted up in the past 10 years and proved to be mighty potent crowd pullers.

Big attraction at each reunion is the demonstration of antique steam engines—huge steel-wheeled tractors that used to power threshing machines. The farmers who operated the steam engines and the city folks who remember hauling water for uncles at threshing time gather around to see the smokestack machines go thru their paces again.

Underlying the revival of threshing day is a firm base of show business.

Typical is the Central States Threshmen's Reunion in Pontiac every year. This season's get-together is August 30-September 3, and President L. V. Kinzinger, of Carlock, Ill., believes they'll equal or better last year's attendance of 40,000 people, who paid a 50-cent gate fee at the Four-H Club Park near town.

That event started eight years ago with a crowd of 1,500 and five engines. Last year there were 29 large steamers and 20 small ones.

Book Acts, Rides

Extra attractions included a broadcast of "Dinnerbell Time," WLS radio classic, plus the personal appearance of several WLS country and western personalities. This year they'll be using more WLS acts.

Both church groups and concessionaires come in with facilities to help feed the thousands. Square dancing is scheduled for the youngsters, who also are showing interest in steam engines. A number of kiddie amusement rides are booked in for the event. Sale of a souvenir program helps finance the affair, and the Lions Club sells program ads. It all adds up to lots of people, power and profit.

Grandpa Gets Hot Rod Urge

LUXEMBURG, Wis. — Even the grandfathers with antique steam engines are falling under the spell of the hot-rod craze that started with the youngsters.

Members of the Enginemen's Association here have worked over their big high-wheeled farm machines to coax maximum speed from them. Some have topped 30 miles an hour, which is speedy for nine tons of steel and steam.

The fleet of engines is booked to play a string of fairs in Wisconsin, with the feature attraction to be a program of races in front of the grandstands.

The steamers still are the stars. Twice a day the monsters get up pressure and move out in parade. Operators take turns trying their machines on a Prony brake, device which tests pulling power. A steam engine operates a saw mill. There is a steam-powered corn sheller and small wood saw. And the tractors are cast again in their original role of threshing.

Top event for the engine men is the balancing stunt, which goes on "as long as the engine holds out." Kinzinger explains that in this event an engine teeter-totters itself on big timbers which tip two feet off the ground.

Piloting the heavy contraption back and forth on a teeterboard would be trick enough. But with steam engines there is an added problem. When the teeter totters, the water in the boiler sloshes mightily, and that's likely to throw the whole works off balance.

Started by Blakers

Steam reunions got started in 1945 when the LeRoy Blakers, of Alvardton, O., started the National Threshers' Association. Their event, now at Montpelier, O., is one of the biggest. Mrs. Blaker is secretary and she also heads up the ladies' auxiliary, which publishes a thresher women's cookbook for sale at the annual. Last year, she reports, the women sold \$2,000 worth of books and hand work. For the 1956 reunion, which will

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MICKEY DISKS, TV CLUB TIE-IN ON MAIL ORDER

NEW YORK — ABC-Paramount Records will peddle its Official Mickey Mouse Club line on a mail-order basis, thru Walt Disney's ABC-TV "Mickey Mouse Club" show, starting April 1. Listeners will be offered one record (78 or 45) postpaid, plus a photo of emcee Jimmie Dodd and the Mouseketeers, for \$1.

The TV show will be the only mail-order outlet for the line — otherwise offered thru regular dealers—and spot copy will suggest that listeners write in for the disks only if they can't find the records at their local store. Judging by the Disney show's current pulling power (top-rated kiddie daytime show), Am-Par stands to reap a sizable harvest of mail orders.

The show is viewed by approximately 16,500,000 fans per program, and Am-Par is buying a total of 93 spots over a period of 33 weeks. The show recently solicited subscribers for its new Mickey Mouse Club Quarterly magazine, and response has been so great that the network estimates it will have 500,000 mailed subscriptions in by the time the first issue is out this summer.

Am-Par's President Sam Clark and Jimmy Johnson, vicepres and music department chief of Walt Disney's Disneyland label, met here last week to discuss the TV show and future production and sales plans on the line. At the same

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Record Shops Have Whatever You Want For Music at Home

90% of Stores in BB Poll Report Expansion to Handle All Equipment

By IS HOROWITZ

NEW YORK — More than ever before the store where Mr. Average Consumer buys his phonograph records is also an outlet where he can acquire just about all the equipment needed for home music entertainment.

This condition is borne out dramatically in a survey just completed by The Billboard, which polled record dealers in all parts of the country. The survey (see Music department for complete details), one of the most extensive ever tackled in the industry, also pointed up the growing interdependence of records and phonographs at the point of sale.

Assortment

Practically all record stores now sell some music reproducing equipment, be it phonograph, radio, tape recorder or hi-fi component. Well over 90 per cent of the stores completing questionnaires reported this fact.

Perhaps of equal trade significance is data showing that in well over half of all record stores, playback and radio equipment is sold in the same department as records. This is a trend that has been gathering steam in recent years. It has made the record counter and record clerk a vital aid in the sales of

phonographs, radios and associated equipment.

Traders who have been watching closely the current boom in record sales see this "marriage" of record and phono sales as a natural development. Especially with the rise in importance of the long-play record has this dual, tho associated, function of the record dealer gained prominence.

Long View

What may be even more important trade-wise over the long haul are the optimistic projections of future sales of equipment by record dealers. For most types of equipment, it is indicated, sales thru this distribution channel are on the way up. Three-speed automatic phonos in the \$100 to \$200 price bracket show the greatest rise, but among other units soaring on a rising sales curve, transistor radios, moderate price tape recorders, hi-fi components, portable and clock radios, as well as three-speed automatic phonos both below \$100 and above \$200 in retail cost, also figure prominently.

Analysis of the poll shows that the average dealer has moved into the high-ticket equipment area without reducing his effectiveness as the prime mover of low-cost phonos.

R. S. Littleford Heads Music; Kemper Exits

NEW YORK — Effective March 24 Roger S. Littleford Jr. became general manager of the Music-Radio division of The Billboard, replacing K. (Lips) Kemper, who has resigned from the company to join the staff of Young & Rubicam, Inc.

The personnel and organization of the Music-Radio division under Littleford remains the same as under Kemper. Paul Ackerman heads the over-all editorial operation as Music-Radio editor and will continue to supervise the New York record review functions and to direct the editorial staff in all offices. Is Horowitz, special Music-Radio editor, continues under Ackerman on special news assignments and will be responsible for production of special issues. Horowitz is also responsible to Littleford for the operation of the Music Popularity Charts.

Dan Collins continues as advertising manager of the division and is responsible to Littleford for the direction of the sales staff in all offices. Bob O'Brien, who joined the staff early this year, operates

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NEWS OF THE WEEK

CBS Runs Into Sponsor Block On Programming Changes . . .
CBS is having problems carrying out the changes it desires to make in its programming line-up for next season. One of the areas in which it's experiencing difficulty is in getting advertisers to go along with suggested program changes. . . . Page 2

Problems With Major Stations Upset 'Playhouse 90' Plans . . .
"Playhouse 90," the weekly hour-and-a-half drama series that CBS is planning for next season, has taken on an "iffy" status. There's a major problem that's arisen with its affiliated stations, which has aroused speculation as to the fate of the show. . . . Page 2

Aberbachs in Precedental Deal For Share of De Sylva Renewals . . .
Details revealed of the Aberbach Brothers precedental arrangement with Marie Ballentine, guardian of the estate of Stephen William Ballentine, covering the child's share in the renewal copyrights of clefter Buddy De Sylva. Contingent on Supreme Court decision,

Aberbachs to pay \$100,000 and other emoluments. . . . Page 16

Beatty Show, Featuring Cisco Kid, Opens in Los Angeles . . .
Clyde Beatty Circus, featuring Duncan Rinaldo as the Cisco Kid, opens its tour and plays Los Angeles. Show's route will take it into territory covered by Ziv Television's "Cisco Kid" TV film outlets. This marks first time lion man Beatty has taken on a co-star and first time in years he has routed show into new territory. . . . Page 72

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The Billboard Surveys
Equipment Sales Among Record Dealers

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Sponsors, Stations Abet Fall Program Confusion at CBS

Former Plan Out; Tuesday, Thursday Nights Due for Major Overhauling

NEW YORK — Programming confusion about next season's plans ran rampant at CBS-TV last week. The decisions made by top CBS management on the weekend of February 25 have been rendered inapplicable by two major stumbling blocks—sponsors and stations.

Many of the sponsors of the shows involved in the changes, have refused to go along with CBS' suggestions. And many of the network's affiliates, too, have opposed CBS' Thursday night plans for "Playhouse 90." (See other story this issue.)

Two of the evenings slated to be overhauled are Tuesday and Saturday. The S. C. Johnson Company and Pet Milk, the current sponsors of Red Skelton at 9:30, are against the web's plan to lengthen his show to an hour and move it next to Phil Silvers. They, of course, would lose much of their identification, because other sponsors would most likely have to be found to share the bill. And Maytag and Sheaffer are reportedly balking about dropping "Navy Log" which currently occupies the 8:30-9 p.m. time period.

Saturday Snafu
Saturday plans for next fall are also in a snafu. Aside from the Jackie Gleason situation (see other story this issue), Nescafe remains to be satisfied. And Budweiser has refused to buy a segment of Perry Mason, the new hour melodrama to be slotted 10-11. Budweiser, too, wants to stay with its own property.

CBS Changes In 7:30 Slot

HOLLYWOOD — The CBS 7:30-8 p.m. line-up next season will see new shows being aired on Tuesday and Wednesday nights, but the other three weekday evenings will remain as is, according to current plans reported here.

The changes envisaged would be on Tuesday and Wednesday, where "Name That Tune" and "Brave Eagle" currently are programmed.

Among the properties available for those nights are "Whirleybirds," "Richard the Lion Hearted," a UPA cartoon series and a Terrytoon cartoon package, the last being considered for Wednesday night as a low budget entry which could provide a bankroller with a good cost-per-thousand even against "Disneyland." "Name That Tune," which is well liked by

(Continued on page 4)

Making things difficult for the network is its lack of pilots of the new properties that it plans to program next season. Available for showing are "Whirleybirds" and "Joe and Mabel." Bankrollers are naturally reluctant to commit themselves to millions of dollars in program expenditures without first okaying the shows.

CBS is also not willing to act precipitately and perhaps to alienate the good will of many of its clients which are involved in these proposed shifts. With the current sound and fury going on in Washington, as the industry comes under searching investigation by various government committees, the web is obviously not in a position to flex its muscles.

'Playhouse 90' Hits Snag on Clearance

Major Stations Hold Onto 10:30-11 Time; Delays Fouled; Film Rights Not Clear

NEW YORK — The status of CBS' "Playhouse 90," the weekly 90-minute dramatic show planned for next season on Thursday nights, is up in the air. Reports have it that it may be dropped or changed to an hour-long format.

The major problem, reportedly, is the opposition on the part of major market stations to clearing the 10:30-11 p.m. period for the show, which is to begin at 9:30. Clearance of the 10:30-11 p.m. time has always been a major stumbling block to all networks. CBS apparently was hoping that by scheduling a 90-minute show at 9:30, many stations unwilling to clear for a half hour 10:30-11 p.m. program would fall in line. Such major markets as Boston, Atlanta, Buffalo, Detroit, Pittsburgh, Washington this season have refused to clear for CBS' Thursday 10:30-11 p.m. program.

CBS is now faced with the bleak prospect of going without the clearance it desired or of dumping the idea of programming "Playhouse 90" as a 90-minute show.

Film Rights

The fact that the program is 90 minutes long and most of it live makes it imperative that stations be cleared on a live basis. For one thing, many of the properties the show would have to rely on for program material cannot be telecast on a delayed basis, because film rights to those properties cannot be cleared. Additionally, the telecasting of a 90-minute network shot on a delayed basis presents a major scheduling problem for the web's affiliates.

Evidence of the "iffy" status of "Playhouse 90" is the cancellation of plans to open the show in October with Noel Coward's "This Happy Breed." The property is now slated to be produced in May

on "Ford Star Jubilee," which was the initial plan before CBS scheduled the Coward property on "Playhouse 90," reportedly because Ford felt that Coward is too sophisticated for the audience it's trying to reach.

No Pact

It's also been learned that no contract has been signed between CBS and Screen Gems for the production of eight or more 90-minute film dramas for "Playhouse 90." Altho a deal is understood to be all but set, the fact that no contract has yet been signed with Screen Gems makes it possible for CBS to drop "Playhouse 90" more easily.

It's considered unlikely that CBS will schedule "Playhouse 90" at 9-10:30 p.m., because such a programming move would necessitate shifting "Climax" to another night of the week. "Climax" couldn't be moved into the Thursday 8-9 p.m. period because De Soto, a Chrysler division sponsor, has an NBC show, "You Bet Your Life," airing 8-8:30 p.m.

Bowling May Get Net Berth

NEW YORK — Bowling will get a network berth. General Cigar has purchased half of Sundays 10:30-11 p.m. on NBC-TV for a bowling show to originate from Chicago soon. The time period has been a difficult one for clearances, but the cost of the kegging stanza is so low that the advertiser can do well with even a fair rating.

NBC is looking for another client interested in reaching a male audience. Young & Rubicam is the agency.

FALL NOT SET; WEAVER BACK

NEW YORK — NBC-TV is still in the midst of resolving its programming plans for next season. With Sylvester (Pat) Weaver, the web's chairman of the board, back only for a short time last week, major decisions were not concluded.

One programming shuffle being considered is moving Sid Caesar out of Monday night, 8-9. Where he would be slotted is not known.

EDITORIAL

Fred Allen's Passing

The sad news about the untimely passing of Fred Allen came after last week's issue of The Billboard had gone to press. Along with everyone else concerned with show business in general, and with television in particular, we were shocked and deeply moved.

To eulogize Fred Allen strikes us as unnecessary. All who knew him were acquainted with his integrity, his intelligence and his never-failing good humor, which was visible even when he was at his most acid. His was a talent which spanned varied media over a period of years; fortunately for them the vast majority of Americans were exposed to the Allen brand of comment on worldly affairs. For this, they can only be better human beings.

If there is any lesson to be learned from Fred's passing, it is that the television industry must never again waste a talent such as was his, a talent with which a nation is enriched but too seldom. It is to the credit of Goodson and Todman that they utilized Fred on "What's My Line?" these past months, but they doubtless would be among the first to admit that his innate wisdom could hardly reach its fullest expression within its format. It is a loss to the nation that this industry never was able to find a satisfactory vehicle by which this could be accomplished.

We mourn Fred Allen, and we deeply regret the opportunities missed by television in recent years to bring him to the nation in a format tailored to his abilities. Men of this caliber are among us too rarely and pass all too soon. There must not be so dreadful a waste when such a man again appears.

IF PROBLEMS SOLVED

Buick, Texaco May Foot Gleason's Hour

NEW YORK — Buick and Texaco may wind up as co-sponsors of a Jackie Gleason hour show next season on CBS-TV. That is, if several problems can be resolved. The major problem, of course, is to get Gleason to return to the hour format which was so successful for him last season.

Winning his consent, however, may depend upon the Trendex ratings in his new 8 p.m. time period, two of which have been better than Perry Como, and the most recent lower than the singer. If Gleason's current half-hour show does not out-pull Como's, Gleason may be forced to return to his hour format.

Also to be considered is a \$250,000 contract that Gleason has signed with Du Mont for the use of its electronicam system for 39 more film shows. The network and clients might have to split this bill between themselves and add it to the program cost.

Texaco has already given up on Jimmy Durante, but whether it gives up Saturday 9:30-10 on NBC-TV may depend on whether it can get Gleason. The hour ver-

sion of Gleason could also conceivably wind up going 7:30-8:30 unless Nescafe can be persuaded to move out of its 8:30-9 half hour next season. Kudner is the agency for Buick and Texaco.

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NBC to Worry Later About Kids at 7:30

NEW YORK—What will NBC-TV do with its 7:30-8 p.m. strip next fall which has been buffeted this season by the CBS-TV and ABC-TV programming directed at the kids? Indications are that NBC will stand pat for the moment and deal first with more pressing programming problems.

The definitive question remaining to be settled, however, is whether Chevrolet and Coca-Cola will renew Dinah Shore and Eddie Fisher, respectively, who together

occupy four out of five quarter hours, 7:30-7:45. Both clients are happy with the talent, but they must decide whether they wish to use them in other and stronger formats with more audience pulling power next season. Fisher and Miss Shore are tied to NBC contracts.

If these renewals are not forthcoming, NBC's decision will probably be to reprogram the 7:30-8 strip, moving the "Camel News Caravan" to an earlier strip. Tho the network has done well in retaining the adult audience for its news and music concept, it may be forced to program shows which would have more appeal for the over-all audiences.

Casts for New P&G Soaper Strip on CBS

NEW YORK—Procter & Gamble, thru Benton & Bowles, last week set the casts for two of its new half-hour soap operas on CBS-TV. Moving into the 1:30-2 p.m. strip soon will be "As the World Turns," featuring Helen Wagner, Don MacLaughlin and Ruth Warrick. It will replace "Love Story."

Into the 4:30-5 p.m. strip on the same web will go "Edge of Night" with John Larkin and Maxine Stewart and Bob Dixon. This will substitute for "On Your Account." Werner Michel, former senior producer at the Du Mont network, has joined Benton & Bowles to produce the show. If the two half-hour soap operas click, it may result in more quarter-hour soaps being converted into longer formats.

W.D. Rogers In TvB Chair

NEW YORK — W. D. (Dub) Rogers Jr. last week was elected chairman of the board of the Television Bureau of Advertising. Rogers, one of the founding fathers of the bureau, is president of KDUB-TV, Lubbock, Tex. He succeeds Dick Moore, head of KTTV, Los Angeles.

Roger Clipp, manager of WFIL-TV, Philadelphia, was elected secretary. Lawrence (Bud) Rogers 2d, manager of WSAZ-TV, Huntington, W. Va., continues as treasurer. The board of directors approved a budget of \$700,000 for this year.

CBS Chalks Up Biggest in 1955

NEW YORK—CBS, Inc., these days is leaping for joy over the success of 1955, its biggest to date. The corporation's annual report pegs net revenues and sales at \$316,600,000, or an increase of 12.9 per cent over the previous high of 1954. Consolidated net income was \$13,400,000, an increase of 17.4 per cent over 1954's \$11,400,000.

Some 7,331,111 shares outstanding earned \$1.83 each. In 1954 the figure was \$1.62. Cash dividends for the year were 76½ cents per share. Also a 2 per cent stock dividend was paid in December.

Silvers Tops Hope Trendex

NEW YORK — Phil Silvers topped Bob Hope in the Trendex ratings last week 23.6 to 16.2, in the Tuesday 8-8:30 CBS-TV and NBC-TV competition. "Warner Brothers Presents," the ABC-TV show, hit a 16.3. Hope jumped to a 24.1 at 8:30-9 as against ABC's "Wyatt Earp" which got a 18.7 and CBS' "Navy Log's" 18.2.

ABC Sponsors Hunt Shows

NEW YORK—A batch of ABC bankrollers are looking for new properties. Sterling Drug wants a replacement for "The Vise," Fridays 9:30-10 p.m.; Emerson Drugs and Lenthieric would replace "Chance of a Lifetime" Saturdays 10-10:30 p.m.; General Electric is seeking a new property for Tuesdays, 9-9:30 p.m.

Du Pont also is understood ready to drop "Du Pont Theater." It reportedly has optioned ABC's "It's a Great Country." Best Foods is said to be looking to replace "You Asked for It" Sundays 7-7:30 p.m., and American Tobacco and General Foods are searching for a show to replace "M-G-M Parade" in the Wednesday 8:30-9 p.m. period. These last named bankrollers are reportedly close to buying a new Alan Ladd show for that period, but no deal has yet been closed, so far as it is known.

Mogen David Wine and Helen Curtis are understood to have picked up a new show, "Treasure Chest," to replace "Dollar a Second" on ABC Fridays, 9-9:30 p.m.

P&G Splits Up Program Dept.

NEW YORK—Procter & Gamble has split its radio-TV programming department into two sections. Heading the section devoted to radio-TV programming will be William F. Craig, former director of TV, who has been named director of programming, which includes motion picture activity.

A new commercials section will be directed by William M. Ramsey, former director of radio for the company. He will be in charge of blueprinting and production of all radio and TV commercials.

Emmy Academy Bestows Awards On TV Favorites

NEW YORK — The following were among the Emmy Award winners on Saturday (17): Phil Silvers won as best comedian, best actor in a continuing performance and for the best comedy show; Perry Como, for best emcee and best male singer; Ed Sullivan, for best variety series, and Lucille Ball, for best actress in a continuing performance.

"Peter Pan" was voted best single program of the year; Mary Martin, best actress in a single performance for her starring stint

TWO HOURS OF BOFF

CBS Banks on Laffs For Tues. Night at 8

HOLLYWOOD—CBS hopes to dominate Tuesday night next season by throwing on the air a solid two-hour gauntlet of half-hour comedy shows 8-10 p.m., which will be topped off by the fabulous "\$64,000 Question."

The web, of course, will lead off with strength in the form of the Phil Silvers show, "You'll Never Get Rich," 8-8:30 p.m. Comedy shows mentioned to fill the 8:30-9:30 p.m. periods include "Belvedere" and "Mr. Adam and Eve," but the final programming choice rests with the bankrollers of the time periods. "Belvedere" was last reported being eyed by General Electric for an ABC 9-9:30 p.m. berth next season.

The 9:30-10 p.m. period will un-

doubtedly continue to be filled by Red Skelton. CBS' hopes of expanding Skelton to an hour size for the 9-10 p.m. period have reportedly been dashed by the refusal of his sponsors to go along with the move.

CBS' strategy of banking on comedy shows Tuesday night will pit it against the other webs' drama shows, for the most part. ABC's projected 8-10 p.m. line-up includes "Warner Bros. Presents," "Wyatt Earp," "It's a Great Country" and the show that General Electric has yet to buy. NBC's 8-10 p.m. period similarly is expected to be half filled with drama shows—"Fireside Theater" 9-9:30 and the first half of an hour drama 9:30-10. The 8-9 period on NBC will probably be filled with comedy and musical programs.

AT&T Buys May Nip 'Omnibus'

NEW YORK — CBS' sale to American Telephone & Telegraph of the Sunday 6-6:30 p.m. time slot next season has placed the status of "Omnibus" up in the air.

The show may wind up on NBC-TV come fall. Another possibility, according to reports, is that the show will stay on CBS, but will hit the air only once a month next season, pre-empting AT&T's "The Storyteller" each fortnight.

Still another unconfirmed report has it that the program may be trimmed down to an hour length for airing 5-6 p.m. on CBS, but this is considered unlikely in view of the fact that some of CBS' Sunday afternoon professional football games next season will run into the 5-6 p.m. period.

Reynolds Hunts For New Show

NEW YORK—R. J. Reynolds is hunting for a new show for its CBS Thursday 8-8:30 p.m. period.

The bankroller reportedly wants to switch Bob Cummings to Friday night as a replacement for "Crusader," which would be axed.

on the same vehicle; Ed Murrow, best news commentator; Art Carney, best actor in a supporting role, and "Matinee Theater," best contribution to daytime programming.

Ralston Buys 'Journey' Seg

HOLLYWOOD—In one of the first definite new program buys of the coming season, Ralston-Purina last week dropped "Ethel and Albert" and substituted a Jack Douglas-produced film show, to be called either "Journey" or "Golden Journey," in the 10-10:30 p.m. ABC-TV Friday night slot.

The program will consist of travel and adventure films, narrated by a host (still to be chosen). Some of the footage has been seen locally in the Los Angeles area, but as far as national airing is concerned, it will be an entirely new package and will have no effect on the Douglas-Lesser produced "I Search for Adventure," syndicated nationally by George Bagnall & Associates.

Apparently one of the reasons the agency, Guild, Bascom & Bonfigli, gravitated toward "Journey" is its low cost, reported to \$7,000 per half hour. The show will be opposite "Lineup" and boxing, a slot in which its predecessor managed to garner only about 10.0 ratings.

McConnaughey Denies Statement

WASHINGTON — George C. McConnaughey, chairman of the Federal Communications Commission, has denied he said the FCC staff was controlled by the networks. Rep. Joe L. Evins, chairman of a Small Business Subcommittee of the House of Representatives, maintained that McConnaughey made the statement in his presence at a conference (The Billboard, March 24).

Situation Comedy Programs Still Best Half Hour on Nets

NEW YORK—Situation comedies are still the most popular type of half-hour network TV program, tho Western dramas, which this season emphatically demonstrated their strength, follow close behind, according to a study of Nielsen ratings of half-hour shows for the second half of January.

According to the Nielsen study, the average, network, evening, half-hour program earned a 24.8 Total Audience rating. The most popular type of half-hour, evening show, the situation comedy, pulled a 28.7 Nielsen, which was the average rating of all 21 network situation comedies on the air. Close behind it came the Western drama, which pulled an average 28.4 rating. The number of evening Westerns on the air was seven.

The third most popular type of show, as evidenced by its rating pull, was the general drama, which garnered an average 25.8 Nielsen. There were more general drama programs on the air—23 of them—than any other type of show. Mystery dramas, of which there were only four represented on the networks, pulled an average rating of 25.3.

Quiz and audience participation programs, of which there were 18 on the networks, averaged a 25.1 rating. The 11 general variety type shows averaged a 22.7 rating, while the 17 other half-hour, evening, network shows, those that do not fit into any of the above categories of program types, averaged an 18.1 rating.

Of course, for an advertiser to judge how efficient a show is, it's

necessary for him to know not only its rating but its cost as well; for in the final analysis a show's cost-per-thousand figure is usually more important than the rating. However, given a number of different type shows, all approximately equal in cost, the Nielsen study outlined above indicates which show could be expected to deliver the best rating.

Tho many shows within a specific category differ greatly in their ability to pull in ratings, the Western dramas showed a unique ability at maintaining a relatively consistent rating level. In all the Nielsen reports issued from the last half of October thru January, no Western drama show pulled less than a 20.0 rating, a record unmatched by any other type of show.

pioneering for
an even
better tomorrow

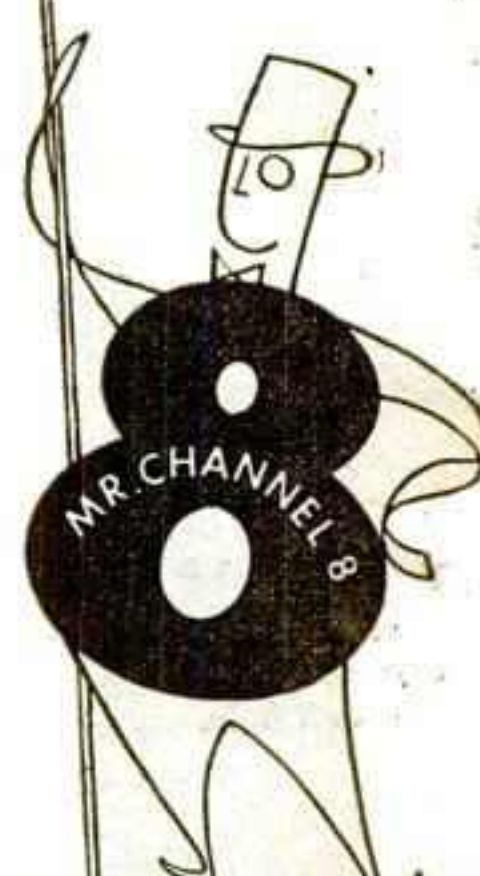
WGAL-TV

LANCASTER, PENNA.

NBC and CBS

On March 18, 1949,
pioneering WGAL-TV
telecast its first
programs. WGAL-TV
now enters its
eighth year with a
determination to continue
pioneering . . .
to give the best television
service possible to its
viewers and the many
communities in which they
live.

STEINMAN STATION
Clair McCollough, Pres.



MR. CHANNEL 8

316,000 WATTS

Representatives:

MEEKER TV, Inc.

New York Chicago
Los Angeles San Francisco

Commercial Cues

CARTOON CHARACTERS

Famous Studios, producers of short theatrical cartoon subjects for Paramount Pictures, is releasing some popular cartoon characters to TV. Among them are Casper, the Friendly Ghost; Little Audrey, Herman and Catnip. They will be released to an advertiser on an exclusive basis. Alan Hartman, general manager of the studios, is talking to several agencies now.

NEW DITCH FOR DEITCH

Gene Deitch, winner of many Art Directors awards for such animation commercials as Jello's "Busy Day" and Piel's "Harry and Bert," has joined Robert Lawrence Productions as creative supervisor. He will supervise animation in New York and for the firm's Hollywood affiliate, Grantray-Lawrence Animation, Inc.

ID'S

Transfilm Incorporated, TV film commercial producer, will open a branch production office in Hollywood. . . . Polly Bergen left for Hollywood Thursday (22) to resume her role of "Miss Pepsi-Cola" on film commercials, etc. . . . Joseph Lamneck has joined the commercial production department of Kenyon & Eckhardt, Inc., as associate TV producer. . . . Announcer Bob Dixon, who does the commercials for Amoco gas, was in Sebring, Fla., last week for the Grand Prix Sports Car Competition as a representative of Amoco.

RKO Tele to Expand Outlets

NEW YORK—RKO Teleradio is striving to expand its TV station interests still further, it is reported here. It is applying for the hotly contested Channel 2 in San Francisco. And it is buying a big minority interest in CKLW, Windsor, Ontario, which blankets Detroit.

With the transfer of its Hartford, Conn., station, WGHV-TV to CBS-TV, Teleradio controls five TV stations.

CBS Changes

Continued from page 2

its current bankroller, might be moved to another time slot, if its sponsor, Whitehall Pharmacal, agrees.

"Robin Hood" on Monday night, "Sergeant Preston" on Thursday night and "Flicka" on Friday night will probably remain in their present time slots for next season. Both "Robin Hood" and "Sergeant Preston" have been exceedingly successful this season, while "Flicka," which went on the air for Colgate about a month ago, has been building nicely.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercials Producer
OTHER FOODS AND MEAT PRODUCTS				
Uddo & Taormina, Progresso Food, Carlo Vinti....	1	(60), 2 (20)	LA	American Film
H. J. Heinz Co., Ketchup, Maxon, Inc. (Studio 57)....	2	(60)	LA	Mark Stevens
Krun-dee Potato Chips, Simons, Michelson....	1	(20), 1 (40)	FA, S	TV Cartoon
C-7 Iceberg Lettuce, John Cohan....	1	(60)	LA	Mercury Intl.
Campbell-Franco, American Spaghetti, Leo Burnett....	1	(90), 1 (30)	LA	Mercury Intl.
Kellogg Cereals, Leo Burnett....	8	(60), 2 (20)	LA	Mercury Intl.
Kellogg Corn Flakes, Leo Burnett....	2	(—)	NA	Playhouse
Valleydale, Meat, Noble Dury....	1	(60)	FA	Kling Film
Frosty Morn, Meat, Noble Dury....	1	(60)	FA	Kling Film
General Foods Corp., Jell-O, Young & Rubicam....	4	(75, 60, 20, 10)	FA, ID	Academy
C. A. Swanson & Sons, Frozen Main Course Dinners, Tatham-Laird....	—		NA	Sarra
PUBLIC UTILITIES				
Northern States Power Co., Campbell-Mithun (Celebrity Playhouse)....	2	(27)	FA, SM	Reid H. Ray
RADIO, TV SETS, PHONOGRAPHS (Records and Dealers Thereof)				
RCA TV Sets, Kenyon & Eckhardt....	1	(60), 2 (50)	LA (C)	East Coast
RCA Victor, Records, Grey (Producers' Showcase)....	1	(60), 1 (30)	LA, SA, SE, M	Transfilm
General Electric, TV Sets, Maxon (20th Century Presents, Warner Bros. Presents)....	3	(60)	LA, SA	Transfilm
TOBACCO, CIGARETTES, CIGARS				
Pall Mall, SSC&B....	2	(60)	LA	East Coast
P. Lorillard, Old Gold, Lennen & Newell....	3	(10), 3 (20)	ID, LA	Transfilm
R. J. Reynolds, Winston, Wm. Esty (I've Got a Secret, Robert Cummings)....	7	(60), 3 (20)	LA, SA	Transfilm
Camel, Wm. Esty, (Camel Caravan, The Crusader)....	1	(60), 3 (20)	LA, SA	Transfilm
G. H. P. Cigar Co., El Producto, Norman Craig & Kummel....	1	(50)	FA, LA	Academy
The American Tobacco Co., Herbert Tareyton, M. H. Hackett Co....	—		NA	Sarra
TOILET REQUISITES (Toilet Soap, Cosmetics, Perfume, etc.)				
The Mennen Co., Mennen Skin Magic, Grey....	—		NA	Sarra
Pharma-Craft Corp., Fresh Cream Deodorant, Harry B. Cohen....	3	(60), 3 (20), 3 (10)	LA, SA, M, ID	Gray-O'Reilly
TRANSPORTATION				
Greyhound Lines, Bus Service, Beaumont & Hohman....	2	(10)	SE	Video-Wise
Hargle Van & Storage, Movers....	5	(20)	S	Kling
MISCELLANEOUS AND UNIDENTIFIED SPONSORS				
Fisher-Price Toys, Weill & Eby....	—		NA	Sarra
State of California, Military....	1	(50), 1 (20)	FA	Cine-Tele
State of California, Highway Patrol....	1	(50)	SE	Cine-Tele
American Optometric Preservation, John C. Patterson....	2	(60)	SA	Roger-Wade
Illuminating Co. of Cleveland, Reddy Kilowatt, McCann-Erickson....	1	(20)	FA	Roland Reed
Mattel Toys, Carson Roberts, Inc....	1	(60)	LA	Mercury Intl.
American Legion Poppy Campaign....	3	(20)	NA	Television Screen
M-G-M, Donahue & Coe....	2	(60), 2 (20)	LA	Bill Sturm

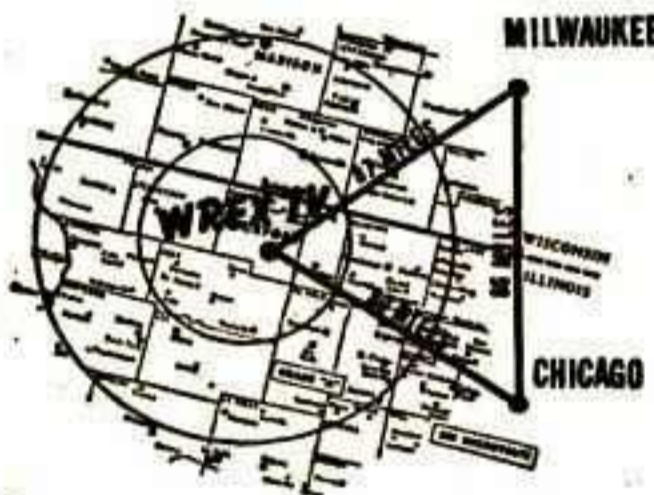
TOP PROGRAM PROMOTION

... the kind that won WREX-TV this top honor among all 2-station markets in The Billboard's 18th Annual Program Promotion Competition.



IMPORTANT MARKET COVERAGE

Positive coverage of Southern Wisconsin and Northern Illinois to complete the Big 3 markets of the midwest (Chicago-Milwaukee-Rockford) representing a multi-billion dollar sales area.



TOP NETWORK PROGRAMMING

plus high-rated syndicated and feature film programs to provide peak round-the-clock viewing.



and you've got the 3 Key Reasons Why WREX-TV is a MUST BUY in the MIDWEST

WREX-TV

CHANNEL 13

Rockford, Illinois

J. M. Baisch-Gen. Mgr.

represented by

H-R Television, Inc.

'Jeanie' May Land Net Slot

NEW YORK—Four Star Productions "Jeanie," the new vidfilm series starring Jeanie Carson, looks

like a good bet for a network slot next season. The situation comedy about a Scottish lass who comes to America has several sponsors bidding.

The producers, however, are holding out for the one which can promise a network slot.

Thank You!

Billboard

for awarding us 2nd place in the 18th Annual Promotion Competition

for Local Promotion of Syndicated Film Programs

John A. Mallins
PRESIDENT

Joe Harold
STATION MANAGER

H. B. Walker
PROMOTION MANAGER

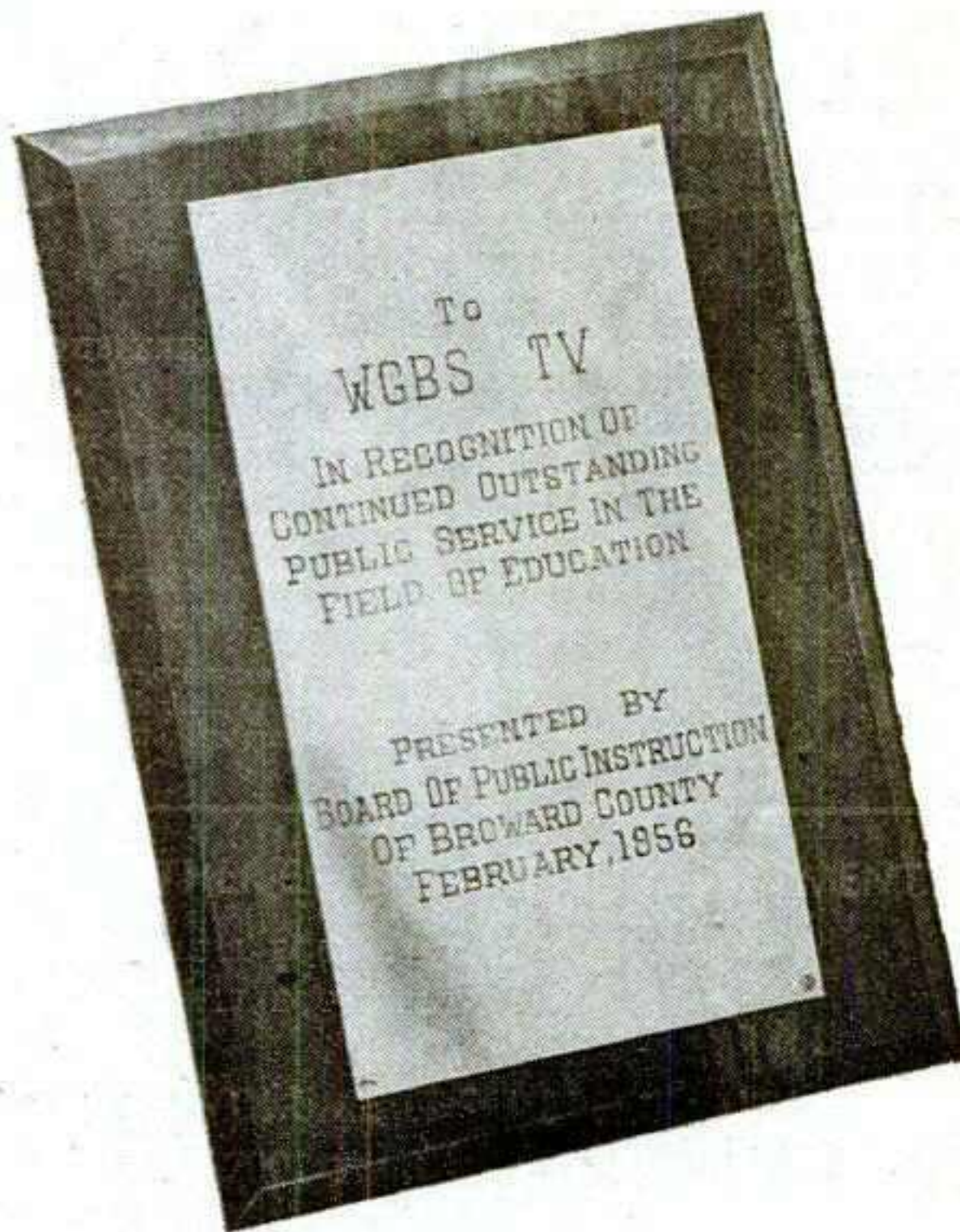
KBTW channel 9
DENVER, COLORADO

In one short year!

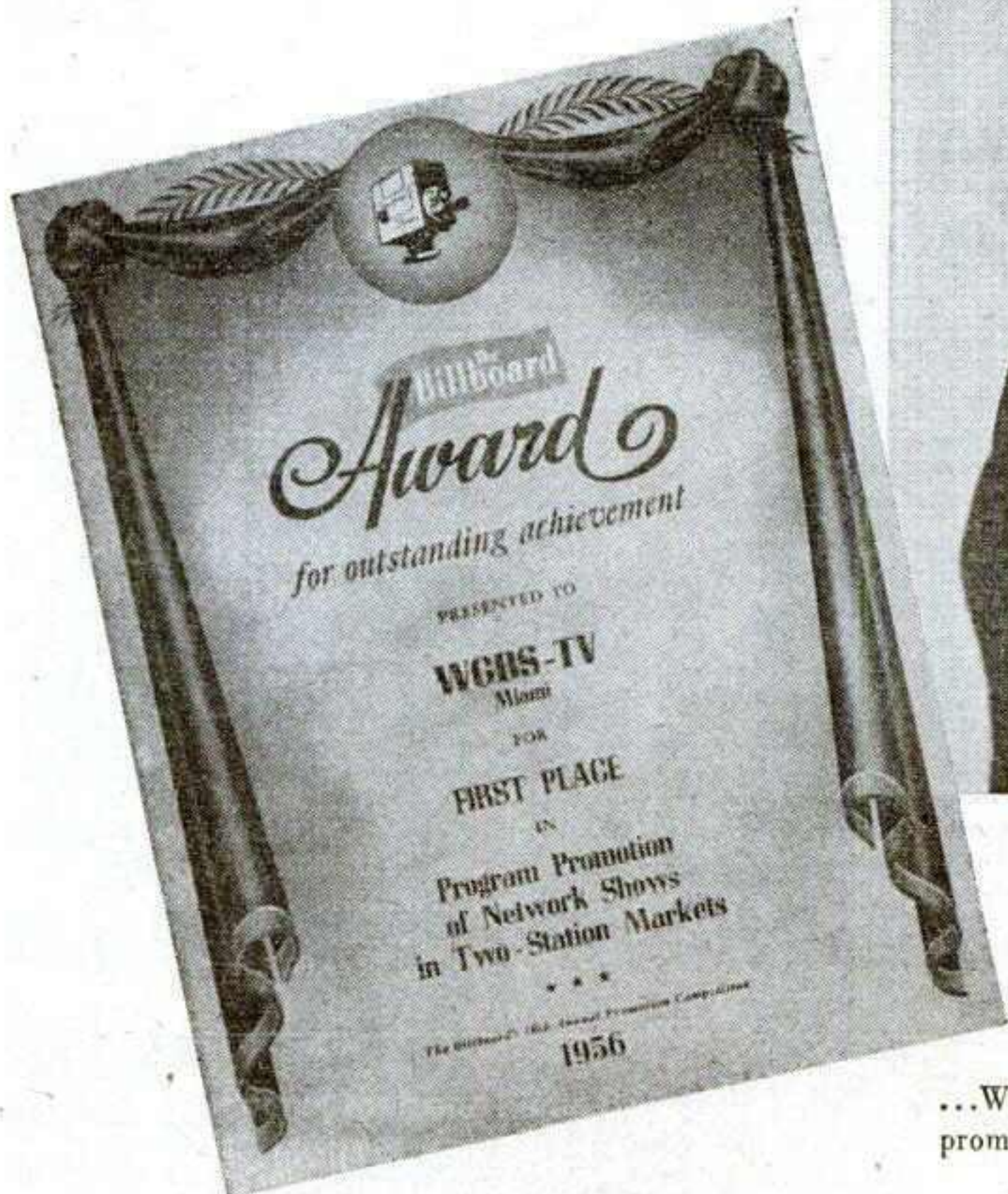
WGBS-TV

MIAMI, FLORIDA

In Miami, where promotion is the life-blood of the community, WGBS-TV is the acknowledged leader. We are modest, but proud of our accomplishments and grateful to those who have honored us for our achievements.



...for "Continued Outstanding Public Service in the Field of Education." Awarded to WGBS-TV by Broward County Board of Public Instruction.



...Bob Nashick (right), WGBS-TV Promotion Manager acclaimed "Advertising Personality of the Year" (1955) by Advertising Club of Greater Miami.

...WGBS-TV awarded First Place for 1955 network promotion in Billboard Promotion competition.

*A Storer Station
is a Local Station*



**STORER
BROADCASTING
COMPANY**

WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Michigan	WAGA Atlanta, Georgia	WBRC Birmingham, Alabama	WWVA Wheeling, W. Virginia	WGBS Miami, Florida
WSPD-TV Toledo, Ohio	WXEL-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WBRC-TV Birmingham, Ala.	KPTV Portland, Ore.	WGBS-TV Miami, Fla.

SALES OFFICES

TOM HARKER—vice-president in charge of sales } 118 East 57th Street, New York 22 • Murray Hill 8-8630
BOB WOOD—national sales manager

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498
GAYLE V. GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689



IN THE CRYSTAL BALL

Future Features Ought to Be Enough for Next 5-10 Years

NEW YORK—If the new crop of feature films stimulates the appetites of TV stations and sponsors, there ought to be enough of this product coming into TV to take care of their consumption for the next five to 10 years, according to some of the most polished crystals in the trade here. At that point over 11,000 feature films will have been brought into TV since the end of World War II. All backlogs will then have been exhausted. The only feature films that will then be available to TV will be newly produced films, which, relatively speaking, would be a mere trickle.

Up until January 1 of this year a total of about 3,500 feature films had been brought into TV over a nine-year period. Since January 1, seven TV distributors have brought another 1,700 more movies in line for first-run TV sales, though not all of them are available for immediate airing. In other words, in the past three months TV interests have acquired half the number of pictures they did in the previous nine years. The total movies in the TV industry now is 5,200.

All of It In

As it looks in these crystals, every one of the major motion picture companies will put its backlog into TV, piecemeal or in one bite, once the stations and sponsors show their ability to consume the newly acquired 1,700.

How much product do they

NTA's Deal For M-G-M Pix Dropped

NEW YORK—A deal whereby National Telefilm Associates was to have acquired the TV rights of 37 M-G-M pictures was reported to have fallen thru last week. NTA was said to have offered \$50,000 apiece for a three-year lease. The package consisted of "Andy Hardy," "Dr. Kildare" and "Maisie" pictures.

The breakdown of this deal does not wreck the chances of M-G-M features getting into TV. Negotiations are still going forward with other TV distributors, notably Associated Artists Productions. It is still considered possible that a deal will be made for the entire M-G-M library.

have to give? A reasonable estimate is that Columbia, M-G-M, Paramount, 20th Century-Fox and Universal among them have close to 4,000 sound movies produced before 1948.

If it pans out as these seers see it, all this product will be brought into TV in the next three years, which means there will have been over 9,000 pictures thru the TV mill in 1959. (Some of these TV leases will have expired by then.)

Agreement

By then it is expected that the motion picture industry will have come to some kind of agreement with the Screen Actors' Guild and other unions on a repayment formula for the telecasting of pictures made after 1948. That will open up to TV a decade's worth more of

feature product. During these years Hollywood has been turning out at least 200 pictures a year. So a union settlement will put over 2,000 more pictures in line for TV.

Of course, many of those will have been filmed for wide screen, but it is perfectly feasible to reduce them to regular 16-mm. prints. In addition to the major product, there will be some more British and independent movies coming in.

All told, by the end of 1965 the total TV take of feature films at its maximum potential could exceed 12,000. In 1965 feature film programming on TV will have grown and flourished over two decades, and at that point the crystal ball gets cloudy.

MOORE TO BLAST NET OPTION TIME

KTTV Prexy to Recommend Nix at Senate Hearing, Air 'Block Booking' Thoughts

NEW YORK—The abolition of network option time will be the recommendation of Richard Moore, president of KTTV, Los Angeles, in his appearance this week before the Senate Interstate Commerce Committee headed by Sen. Warren Magnuson.

Moore's statement will maintain that the two types of network agreements—option of segments of station time and "must buy" agreements with sponsors (making it mandatory to purchase a minimum number of markets to get prime time periods)—constitute in effect, a form of block booking. Such selling, the station executive will claim, is a violation of the anti-trust laws, because it restrains the opportunity to compete, particularly for TV film producers and independent stations.

By controlling the most desirable time periods, particularly in key markets, Moore will reason, the webs, in effect, prevent independent producers from having access to prime exhibition time. And without such time, film producers cannot sell to sponsors, but must sell to networks on network terms, he will say. At the same time, Moore will point out that the networks are also producing TV shows. Consequently, he deduces, the film producer's opportunity to get adequate release for their product is limited to doing business with one of their competitors.

Advertisers, on the other hand, Moore will maintain, are effectively blocked from using TV unless they meet the network's must buy requirements. Without prime time periods, they cannot afford to buy film programming. KTTV, he will conclude, does not want network programming. But it does want regulation, because current conditions make it uneconomical for the independent producers to produce for independent stations.

Moore's suggestion is that stations be free to accept or reject programming on its merit alone. Option time is unnecessary for good shows and only necessary for inferior programming, which stations would reject if no required to use.

NTA Boosts Gross Sales for Quarter

NEW YORK—National Telefilm Associates again increased its gross sales in its latest fiscal quarter. In the three months ending January 31, NTA wrote contracts amounting to \$1,372,651. In the previous three months, its sales totaled \$1,050,832. Its gross sales

over the year ending January 31 totaled \$3,972,114.

These facts were disclosed in NTA's first semi-annual report to its stockholders released this week.

NTA's net income in the six-month period was \$145,051. This contrasts with a net loss for the fiscal year that ended July 31, 1955.

The earnings for the last quarter equaled 13 cents a share, against 9 cents a share for the October quarter. The firm did not declare any dividends.

Working Capital

NTA reported its total working capital on January 31 as \$2,625,909. It also disclosed it has established a \$1,500,000 credit line with the Chase Manhattan Bank to finance station film rental contracts.

NTA figures current income not on contracts written but on its share of payments actually made. The outstanding portions of its sales contracts are listed as "Deferred film rental income" in the "Liabilities" column.

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

Top Show Pluggers

A Weekly Digest of an Outstanding Audience Promotion Campaign Entered in The Billboard's 18th Annual Promotion Competition

WRCA-TV, New York: "Great Gildersleeve"

New York became "Gildersleeve City," and the judges in The Billboard's 18th Annual Promotion Competition decided such promotion was by far the best in the four or more channel market. Sponsor Ronzoni, makers of spaghetti, was just as happy over the campaign as the judges were over the entry. "Good gimmicks, advertising and local 'on the spot' recognition," commented one judge.

The full push was given Gildy. Forty-Ninth Street became Gildersleeve Boulevard, and Herb Sheldon helped put up the signs. Every door to every store in Rockefeller Center had a "Welcome Gildy" mat. Some 100 staff members wore "Welcome Gildy" buttons. Ads were placed over the numbers atop the elevators, where eyes normally travel. And signs fairly inundated the city. Some 13,000 stores ballyhooed the show.

Stuffers went into laundry bundles. Macy's gave away free Gildy pencil boxes. Newspaper Sunday comics carried ads, bulletin boards were plastered, a heavy press kit was organized and a \$100,000 on-the-air campaign was launched.

Actors on the show were busy, too. Gildersleeve addressed eight ladies groups, visited 12 giant supermarkets and called on five banks. Peavey was given a scroll on the Jane Pickens radio show by the Pharmaceutical Association. And a tie-in with the Ice Cream Institute of America produced the Leroy special sundae, of which 2,500 were sold.

As a topper, 12-foot letters on a Times Square traveling sign proclaimed the show, and Gildy made hundreds of personal phone calls thru the phonograph-telephonic system.

All this was under the guidance of Max Buck, director of advertising and promotion, and Hamilton Shea, vicepresident and general manager.

'DONOVAN' REPORT

Ratings Take Time, NBC Study Proves

NEW YORK—It often takes a new show a couple of months to realize its full rating potential. This truism is graphically demonstrated in a study just completed by NBC Television Films on its syndicated show, "Steve Donovan, Western Marshal."

It gives the American Research Bureau ratings on "Donovan" in eight major markets from the show's premieres thru February 15.

There are a maximum of five, a minimum of two ratings for each market.

In every case the first rating is the lowest, often many points below the peak.

In Atlanta, "Donovan" debuted with a 1.3 ARB, then went up to 7.4, then 11.7, then 20.5. In Boston, "Donovan" opened with 9.3, then went to 15.4, then 16.1, but still not finished building in its fourth month it went to 20.0.

In Cincinnati, "Donovan's" first ARB was 10.9, its second 16.8. In Denver, it opened with 11.5 and went up to 16.8. In St. Louis, "Donovan" first had 8.0, and its second rating was 20.7. In Portland, Ore., the show went from a 14.6 to a 25.0 ARB.

The explanation for this impressive climb over the first few ratings, according to the NBC study, is that "time is frequently required for promotion to take effect and for the TV audience to grow into new viewing habits." The study was prepared by an NBC Film researcher, Jason Lane.

ABC-TV to Let 'Ranger' Ride

NEW YORK — Plans to shift "The Lone Ranger" from his current Thursday night 7:30-8 p.m. time slot to an earlier period on Sunday have been discarded by ABC. The latest word has it that the "Ranger" is slated to ride again next season Thursdays, 7:30-8 p.m., despite the fact that CBS' "Sergeant Preston" has overtaken him in the rating race.

The decision to keep the "Ranger" in the 7:30-8 time slot has cued a reshuffle in the plans for the remainder of the Thursday night program long on ABC. The latest schedule the web is working on sees "International Theater" 8-9 p.m. and "Command Performance" 9-10:30 p.m.

CISCO KID 23.7*



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



ST. LOUIS, Telepulse*, February, 1955

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

CINCINNATI CHICAGO
NEW YORK HOLLYWOOD

BREAKDOWN

Warner, RKO Film Merger Comes to Halt

NEW YORK—The negotiations for a merger of the Warner Bros. and RKO libraries was reported to have come to a dead end late last week. A meeting took place Friday (23) between Eliot Hyman, president of Associated Artists Productions, and Matty Fox, president of C&C Television, that apparently broke down on some serious road blocks. However, it was considered possible that another route will still be found for an alliance.

Meanwhile, C&C was reportedly finally to have concluded its first station deal for lease in perpetuity of 740 RKO features. In the past couple of weeks C&C was reported to have whittled down its cash demands considerably, so that its deal is essentially for the exchange of spot time.

AAP is reported to have told some stations that it expects to have the first package of Warner pictures ready for station sales at the National Association of Radio and TV Broadcasters' convention in Chicago two weeks from now. This is two months earlier than AAP's original expectations. The package will consist of 52 to 104 pictures. But apparently AAP officials have not yet even begun to pick out the titles for this package.

Sante Fe Buys 'Under the Sun'

HOLLYWOOD — The Sante Fe Railroad last week bought alternate week sponsorship of "Under the Sun" over a West Coast spread. The other week will be sponsored in some of the Sante Fe markets by the Pacific Gas & Electric Company and in the remainder by the Southern California Gas Company.

This is the first regional deal on "Under the Sun," which consists of reruns of films that originally played on CBS-TV's "Omnibus." William Saroyan narrates the half-hour series. It is distributed by CBS-TV Film Sales.

Fifth 'Bean' Sale to KRON

NEW YORK — KRON, San Francisco, has become the fifth station to pick up Screencraft Productions' "Judge Roy Bean" series for airing in color. One of the few TV film shows being marketed for color airing, "Judge Bean" was previously bought for color showing by WNBQ, Chicago; KING, Seattle; KFBC, Cheyenne, Wyo., and Sommers Rexall Drugs in San Antonio.

The show is being aired in black and white regionally for American Bakeries.

Warner Films Go on Gotham Agency Beat

HOLLYWOOD—Warner Bros. TV this week begins agency airing of its three film entries for this fall's programming derby. The company's topper, Jack Warner Jr., is personally showing the presentation films.

Of the three, two are adventure shows. "Amazon Trader" is a jungle series shot in part in Brazil. "Port of Call" utilizes a freighter as the gimmick to launch its stories from.

Third program, "Joe McDoakes," is a situation comedy starring George O'Hanlon of the theatrical "Behind the 8-Ball" fame.

Ziv Peddling 'West Point'

HOLLYWOOD — Ziv-TV this week started regional sales of its new syndicated TV series, "The West Point Story." According to the company's sales pattern, local and station pitches won't be made until regional deals are completed.

The series concerns itself with stories of cadets at the academy, and may, if possible, include tales of cadet life of some of its more famous graduates. According to Ziv, the project has Defense Department backing.

Ray Montgomery stars in the pilot film which Leon Benson directed. The script was written by Leon Benson and Jerome Lawrence.

RATING'S SO HIGH

'Kong' to Be Pulled For Theatrical Use

NEW YORK — "King Kong," which appear to have drawn one of the biggest audiences that WOR-TV ever had on its "Million Dollar Movie," is being taken out of the TV market by RKO Tele-radio, it was reported here. RKO is understood to have decided to re-issue the thrill theatrically again. "Kong" has already grossed over \$4,000,000 in theaters. It made more in re-issues than in its original release in 1933.

Only one other station played "Kong," WHBQ, Memphis, also a

Teleradio-owned station. WHBQ ran it not in its high-rated "Million Dollar Movie" but in its "Classic Theater," late Saturday night, March 10.

WOR-TV ran "Kong" on its "Million Dollar Movie" 16 times, March 5-12. For the rating period March 1-7, Pulse gave "MDM" a total rating of 87.5.

"MDM" has not had this high a total TelePulse since its first weeks, in the fall of 1954.

The Pulse figure includes the *(Continued on page 13)*

**Powerful!
Profitable!
re-rated!**

All-time entertainment success — runaway best seller novel and comic book — smash hit movie and play—now THE THREE MUSKETEERS brings its fabulous audience appeal to TV!

"SNEAK PREVIEW" SPELLS SUCCESS
Here are the highlights of a special "Musketeers" television preview (full details available on request).
"Good family entertainment" — claimed 9 out of 10
"Want to watch additional programs of 'The Three Musketeers'" — reported 9 out of 10
"Loved Jeffrey Stone as d'Artagnan" — raved 91.4%

"THE THREE MUSKETEERS," brand new, proven TV success, will deliver audiences for you.
Write, wire, phone for details.

THE 3 MUSKETEERS
a new TV film series from
ABC FILM SYNDICATION, INC.
10 East 44th Street, New York City • OXford 7-5880

INDUSTRIAL HEART OF THE TRI-STATE AREA
TV's New Queen

316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

WOR Revamp May Mean Two 'MDM's'

NEW YORK—WOR-TV may have two "Million Dollar Movie" shows next season. The station is right now studying a complete revamp of its schedule. A doubling of "MDM" is understood to be the main idea under consideration. The price for an eight-showing "MDM" would undoubtedly be more than half the present \$4,400 weekly rate for the 16-showing schedule. Nevertheless it would still enable less affluent advertisers to get into this successful feature film show.

The station has actually been toying with this idea for some time. What makes it feasible now is its healthy supply of RKO features.

Beginning April 15 manager Gordon Gray will be able to devote his full time to the TV station. On that date, RKO Teleradio, the owner, is bringing over Bob Leder from WINS here to manage the radio station, WOR.

Gray History

Since joining the station in December, 1953, Gray has been devoting about 80 per cent of his time to the TV operation anyhow. WOR was always a healthy business. WOR-TV needed work. It was under Gray's management that "MDM" was started.

The station does not release its

billings figures, but it is reliably reported that the first quarter of 1955 bettered the same period of 1954 by 193 per cent. The first quarter of the current year was another 41 per cent improvement. The first quarter of 1956 beat that first 1954 quarter by 344 per cent.

It is expected that when Leder comes in, the sales force will also be split, with Bill Dix, current combined sales chief, staying with Gray on TV.

WABD Tries Sports Angle

NEW YORK — Something unique in sports programming is being tried by WABD, here. The station will make Wednesday its sports night soon. But more important, instead of paying for rights to sporting events, it will create its own shows of that type.

A metropolitan putting championship will be staged in its big studio. And a driving contest will also be telecast by remotes. A sports press conference will be presented on Wednesday, too. Also a possibility will be a basketball championship next season among

Brit. Spends 4 Mil. For U. S. TV Film

LONDON—Nearly \$4,000,000 has been spent by the British Broadcasting Corporation and the recently formed commercial TV interests since July, 1954, on American TV film material.

The House of Commons, concerned over this drain on dollars, began asking questions last week when this figure came to light. There is not at this point, however, any thought of adding to the existing legislation controlling dollar expenditure by this country.

teams representing sponsors. Tom Moore will be the emcee.

Renewals for Ziv 'Science'

NEW YORK—About half the first-year sponsors of "Science Fiction Theater" have now signed for the second year of the show, now in production, according to Ziv-TV.

In addition to Bromo Seltzer, which has it on a nearly national spread, co-sponsored in most, the renewals include Olympia Brewing, which is adding Alaska to its West Coast spread, Auto-Lite in New York and Philadelphia, Glass Wax in Chicago, Wisconsin Oil in Milwaukee and Tobin Packing in Buffalo.

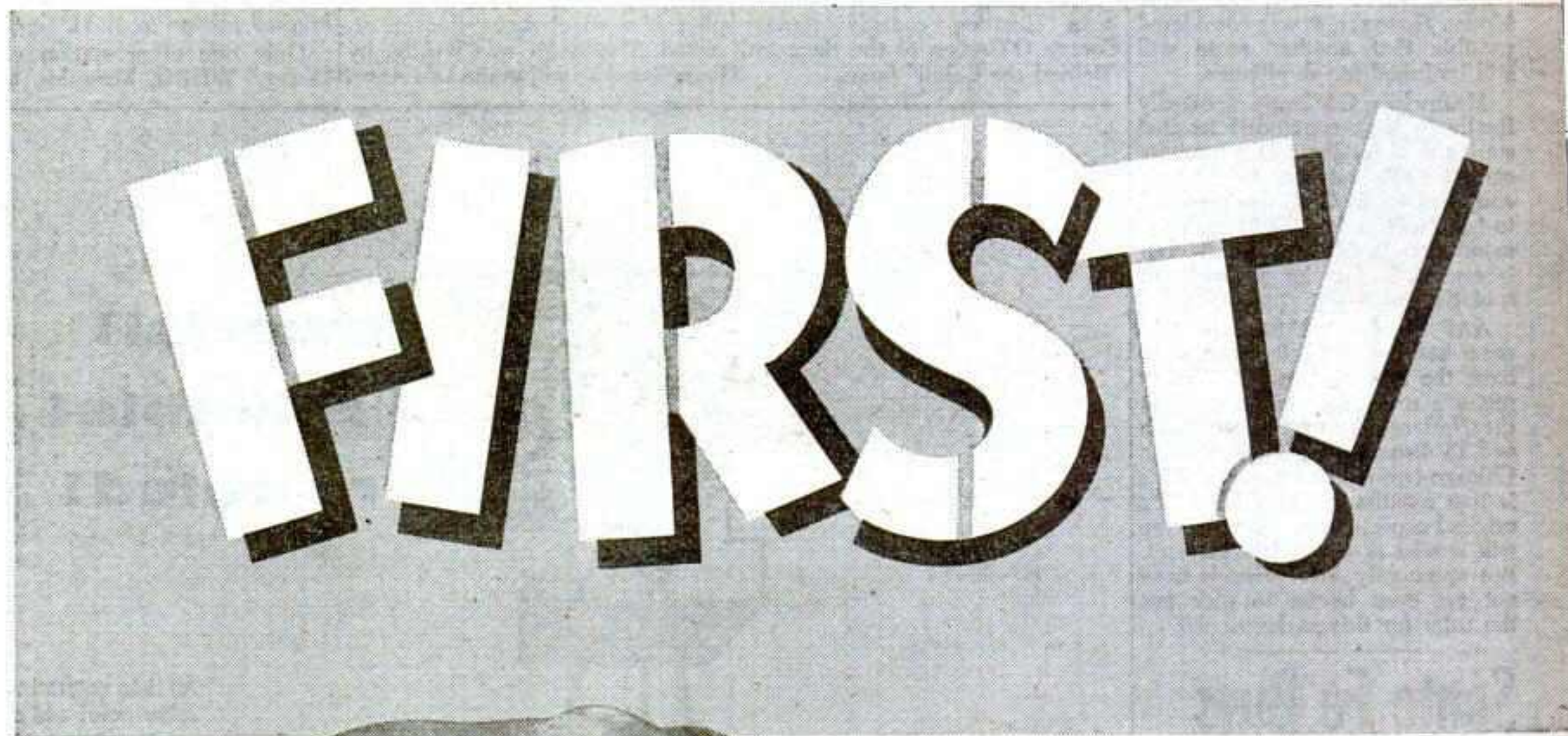
VS. CRIME

Senate Group Asks TV Pix' MPAA Seal

WASHINGTON — Hollywood-produced TV films should be submitted to the Motion Picture Association of America for its Production Code Seal of Approval is the verdict of a Senate Judiciary Subcommittee studying the effect of violence and sadism in mass media as it affects juvenile delinquency.

Television competition was named a primal cause of present trend to violence in the movies. The subcommittee found movie producers are going in for more violence, particularly in the newer Westerns, to meet TV competition on the adult level. As for juveniles, the movie code administrators feel "TV has taken over the large child audience that heretofore went to the movies, thereby lessening their responsibility to children."

In his report on hearings held in Los Angeles last June, Sen. Estes Kefauver, chairman of the Senate Subcommittee on Juvenile Delinquency, concluded that in movies, as in TV, the degree of risk in showing scenes of brutality to juveniles is an "unknown quantity." The Senate group feels that the MPAA board should make some changes in its code to bring it up to date on the requirements of good viewing in TV movies as well as those for theater viewing.



PARADE OF HOLLYWOOD PERSONALITIES

- Lloyd Bridges
- Thomas Mitchell
- Howard Duff
- John Ericson
- Don Taylor
- Ricardo Montalban
- Robert Newton
- Angela Lansbury
- James Whitmore
- ... and many others

A NEW STAR EACH WEEK



FOR A SQUARE DEAL call

CIRCLE

FILM LABORATORIES COLUMBUS 5-2180

A Complete Motion Picture Lab Serving the Industry OVER A DECADE

33 WEST 60th ST NEW YORK 23 N Y

TPA Internat'l Division Set for Foreign Sales

NEW YORK—Television Programs of America is formalizing its foreign sales effort with the creation of the TPA International division. The new department will be headed by Paul Talbot, president of Fremantle Overseas Radio & TV, the program exporting firm. As far as half-hour series are concerned, Fremantle offices will handle TPA product exclusively. Fremantle will, however, continue to handle other miscellaneous prod-

Whitehead Joins Niles Productions

CHICAGO — Jack Whitehead, British cameraman, has joined Fred Niles Productions here as director of photography. Whitehead photographed "Hamlet" and other top British pictures.

uct such as cartoons, information films and features.

TPA has already dubbed "Captain Gallant" into French. It will dub "The Count of Monte Cristo" and "Ramar of the Jungle" into Spanish.

In Australia, all TPA will be handled by Artransa, Ltd., with which Talbot is also associated.

Carter Almost Out of Video

NEW YORK — Two developments will have moved Carter Products practically out of program sponsorship, at least for the time being. David Brian revealed he would not make a third year of "Mr. District Attorney," which Carter has been carrying in over 30 markets.

Pharmaceuticals, Inc., on Tuesday (20) took over every week of the Tuesday, 9-9:30 p.m., period on CBS-TV for "Guy Lombardo's Diamond Jubilee." Carter used to share the time on "Meet Millie."

Two Comedy, Oater, Mystery Pilots Set

HOLLYWOOD—Production on several new pilots was set this week by various organizations. Scheduled to roll are a mystery, a western and two comedies.

The mystery is "Richard Diamond," old-time radio detective drama, which Four Star Productions will shoot, with Don Taylor probably playing the lead. The company is also filming two more "Mr. Adams and Eve" half-hours for CBS.

Charles Marquis Warren, producer of "Gunsmoke," has closed a deal with CBS-TV for a new series, "Cavalry Patrol," with a tentative date of April 18 set for lensing. It's planned to shoot entirely on location at Kenab, Utah, with Bob Stabler's company doing the actual production.

Alan Young has been signed to star in a situation comedy titled "The Professor Is Young," created by Gary Stevens. Pilot, dealing with a psychology professor at a girl's college, will be shot by the Mark Stevens Company April 11.

NBC-TV is financing a new pilot, "Hiram's Holiday," taken from the Paul Gallico magazine series. Phil Rapp is the producer, with Roxanne Arlen playing the lead in the first half-hour.

Another comedy, "Blondie," goes before the cameras at Hal Roach Studios this week, with Arthur Lake and Pamela Britton in the title rolls.

KOA After Dialers With Col. Features

DENVER—Since going on the air three years ago, KOA-TV, the NBC outlet here, has copped high audience ratings by virtue of its "late" show beginning at 10 p.m.

Last fall, however, the competing CBS station stole the lion's share of the viewers for the first half hour.

The purchase of the Columbia package, according to station execs, is to strengthen their battle lines in a market jammed with four commercial TV stations and one educational TV outlet.

S. Gems Sells 1st 'Rasslin' in Can.

TORONTO—The Screen Gems office here has taken on the Canadian distribution of "Texas Rasslin'." One station has been signed already, CKCO-TV, Kitchener, Ontario.

In the U. S. the hour-long wrestling show is distributed by the producer, Maurice Beck.

STAGE 7

STAGE 7

The first network dramatic anthology of first run films in syndicated television . . . new, all new, top quality productions—in an anthology which brings you "inside STAGE 7" to see Hollywood's stars in dramatic stories: comedy, adventure, romance, real life.

STAGE 7

Lifted from the network, the continuing series is now being produced exclusively for local or regional advertisers . . . the first time you can have a big-time network success—which got highest Nielsen, Videodex and ARB ratings—produced for you first run for market-by-market use.

PRE-PRODUCTION SALE!

STANDARD OIL OF CALIFORNIA BUYS WEST COAST

STAGE 7

First markets bought up before cameras rolled or stars cast. Sight unseen, one of America's finest regional sponsors, The Standard Oil Company of California, through Batten, Barton, Durstine & Osborn, reserved STAGE 7 in 16 major markets in 9 western states, Hawaii and Alaska.

You can be the first in your market with STAGE 7. Wire collect right now for an advance private screening or to reserve your markets.



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Milton A. Gordon, President Michael M. Sillerman, Executive Vice President Edward Small, Chairman

for higher sales through quality programs

Other TPA quality shows which help you increase sales:

LASSIE • ADVENTURES OF ELLERY QUEEN • CAPTAIN GALLANT OF THE FOREIGN LEGION • HALLS OF IVY • COUNT OF MONTE CRISTO • RAMAR OF THE JUNGLE • FURY • SUBIE • EDWARD SMALL FEATURES • YOUR STAR SHOWCASE • SCIENCE IN ACTION • AND ON THE WAY • TUGBOAT ANNIE • HAWKEYE — THE LAST OF THE MOHICANS • NEW YORK CONFIDENTIAL • ONE FALSE STEP . . . AND OTHERS YET UNTITLED.



Wichita Windy says...

WE DID IT AGAIN
AND WE'RE GLAD!

KTVH

*WINS 1ST PLACE FOR PROGRAM PROMOTION FOR

FILM SHOWS

*Billboard, March 17, 1956

TO SELL KANSAS . . . BUY KTVH



CHANNEL 12

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Drama Shows

FEBRUARY RATINGS

Rank	Show, Sponsor & Web	Rating
1.	Climax, Chrysler (CBS)	36.3
2.	Dragnet, Liggett & Myers (NBC)	36.2
3.	Ford Theater, Ford (NBC)	33.4
4.	The Millionaire, Colgate (CBS)	33.3
5.	Lux Video Theater, Lever (NBC)	32.1
6.	Playhouse of Stars, Schlitz (CBS)	32.0
7.	Lassie, Campbell, Kellogg (CBS)	31.8
8.	Fireside Theater, Procter & Gamble (NBC)	31.7
9.	G. E. Theater, Gen'l Elec. (CBS)	31.5
10.	Loretta Young, Procter & Gamble (NBC)	31.4

AMONG MEN

Rank	Show, Sponsor & Web	Men Per Set
1.	Justice, Amer. Tobacco (NBC)	1.04
2.	Alfred Hitchcock Presents, Bristol-Myers (CBS)	1.02
2.	Famous Film Festival, Partic. (ABC)	1.02
4.	G. E. Theater, Gen'l Elec. (CBS)	1.01
5.	Damon Runyon Theater, Budweiser (CBS)	.99
6.	Appointment With Adventure P. Lorillard (CBS)	.96
6.	Alcoa Hour, Alcoa (NBC)	.96
8.	Dragnet, Liggett & Myers (NBC)	.92
8.	Ford Theater, Ford (NBC)	.92
10.	Circle Theater, Armstrong (NBC)	.91

AMONG WOMEN

Rank	Show, Sponsor & Web	Women Per Set
1.	Alcoa Hour, Alcoa (NBC)	1.24
2.	Big Story, Amer. Tobacco, Simoniz (NBC)	1.19
3.	G. E. Theater, Gen'l Electric (CBS)	1.18
3.	Screen Directors Playhouse, Eastman Kodak (NBC)	1.18
5.	Loretta Young, Procter & Gamble (NBC)	1.17
5.	Climax, Chrysler (CBS)	1.17
7.	The Millionaire, Colgate (CBS)	1.16
7.	Kraft TV Theater, Kraft (NBC)	1.16
7.	Justice, Amer. Tobacco (NBC)	1.16
7.	Lux Video Theater, Lever (NBC)	1.16

AMONG CHILDREN

Rank	Show, Sponsor & Web	Children Per Set
1.	Lassie, Campbell-Kellogg (CBS)	1.40
2.	Famous Film Festival Partic. (ABC)	.89
3.	Navy Log, Maytag, Sheaffer (CBS)	.71
4.	Crossroads, Chevrolet (ABC)	.69
5.	Dragnet, Liggett & Myers (NBC)	.66
6.	TV Readers Digest, Studebaker-Packard (ABC)	.61
7.	Star Stage, Campbell, Chesebrough-Ponds (NBC)	.59
8.	Big Story, Amer. Tobacco, Simoniz (NBC)	.53
9.	Crusader, R. J. Reynolds (CBS)	.50
9.	Lineup, Brown & Williamson, Procter & Gamble (CBS)	.50

Web Winners

SUPER CIRCUS-ABC-TV

This ABC package, which got a face-lifting for Christmas last year, has moved into the center ring on Nielsen and Trendex ratings. Against the competition of CBS' "Omnibus" and NBC's "Hall of Fame" and "Captain Gallant" combo, "Super Circus" lead the Nielsen parade at 5-6 p.m., EST, on Sunday, January 8-15. Its rating was 15.1 and share of audience 32.8, with "Omnibus" earning 9.7 and 21.1 and NBC 11.0 and 23.9. On February 5 Trendex rated "Circus" at 12.0 with 32.0 share of audience. CBS chalked up 7.6 and 20.0, and "Fame" and "Gallant" hit 10.1 and 27.0.

Films to Watch

MAN CALLED X-Ziv-TV

The initial ratings of the new Barry Sullivan adventure series are appearing in the February Telepulse reports, now running in The Billboard's Scoreboard. Ratings for "X" have been listed in three markets so far. While "X" is not in the top rank in any of these markets, it bears watching. In Philadelphia "X" in one of its first appearances drew 12.5, the top share in the Friday, 7-7:30 p.m. period. It ranked 14th among syndicated shows in Philadelphia. In last week's Scoreboard, "X" was ninth in Dayton with 22.3 and 23d in Los Angeles with a 10.1.

• ARB Top Shows Among Women

How Network Shows Rated Among Women in February

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.

Rank	Show, Sponsor & Web	Women Per Set	Avg. Feb. Rating
1.	Amateur Hour, Pharmaceuticals, Serutan (ABC)	1.36	12.7
2.	Lawrence Welk, Dodge (ABC)	1.32	31.0
3.	Perry Como, Dormeyer, Int'l Celucotton, Armour, Gold Seal (NBC)	1.30	44.2
4.	Grand Ole Opry, Partic. (ABC)	1.29	14.3
5.	Two For the Money, Schaeffer, P. Lorillard (CBS)	1.28	24.9
6.	Ed Sullivan, Lincoln-Mercury (CBS)	1.27	54.9
6.	Big Surprise, Purex, Speidel (NBC)	1.27	39.0
8.	What's My Line, Montener, Remington Rand (CBS)	1.26	33.5
9.	Alcoa Hour, Alcoa (NBC)	1.24	23.9
9.	George Gobel, Pet Milk, Armour (NBC)	1.24	37.4
11.	*You Bet Your Life, DeSoto-Plymouth (NBC)	1.23	46.8
12.	Godfrey & His Friends, CBS Columbia, Pillsbury, Toni, Kellogg (CBS)	1.22	33.0
12.	Ethel & Albert, Ralston-Purina (ABC)	1.22	9.0
14.	This Is Your Life, Procter & Gamble, Hazel Bishop (NBC)	1.21	33.2
14.	*Honeymooners, Buick (CBS)	1.21	28.9
16.	*Private Secretary, Amercian Tobacco (CBS)	1.20	35.0
16.	Life Is Worth Living, Admiral (ABC)	1.20	10.4
16.	Stage Show, Nestle (CBS)	1.20	16.0
16.	Chance of a Lifetime, Emerson, Lenthric (ABC)	1.20	11.0
20.	Break the Bank, Dodge (ABC)	1.19	11.5
20.	*Mama, General Foods (CBS)	1.19	20.4
20.	*Big Story, Amer. Tobacco, Simoniz (NBC)	1.19	24.0
20.	*People Are Funny, Toni, Paper Mate (NBC)	1.19	29.1
24.	G. E. Theater, Gen'l Electric (CBS)	1.18	31.5
24.	Comedy Hour, Avco, Jergens, Brown & Williamson (NBC)	1.18	14.2
24.	*December Bride, Gen'l Foods (CBS)	1.18	4.0
24.	\$64,000 Question, Revlon (CBS)	1.18	57.0
24.	Masquerade Party, Pharmaceuticals, Knomark (ABC)	1.18	18.3
24.	*Our Miss Brooks, Gen'l Foods (CBS)	1.18	26.8

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Dramas

JANUARY RATINGS

Rank	Show & Distrib.	Avg. Jan. Rtg.
1.	Dr. Hudson's Secret Journal (MCA)	15.2
2.	Douglas Fairbanks Jr. Presents (ABC)	13.3
2.	Science Fiction Theater (Ziv)	13.3
4.	Celebrity Playhouse (Screen Gems)	12.0
5.	Star and the Story (Official)	7.9
6.	Heart of the City (MCA)	7.6
7.	Mobil Theater (Socony-Mobil)	6.7
8.	The Visitor (NBC)	4.8
8.	The Unexpected (Ziv)	4.8
10.	Famous Playhouse (MCA)	3.8

VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Mobil Theater (Socony-Mobil)	226
2.	Celebrity Playhouse (Screen Gems)	223
3.	Douglas Fairbanks Jr. Presents (ABC)	205
4.	Science Fiction Theater (Ziv)	195
4.	Times Square Playhouse (Ziv)	195
6.	Dr. Hudson's Secret Journal (MCA)	193
6.	Heart of the City (MCA)	193
8.	Star and the Story (Official)	192
9.	The Visitor (NBC)	191
10.	The Unexpected (Ziv)	189

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	.79
2.	Times Square Playhouse (Ziv)	.77
3.	Dr. Hudson's Secret Journal (MCA)	.75
3.	Science Fiction Theater (Ziv)	.75
5.	Douglas Fairbanks Jr. Presents (ABC)	.74
6.	Mobil Theater (Socony-Mobil)	.73
7.	Famous Playhouse (MCA)	.72
7.	Heart of the City (MCA)	.72
9.	Star and the Story (Official)	.70
10.	The Visitor (NBC)	.69

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	.96
2.	Douglas Fairbanks Jr. Presents (ABC)	.93
3.	Mobil Theater (Socony-Mobil)	.89
4.	Famous Playhouse (MCA)	.87
5.	Times Square Playhouse (Ziv)	.86
6.	Star and the Story (Official)	.83
7.	Dr. Hudson's Secret Journal (MCA)	.82
8.	The Unexpected (Ziv)	.80
9.	Your All-Star Theater Screen Gems	.76
9.	Heart of the City (MCA)	.76

AMONG TEENS

Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Science Fiction Theater (Ziv)	.32
2.	Douglas Fairbanks Jr. Presents (ABC)	.25
3.	Heart of the City (MCA)	.21
3.	Star and the Story (Official)	.21
5.	Your All-Star Theater (Screen Gems)	.20
6.	Celebrity Playhouse (Screen Gems)	.19
7.	Times Square Playhouse (Ziv)	.18
7.	The Visitor (NBC)	.18
9.	Dr. Hudson's Secret Journal (MCA)	.17
9.	Mobil Theater (Socony-Mobil)	.17
9.	The Unexpected (Ziv)	.17

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Mobil Theater (Socony-Mobil)	.47
2.	Your All-Star Theater (Screen Gems)	.38
3.	Celebrity Playhouse (Screen Gems)	.29
3.	The Visitor (NBC)	.29
5.	The Unexpected (Ziv)	.27
6.	Heart of the City (MCA)	.24
6.	Science Fiction Theater (Ziv)	.24
8.	Dr. Hudson's Secret Journal (Official)	.18
9.	Star and the Story (Official)	.18
10.	Times Square Playhouse (Ziv)	.14

• Pulse Top Pix Among Women

How Non-Net Films Rated Among Women in January

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 St., N.Y.C.

Rank Order	Title and Distributor of Series	Women Per 100 Homes	Avg. Jan. Rating
1.	Celebrity Playhouse (Screen Gems)	.96	12.0
1.	Liberace (Guild)	.96	9.6
3.	Foreign Intrigue (Official)	.94	6.2
4.	Douglas Fairbanks Jr. Presents (ABC)	.93	13.3
5.	The Whistler (CBS)	.92	8.5
6.	Dangerous Assignment (NBC)	.90	5.8
6.	Follow That Man (MCA)	.90	10.9
8.	Crosscurrent (Official)	.89	11.4
8.	Life With Elizabeth (Guild)	.89	7.8
8.	Mobil Theater (Socony-Mobil)	.89	6.7
8.	Mr. & Mrs. North (ATPS)	.89	6.6
8.	My Little Margie (Official)	.89	10.6
13.	Mr. District Attorney (Ziv)	.88	17.2
13.	I Led Three Lives (Ziv)	.88	14.0
15.	Beulah (Flamingo)	.87	3.6
15.	Famous Playhouse (MCA)	.87	3.8
15.	Grand Ole Opry (Flamingo)	.87	10.3
15.	Great Gildersleeve (NBC)	.87	9.7
19.	Times Square Playhouse (Ziv)	.86	2.7
19.	Guy Lombardo (MCA)	.86	7.6
21.	City Detective (MCA)	.85	10.2
21.	Confidential File (Guild)	.85	11.3
21.	Ellery Queen (TPA)	.85	8.1
21.	My Hero (Official)	.85	4.6
21.	Waterfront (MCA)	.85	13.0

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**THIS WEEK'S
FILM BUYS**

AWARD TELEVISION
JIMMY DEMARET SHOW
 WSIX, Nashville; General Truck Sales
 KOPO, Tucson, Ariz.; J. Knox Corbett
 Lumber
 WBN, Buffalo; Allied Automotive
 Supply
 WMBV, Marionette-Green Bay, Wis; Gen-
 eral Tire Co.
 WFAA, Dallas; Adv. TBA

CBS-TV FILM SALES
TERRYTOONS
 WSLS, Roanoke, Va.; Adv. TBA
AMOS 'N' ANDY
 WPRO, Providence; Adv. TBA
SAN FRANCISCO BEAT
 WPRO, Providence; KFSD, San Diego,
 Calif.; Adv. TBA
THE WHISTLER
 WPRO, Providence; NHK, Tokyo; Adv.
 TBA
LONG JOHN SILVER
 KFSD, San Diego, Calif.; Adv. TBA
RANGE RIDER
 WMAR, Baltimore; Adv. TBA

GENERAL TELERADIO
GANGBUSTERS
 WTVY, Dothan, Ala.; Adv. TBA

GUILD FILMS
FRANKIE LAINE
 WTVY, Dothan, Ala.; Adv. TBA
THE GOLDBERGS
 CBMT, Montreal; Adv. TBA
LOONEY TUNES
 CBMT, Montreal; Adv. TBA

INTERSTATE TELEVISION
LITTLE RASCALS
 KSWM, Joplin, Mo.; WHBF, Rock
 Island, Ill.; KGBS, Harlingen, Tex.;
 KSKD, Wichita Falls, Tex.; Adv. TBA

MCA-TV
DR. HUDSON'S SECRET JOURNAL
 WTVY, Dothan, Ala.; Adv. TBA
FEDERAL MEN
 WCIA, Champaign, Ill.; Manhattan
 Coffee
WATERFRONT
 KFSA, Fort Smith, Ark.; Engles Sales
NBC TELEVISION FILM
CRUNCH AND DES
 WTHI, Terre Haute, Ind.; Seaforth
 Toiletries
STEVE DONOVAN
 KOMU, Columbia, Mo.; Adv. TBA
 KTVX, Muskogee-Tulsa, Okla.; Wilkenso
 Chevrolet
GREAT GILDERSLEEVE
 WFBM, Indianapolis; Kroger Co.
BADGE 714-C
 KFBB, Great Falls, Mont.; WPIX, New
 York; Adv. TBA
HOPALONG CASSIDY-1 HOUR
 WBAL, Baltimore; WSJV, Elkhart, Ind.;
 Adv. TBA
HOPALONG CASSIDY-HALF HOUR-A
 WSJV, Elkhart, Ind.; Adv. TBA
HOPALONG CASSIDY-HALF HOUR-B
 WBAL, Baltimore; WSJV, Elkhart, Ind.;
 Adv. TBA
VICTOR AT SEA
 WILK, Wilkes-Barre, Pa.; United Home
 Improvement
THE FALCON
 WABC, New York; Adv. TBA

SCREEN GEMS
YOUR ALL STAR THEATER
 WBAP, Fort Worth; Adv. TBA
CELEBRITY PLAYHOUSE
 WGBS, Miami; Adv. TBA
JUNGLE JIM
 WKY, Cleveland; KWTU, Oklahoma City;
 Adv. TBA
TALES OF THE TEXAS RANGERS
 KVDO, Corpus Christi, Tex.; KSTV,
 Nev.; Adv. TBA

FEATURE FILMS
 KOB, Albuquerque, N. M.; KCRA, Sacra
 mento; WCCO, Minneapolis; KARK,
 Little Rock; Adv. TBA

STERLING TELEVISION
INVITATION PLAYHOUSE
 WTWO, Bangor, Me.; Home Radio &
 Furniture
LITTLE SHOW
 WTWO, Bangor, Me.; Home Radio &
 Furniture
LITTLE THEATER
 WTWO, Bangor, Me.; Home Radio &
 Furniture
MOVIE MUSEUM
 WKAR, East Lansing, Mich.; Adv. TBA
TALES OF TOMORROW
 KXLY, Spokane; WBC, Charleston,
 S. C.; KFEQ, St. Joseph, Mo.; WKZO,
 Kalamazoo, Mich.; Adv. TBA
TEXAS RASSLIN'
 KTVI, St. Louis; Adv. TBA

SYNDICATION FILM
SPORTSMAN'S CLUB
 WJHP, Jacksonville, Fla.; Drummond
 Press

(Continued on page 13)

**Hygo Sells Latest 22
Features in 21 M'kts**

NEW YORK—Hygo Television
 Films has now sold its latest pack-
 age of 22 feature films in 21 mar-
 kets. One of the latest deals was
 with KTLA, Los Angeles. Other
 recent buyers are WISH-TV, In-
 dianapolis; KSL-TV and KVTU,
 Salt Lake City; XETV, San Diego,
 Calif.; WFAA-TV, Dallas; KTVK,
 Phoenix, Ariz., and KCMO, Kansas
 City, Mo.

Hygo is still checking final
 clearance on three of the pictures
 in the group. The other 19 are as
 follows:

"Pardon My Past," Fred Mac-
 Murray, 1947; "The Astonished
 Heart," Noel Coward, 1950; "Mad-
 eleine," Ann Todd, 1950; "Hounds
 of the Baskervilles," Richard
 Greene and Basil Rathbone, 1939;
 "Adventures of Gallant Bess,"
 1948; "The Wreck of the Hesp-
 erus," 1948; "Escape in the Fog,"
 Otto Kruger and Nina Foch, 1945;
 "Trail of the Vigilantes," Franchot
 Tone and Broderick Crawford,
 1943; "Walls Came Tumbling
 Down," Lee Bowman and Mar-

guerite Chapman, 1946, and "Two
 Yanks in Trinidad," Pat O'Brien
 and Brian Donlevy, 1942.

Also, "They Dare Not Love,"
 George Brent, Martha Scott and
 Paul Lukas, 1941; "The Girl in
 the Case," Edmund Lowe and Janis
 Carter, 1944; "Sabotage Squad,"
 Bruce Bennett, 1942; "Racket

Man," Tom Neal and Larry Parks,
 1944; "Big Boss," Otto Kruger,
 1941; "Adventure in Washington,"
 Herbert Marshall and Virginia
 Bruce, 1941; "Murder in Times
 Square," 1943; "Mystery Ship,"
 Paul Kelly and Larry Parks, 1941,
 and "Underground," Bruce Ben-
 nett, 1943.

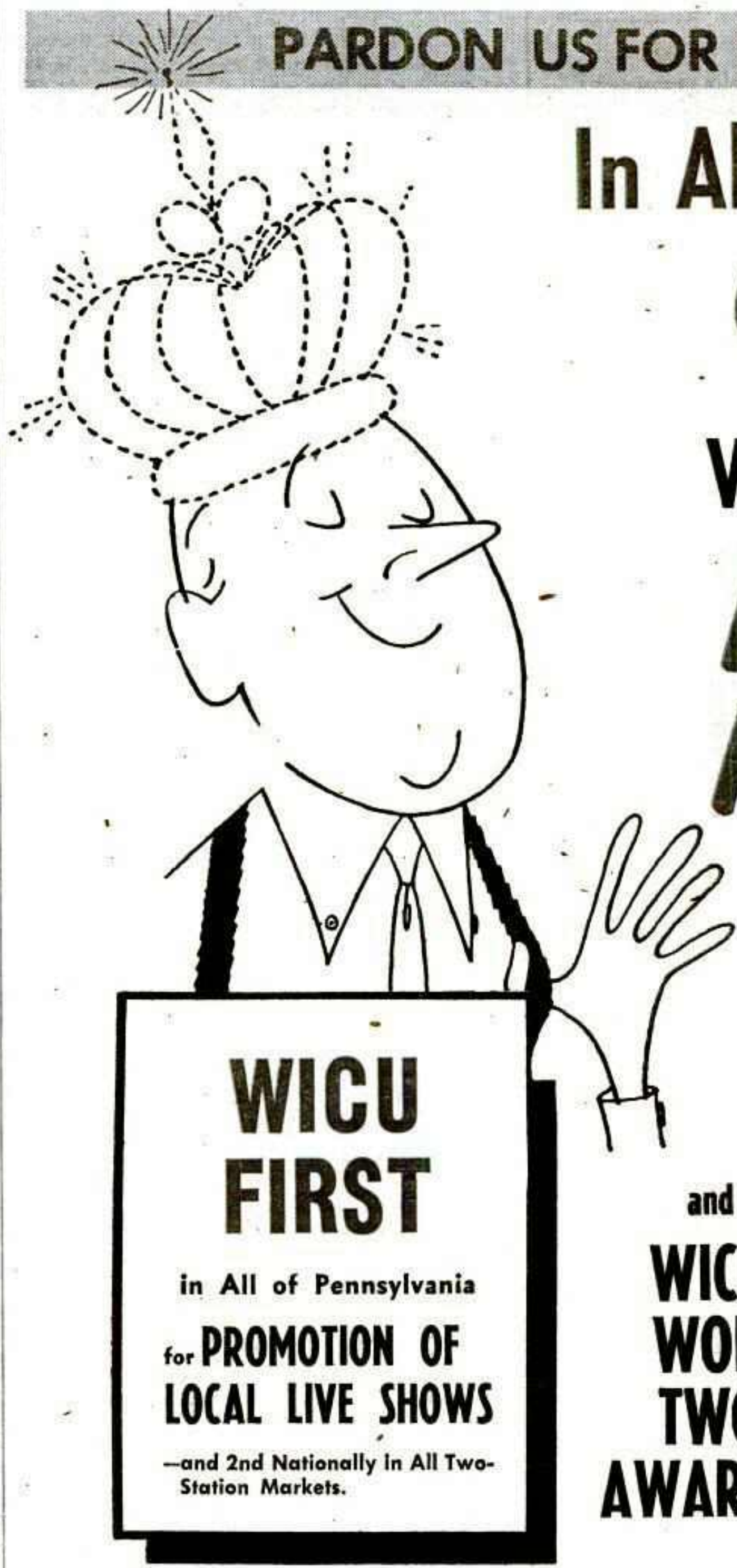
CHAMPAGNE HYPNOTISM CONTEST

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MIRACLE OF THE MIND SHOW

Exclusive Presentation
AMERICA'S MOST UNUSUAL HYPNOTIST
MILO BUSCH

ESplanade 6-2528 — 1755 E. Third St., Brooklyn, N. Y. — Nightingale 5-2830

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—and 2nd Nationally in All Two-
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and

**WICU
WON
TWO
AWARDS!**

**WICU
FIRST**

in All of Pennsylvania
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FILM SHOWS**

—and 2nd Nationally in All Two-
 Station Markets.

Our sincere thanks to the distinguished board of advertiser and ad agency judges who voted us these proud honors. We feel that this is further evidence of the EXTRA SALES POWER that WICU brings to an advertiser's message in the booming tri-state market area — Erie, Pennsylvania's 3rd City; Northwestern Pennsylvania, Western New York and Eastern Ohio.

REPRESENTED BY:

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- Erie Dispatch. Reynolds—Fitzgerald, Inc.
- WIKK—N.B.C. Edward Petry Co., Inc.

AN EDWARD LAMB ENTERPRISE



The Billboard Scoreboard

PULSE LOCAL RATINGS—FEBRUARY

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 "A" 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.

CHARLOTTE, N. C. (1 Stations) 49,700 TV Homes

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include I Love Lucy, Jackie Gleason, Climax, Ed Sullivan, Masquerade Party, Two for the Money, G. E. Theater, Waterfront, Mama, Godfrey's Talent Scouts, Stage Show, Mr. District Attorney, Playhouse of Stars, Burns and Allen, Douglas Fairbanks.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Arthur Smith, CBS News, Sports, Misc., Esso Reporter, Looney Tunes Jamboree, Patti Page, Arthur Godfrey, Search for Tomorrow, Guiding Light, Valiant Lady.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Film series include Waterfront, Mr. District Attorney, Douglas Fairbanks Jr. Presents, Eddie Cantor, Death Valley Days, Science Fiction Theater, Frankie Laine, Highway Patrol, Stars of the Grand Ole Opry, Amos 'n' Andy.

ATLANTA (3 Stations) 175,100 TV Homes

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include \$64,000 Question, I Love Lucy, Ed Sullivan, Groucho Marx, Dragnet, December Bride, Red Skelton, Godfrey's Talent Scouts, Burns and Allen, I've Got a Secret, Climax, Lux Video Theater, George Gobel, Millionaire, Disneyland.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Dinah Shore, News Caravan, Strike It Rich, L. Abernathy, Rogers-Autry Theater, Love of Life, Eddie Fisher, Search for Tomorrow, Arthur Godfrey.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Film series include Superman, Amos 'n' Andy, Mr. District Attorney, Waterfront, Cisco Kid, Jungle Jim, Stars of the Grand Ole Opry, Highway Patrol, I Led Three Lives, Studio 57, Racket Squad, Science Fiction Theater, Man Behind the Badges, The Falcon, Your All Star Theater, Buffalo Bill Jr.

PORTLAND, Ore. (3 Stations) 211,300 TV Homes

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include \$64,000 Question, Ed Sullivan Show, I Love Lucy, Disneyland, Do You Trust Your Wife?, December Bride, Boxing, Burns and Allen, Four Star Playhouse, What's My Line?, George Gobel, Science Fiction Theater, G. E. Theater, Groucho Marx, Robin Hood.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Mr. Moon, Weather, Sports, News, CBS News, Art Linkletter, Arthur Godfrey, News Caravan, Red Dunning, Bob Crosby, Cartoon Time.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Film series include Science Fiction Theater, I Search for Adventure, Sky King, Wild Bill Hickok, City Detective, Jungle Jim, The Whistler, Kit Carson, Confidential File, Buffalo Bill Jr., Steve Donovan, Western Marshal, Klor, W-6:00, Jungle Jim, Annie Oakley, Life of Riley, Superman, Mr. District Attorney, Highway Patrol, Studio 57, Great Gildersleeve, My Little Margie, Badge 714, Man Behind the Badges, Soldiers of Fortune, Dangerous Assignment, Andy's Gang, Flash Gordon, Kieran's Kaleidoscope, Looney Tunes, Douglas Fairbanks Jr. Presents, Championship Bowling.

CLEVELAND (3 Stations) 456,200 TV Homes

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include \$64,000 Question, Ed Sullivan, I Love Lucy, Disneyland, Lux Video Theater, Robin Hood, Perry Como, December Bride, Lasse, Godfrey's Talent Scouts, Medic, Playhouse of Stars, Dragnet, Big Story, Wyatt Earp.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Hillies of the News, Ramar of the Jungle, Weather, Reporter, Dinner Theater, Reporter, Sports Final, Looney Tunes, Sports Desk, CBS News, Dinah Shore, One o'Clock Playhouse.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Film series include Highway Patrol, Range Rider, My Little Margie, Amos 'n' Andy, Annie Oakley, Buffalo Bill Jr., Badge 714, Cisco Kid, Racket Squad, Hopalong Cassidy, Man Behind the Badge, M-10:30, Sky King, Douglas Fairbanks Jr. Presents, Follow That Man, Dr. Hudson's Secret Journal, Wild Bill Hickok, Studio 57.

BIRMINGHAM (2 Stations) 141,900 TV Homes

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Ed Sullivan, \$64,000 Question, I Love Lucy, Red Skelton, Godfrey's Talent Scouts, I've Got a Secret, Millionaire, Meet Millie, Lineup, G. E. Theater, Disneyland, Perry Como, George Gobel, Playhouse of Stars, Two for the Money.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Dinner Theater, Mickey Mouse Club, News Caravan, News, Sports, Weather Man, Patti Page, Circle 6 Theater, Circle 6 Ranch, Arthur Godfrey, Eddie Fisher, Search for Tomorrow.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Film series include Badge 714, Passport to Danger, Highway Patrol, Amos 'n' Andy, Celebrity Playhouse, Racket Squad, Eddie Arnold Time, Ramar of the Jungle, Science Fiction Theater, City Detective, Dr. Hudson's Secret Journal, Cisco Kid, Stories of the Century, I Led Three Lives, Mr. and Mrs. North, Waterfront, Patti Page (Oldsmobile), Soldiers of Fortune, Annie Oakley, Stars of the Grand Ole Opry, Hopalong Cassidy, Cisco Kid, The Pendulum, Steve Donovan, Western Marshal, WABT, Su-5:00, Long John Silver, Crunch and Des, Count of Monte Cristo, I Spy, Abbott and Costello, Buffalo Bill Jr.

PHILADELPHIA (4 Stations) 1,089,900 TV Homes

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include I Love Lucy, \$64,000 Question, Ed Sullivan, December Bride, Groucho Marx, Perry Como, Person to Person, Studio One, Disneyland, WFIL, George Gobel, Jackie Gleason, Climax, Godfrey's Talent Scouts, Lineup, What's My Line?

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Little Rascals, Arthur Godfrey, Guiding Light, Search for Tomorrow, Garry Moore, Art Linkletter, Love of Life, Valiant Lady, Dinah Shore, Strike It Rich.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Film series include Waterfront, Annie Oakley, Little Rascals, Superman, Passport to Danger, Wild Bill Hickok, Buffalo Bill Jr., I Led Three Lives, Soldiers of Fortune, Badge 714, Confidential File, Little Rascals, Great Gildersleeve, Man Called X, Looney Tunes.

(Continued on page 15)

Continued from page 12

Table with 4 columns: Rank, Title (Distributor), Station, Day-Time, Rating. Lists top shows for San Francisco-Oakland.

SAN FRANCISCO-OAKLAND (5 Stations) 774,200 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

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

BUFFALO (3 Stations) 323,500 TV Homes

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

'King Kong'

Continued from page 7

Last four days of "Duffy of St. Quentin," which undoubtedly did not draw as high as the last four days of "Kong."

Pulse this week was making another special survey to determine the unduplicated audience and audience composition as well as the rate of repeat viewing, which apparently ran high.

"Kong" evidently drew a heavy proportion of kids, indicated by the fact that the 7:30-9 p.m. showings drew two to three times higher than the 10-11:30 p.m. showings, an unusual pattern for "MDM."

The American Research Bureau, which does not have a subscription from WOR-TV, did figure an unduplicated cumulative on "Kong."

FILM COSTS SLASHED!

Guaranteed RAPIDWELD process restores used, worn film, removes scratches - RAPIDTREAT protects new film. Add hundreds of showings to any film! Cut costs drastically!

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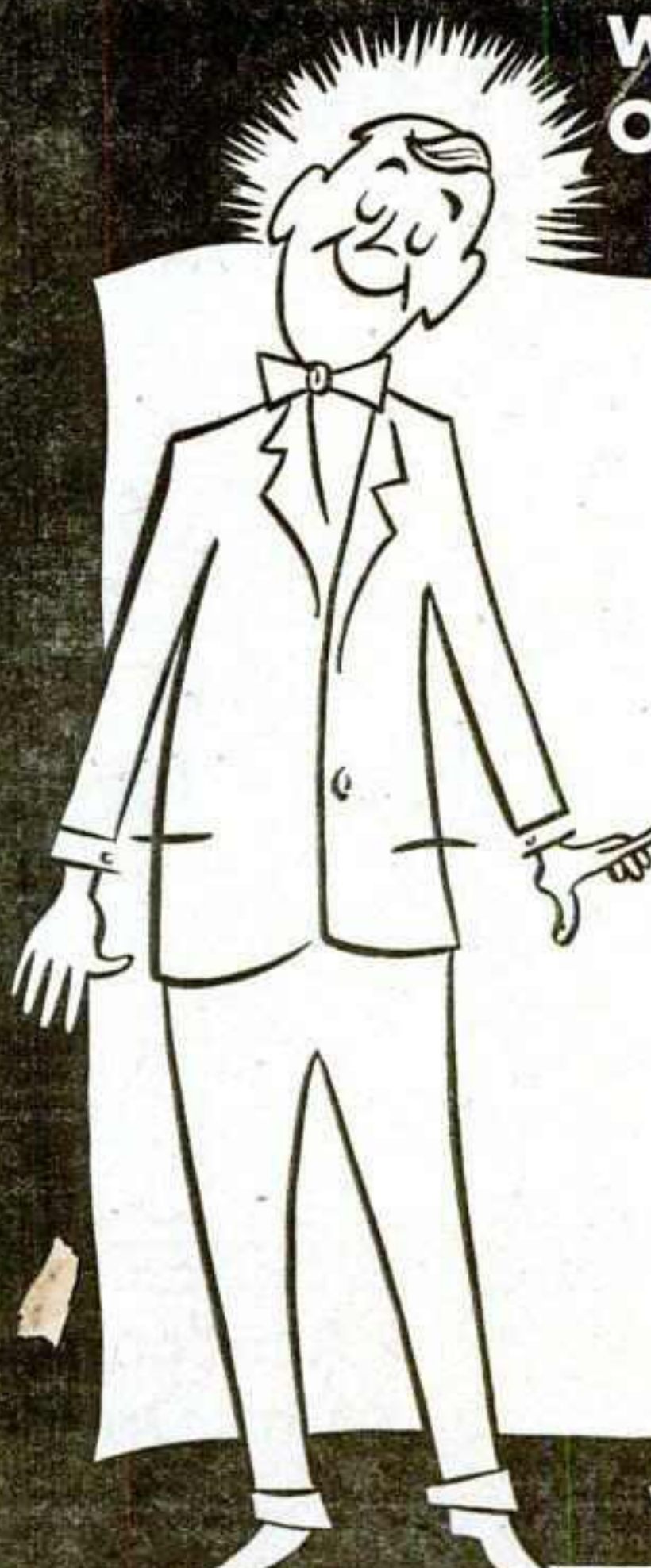
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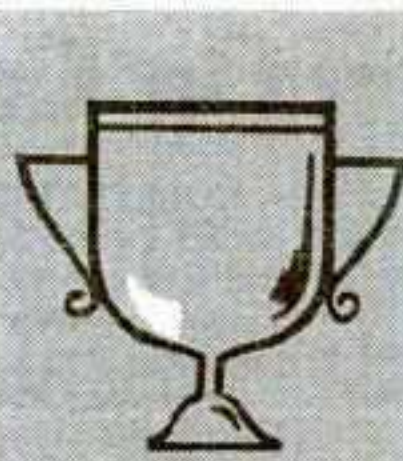
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SPECIAL RETURN ENGAGEMENT FOR THE WBNS-TV VEEPEE IN CHARGE OF AWARD ACKNOWLEDGMENTS



Just a few short weeks ago, our special "award-ambassador" made a 1956 appearance on these pages to humbly acknowledge 3 impressive honors awarded to wbns-tv: for Effective and Imaginative Programming...

Careful and Conscientious Handling of Film Programs and Commercials. And now he's back again - officially and with another pleasant chore - to announce, and express our gratitude for a top slot in The Billboard's 18th Annual Promotion Competition...



WBNS-TV FIRST for LOCAL LIVE PROGRAM PROMOTION in all 3-Station Markets

A busy man, indeed - and both proud and grateful. He'll be back some more with more announcements of more of the extra values that TV advertisers get in Columbus, Ohio... and only on wbns-tv!

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AGENCY PRESIDENT WRITES:

"A guy in this business without The Billboard is an incomplete guy!"

LP Plays on Upswing For DeeJay Programming

Album-Conscious Jocks Devoting More and More Time LP Spinning

By JUNE BUNDY

NEW YORK — DeeJays across the country are spinning more and more LP's.

Altho LP sales soared to unprecedented heights last year (The Billboard, March 17), most pop jockeys continued to concentrate the bulk of their play-power on singles—relegating albums mainly to late-night mood music segs. Their current willingness to spin LP's on a round-the-clock programming basis is a comparatively new development.

At the same time, of course, the record companies are turning out more and more packaged merchandise, stepping up their LP promotion in general, with increased spe-

cial emphasis on deeJay coverage (programming tips, timing, publisher credits, etc.). The labels' LP subscription services are recruiting more station-members every day, while some of the key jocks now receive almost as many gratis LP releases as singles.

One of the most significant converts to LP's is leading indie WNEW here, which is shelling out more than \$6,000 this month to build a new record library to accommodate its greatly expanded lead of 12-inch album material. At the same time, the station has increased programming of LP's by all of its jocks.

LP's at WNEW

Jerry Marshall, for instance, now spins selections from eight or 10 LP's on his morning "Make Believe Ballroom" and spotlights a special LP seg, "Album Reviews and Previews," on his evening show from

6:45 to 7 p.m. across the board. On Wednesday nights, he spotlights The Billboard's best-selling album chart selections. Bill Williams, the station's jazz jock, is now programming 100 per cent more LP's than he did at this time last year, with albums now making up almost 75 per cent of his programming. WNEW's "Music Till Midnight," a mood-music show, has always featured more albums than other segs, and it now consists of almost 90 per cent LP material.

According to WNEW's head librarian, Al Trilling, the station has received 150 LP's since the first of the year, a 1,000 per cent increase over the same period in 1954. In order to accommodate the new material, WNEW is building a new library which will be four times bigger than its current *(Continued on page 23)*

Rog Littleford Takes Kemper Music Reins

• Continued from page 1

under Collins, but is also responsible to Littleford for advertising and merchandising planning in the packaged records, phonograph and radio fields.

Rog Littleford has been associated with The Billboard since 1934, except for four and a half years' duty with the Air Force in World War II. He started in the Cincinnati printing plant, spent several years on the editorial staff in New York and Chicago and for three years managed the Chicago office. Chicago is the headquarters for the Outdoor and Coin Machine departments of The Billboard. In 1949 he assumed the responsibilities of editor-in-chief of The Billboard, in New York.

Effective immediately the post of editor-in-chief will be non-existent; responsibility will be the joint function of the division managers, Sam Chase (TV-TV Film), Littleford (Music-Radio), Maynard Reuter (Outdoor) and Hilmer Stark (Coin Machine). The latter two divisions are headquartered in Chicago.

K. (Haps) Kemper leaves the company after 10 years' service in various capacities. In 1950 he was elected a vice-president and took over as general manager of the Music-Radio division.

Keane Upped To Sales Head For Quality

TORONTO—George L. Keane has been appointed general manager of Quality Records of Canada, Ltd. Keane, formerly sales manager of the firm, succeeds Don McKim, who resigned to go into business for himself.

Before coming to Canada, Keane held a variety of executive positions with record companies in the U. S., latterly under Eli Oberstein in his Record Corporation of American.

Quality holds the franchise in Canada for M-G-M, Mercury, Dot and King labels.

TRIPLE THREAT

Cap Files 3 Suits Against Decca, U-I

HOLLYWOOD—Three separate actions against Decca Records and Universal Pictures were filed here last week (23) charging unfair competition, misrepresentation and in each case asking damages "in excess of \$3,000 and an injunction."

Suit filed in U. S. Federal Court naming Decca and Universal as defendants seeks to prevent further exhibition of U-I's musical short, "The Nat (King) Cole Story," until portions of the film are changed or deleted. Capitol alleges that all references to Cole's success on their label have been deliberately omitted, and that the use of a label other than the Capitol trademark amounts to misrepresentation.

In a separate cause of action in which Decca is not named, Capitol further alleges that one of the characters in the musical short is a portrayal of the role Glenn Wallichs, Capitol president, played in

Cole's career. Plaintiff complains that the film incorrectly portrays Wallichs in an "unsympathetic and defamatory manner and this portrayal is detrimental to Capitol."

In another action in Federal Court, Capitol sought to enjoin Decca from further distribution of their albums titled "Here Comes the Band" and "Holiday in Hawaii" owing to duplication of titles *(Continued on page 27)*

Webb Pierce Back on 'Opry'

NASHVILLE—Officials of station WSM here have announced the re-signing of Decca recorder, Webb Pierce, as a regular feature for its "Grand Ole Opry." Pierce divorced himself from "Grand Ole Opry" activity nearly three months ago after three years' association.

In addition to his own spot on "Grand Ole Opry," 9:30-10 on Saturday nights, the country and western star will also retain his present ABC-TV show on "Ozark Jubilee," from Springfield, Mo., 6:30-7 p.m., one Saturday a month.

Plans for a feature-length movie are in the making for Pierce, who this week is engaged in the filming of Flamingo's "Stars of the Grand Ole Opry" 30-minute series here.

In April, Pierce is set for an extended tour of the Pacific Northwest and Canada, and in May will make a ballroom tour thru Iowa, Minnesota and Missouri.

ABERBACH HIRES OLD BOSS' SON

NEW YORK—Jean Aberbach, of Hill & Range Songs, Ross Jungnickel and affiliated music firms, started his music business career 29 years ago in Berlin as an employee of the famous German songwriter and publisher, Will Meisel. It was, from Meisel that he learned the business.

Last week the Aberbach combine here hired a new staffer, Peter Meisel, Will's son. The latter will stay in the States for one year to learn the business, and then will spend successive years in France and Italy for the same purpose.

Few tradesters will deny that he can learn plenty from the Aberbach brothers.

'Happy Fella' Cleffer No So Happy Pubba

NEW YORK—Publisher-cleffer Frank Loesser attempting to control the trade excitement engendered by his "The Most Happy Fella" score, found himself in an uncomfortably strong position this week.

Several of the record companies, in their efforts to make a fast getaway from the restriction date, let diskings of "Joey" and "Standing of the Corner," from the show, get into the hands of jocks and distributors during the week. This, it now appears, is in violation of the license agreement between Loesser and the companies.

Loesser's license reads: "This license is limited solely to one recording of the excerpt to be made by (artists' name), which the licensee agrees not to sell or in any *(Continued on page 27)*

Coast Diskers Frown On Co-Op Buying Idea

HOLLYWOOD—A dealer-supported co-operative buying group will not meet with any success should it attempt to make discount purchases direct from the five major recording companies. This sentiment was vehemently echoed by spokesmen for Capitol, Columbia, Decca, RCA Victor and Mercury records in the face of the news that dealer members of the Recorded Music Dealers of Southern California had approved the formation of a buying organization to operate apart from the association.

According to RMDSC president, Norty Beckman, the co-op buying venture is a necessary step to halt further gains made by discount houses operating here. Dealers in this area, recognized to be among the top three disk markets in the nation, have thus far had to contend with only one discount house currently operating in two locations.

The executive committee of the dealer's group is expected to submit its plan of buying procedures to the next monthly meeting of the RMDSC. Beckman revealed that the co-op idea has received the support of some 70 dealers, all members of the association.

Record company executives indicated they could not offer any dealer group special terms or dis-

counts not available to all dealers without running afoul of the law and being charged with discriminatory sales practices. A reported offer of \$25,000 worth of merchandise at 50 per cent discount by Decca Records was completely denied by Decca sales topper, Sydney Golberg, in New York, and by Coast sales chief, Arthur Grobart.

ALL TIED TOGETHER

Am-Par to Sell Mickey Line Mail Orders on TV Show

• Continued from page 1

time, Clark and Johnson revealed Am-Par had signed a new contract thru October, 1957, with Disney on the Mickey Mouse Club line, and that Simon & Schuster has bowed out of its three-way participation deal on the disks.

S.&S., which releases its own 25-cent line of Disney records, had been handling production on the \$1 Mickey Mouse Club line and some of the selling. Under the new agreement, Disney takes over production, and Am-Par assumes complete responsibility for sales. According to Johnson, S.&S. asked

RIAA Names Sam Clark to Director Post

Org Disturbed by Pool Shrinkage of Trained Musicians

NEW YORK—Sam Clark, head of ABC-Paramount Records, was elected a director of the Record Industry Association of America last week. Clark was the only new director named at the org's annual meeting Wednesday (21). Clark took the post vacated by Archie Bleyer of Cadence Records.

Altho election of officers was on the agenda of the conclave, a quorum of directors was not present and the poll for executive posts was postponed. Incumbents, headed by RIAA president, Jim Conkling, Columbia Records prexy, will continue in office until new elections are held. Under RIAA by-laws the directors name the officers.

John Griffin, RIAA executive director, announced the addition of Crowell-Collier to the association's diskery roster. There are 47 companies now holding membership in the group. The org was formed four years ago with 31 participating diskeries.

At the annual meet, it was learned, one member showed some alarm at the withering away of the pool of professionally trained musicians. This could become a serious problem for record companies, it was feared. The possibility of RIAA-sponsored scholarships for students was advanced, but tabled for later discussion.

Also discussed was the advisability of the association launching a program of institutional advertising on behalf of the entire disk industry.

Publishers Hire Disk Experts

NEW YORK—Four key execs joined Crowell-Collier's newly created record department last week. Their duties will center around the establishment and operation of record club activities under William H. Fowler, record department manager.

Retained as consultants to the department are Donald M. Brown, George T. Simon and Ronald Wise. T. Clynton Elrod will be in charge *(Continued on page 27)*

to withdraw from the three-way pact, because execs of the company decided it wasn't advantageous for the firm to divide its strength between the \$1 disks and its own 25-cent line.

Six different records will be offered for sale on the "Mickey Mouse Club" show next month. Disks include "Spin and Marty," "Corky and White Shadow," "Littlest Outlaw," "Johnny Appleseed," "Mouseketeers' March" and the "Mouseketeers' Dances." The last two platters are the line's top sellers to date. Each disk is packaged in a special four-color sleeve.

Victor to Push Converted LP's For April Sales

NEW YORK — April will be "Conversion Month" for RCA Victor's pop package wing. The diskery's project for next month will be the push on 29 new 12-inch packages culled from the best selling material issued previously on 10-inch LP's.

Decision to convert the particular packages in the new release line-up, according to Victor, is based purely on past sales figures. Each package will get a new four-color cover, and several have been re-titled.

Heading the list will be four Glenn Miller sets, including "Selections from The Glenn Miller Story," "The Sound of Glenn Miller," "This is Glenn Miller" and "Glenn Miller Concert." There also will be four sets by Perry Como, two each by Paul Lavalle, Eddie Fisher and Benny Goodman, plus others by Tommy Dorsey, the Three Suns, Pedro Vargas, Eartha Kitt, the Melachriano Strings, Wayne King, Frankie Carle, Perez Prado, Henri Rene George Beverly Shea, Hugo Winterhalter and Shorty Rogers.

In addition, these same sets will be issued in a total of 58 EP packages, 29 of which will hold a single disk, and 29 with two disks. This present re-issue pitch does *(Continued on page 58)*

B. G. May Tour Campus Dates

NEW YORK — Benny Goodman, who seems certain to realize a cool half million this year in record royalties, is mulling the prospects of a one-nighter college tour when he exits the Waldorf here April 1.

The maestro, originally booked into the swank hotel's Empire Room for a four-week stay with his reconstituted band, will be completing a seven-week run.

Joe Dinkin, of the Willard Alexander office, has been sounding out the schools and has firm bids in for seven dates so far, which now await Goodman's okay. Since college dates customarily are restricted to weekends, and Goodman is not expected to cotton to promotion gags, the jaunt would not be viewed as a money-making venture. However, it's likely that the band would also accept several hotel stands in Chicago and on the Coast for longer periods.

Goodman also has been offered TV spectaculars in the fall from CBS, NBC and ABC.

If Goodman does hit the road, it will be without the services of several key sidemen, including trumpeter Jimmy Maxwell and trombonist Urbie Green.

BEACON ST. BLUES

Hub School Board Scans R&R Disk Hop Sessions

BOSTON—The rock and roll record hop was still hot in the Hub as the usual after-dark calm of lower Beacon Street was shattered by blatant beats one night this week. The Boston School Committee was holding an impromptu jam session. It was prompted by the unpleasant incidents which occurred at a record hop and brawl at Massachusetts Institute of Technology after

WHO'S DOTTIE AND DICK?

NEW YORK — Dorothy (Kilgallen) and Dick (Kollmar), well-known New York radio team, were heard sounding off on the current music business during one of their recent morning shows.

Perry Como's "Juke Box Baby" came to their attention and they apparently were horrified by the side. "How do people get to an artist like Perry with such songs?" asked Dorothy, who then indicated that the lyrics would probably speed the moral deterioration of our younger generation.

"Why, you'd expect an artist like Perry Como to get his songs from one of the recognized publishers, like a Mills Music, or..."

And then, with a final audible indignant shrug, "who is this George Paxton?"

Action Due in Suit Against Bourne Music

NEW YORK — Long-anticipated action in the Billy Rose, Mort Dickson, Ray Henderson vs. Bourne Music suit came closer this week. A pre-trial conference will be held in the Federal District Court of New York Monday (26). William Klein, who heads up the attorney team representing the Rose interests, said court action is likely to begin in about six to eight weeks.

The three writers are suing the Bourne firm for alleged infringements involving the tune "That Old Gand of Mine." It is charged that a renewal agreement entered into by the three with Bourne is no longer fair to the writers in view of radio, TV and motion picture exploitation angles on the tune, which arose only after the original *(Continued on page 58)*

Remington Must Pay Recording Damages

Label to Protest Some Findings in Special Master Broderick's Report

NEW YORK—In a report of much interest to the music-record industry, inasmuch as it spells out the area of a publisher's control of mechanicals. Special Master David C. Broderick last week stipulated the extent of royalties and damages to be paid by Remington Records to various publishers who had brought an infringement suit against the label. Plaintiffs, who filed their action in the Southern

Seeburg-ASCAP Pact Opens Coin Opportunities

Publishers and Writers in Line To Tap a New Revenue Source

By BILL SIMON

CHICAGO — A potentially large source of revenue to music publishers and songwriters was opened up this week, when the J. P. Seeburg Corporation arrived at a licensing agreement with the American Society of Composers, Authors and Publishers.

The automatic phonograph manufacturer, a fast-growing factor in the field of background music, thereby got the green light on Thursday (22) to ship its distributors two complete new libraries of special 45 r.p.m. disks embodying a total of 1,200 different musical selections, of which an overwhelming percentage is standard ASCAP material.

Altho Seeburg has been in the background music business for two years, its repertoire up to now has

consisted of material licensed by Broadcast Music Inc., and music in the public domain. Now, while other background music purveyors are hassling with ASCAP over licensing fees, Seeburg, the advocate of 45 r.p.m. disk machines as opposed to tape, central systems and FM channeling, is going on an all-out drive for installations in 2,500 locations before the end of the year.

Wholesale Deal

ASCAP's rate for Seeburg, under a "wholesale" licensing agreement, is \$3 a month per machine, with additional assessments for multiple units. That would mean that ASCAP's take from this new source, in the first year alone, could total around \$100,000.

ASCAP's old deal with Muzak, which expired in December, 1954,

called for payments to the Society of 5 per cent of the gross billing, or a minimum of \$27 per location. The same deal has applied to the FM installations. ASCAP's demand for a flat fee of \$60 in lieu of that percentage was denied by Muzak, and the dispute currently is being arbitrated under terms of the ASCAP consent decree.

BMI, meanwhile, has been licensing Seeburg for a year and a half at \$6 per year per machine, plus 1 per cent of billings over \$100 a month. Now, in view of the new Seeburg-ASCAP deal, BMI is expected to announce a revised rate next week. This will call for a flat \$7.20 per year and thus eliminate the percentage arrangement. Multiple units, including outlets on different floors, will be subject to additional levies.

Actually, Seeburg has been working on its new repertoire since last August. This was produced for the outfit by Standard Radio Transcription Services, with the mastering and pressing of disks handled by the RCA Victor Custom Record Division. Material was cut by such orchestras as those of Harry Horlick, Lawrence Welk, Al Goodman, Nat Brandwynne, plus several units composed of New York studio stars.

Disks Not for Sale

Each of the new Seeburg 45 r.p.m. disks, none of which is for sale, contains three selections per side. Each of the two new basic libraries consists of 100 disks, the number carried by the Seeburg player.

According to R. E. Lindgren, *(Continued on page 27)*

Pubs to Appeal Piracy Ruling

NEW YORK — Recent ruling by Federal Judge Irving R. Kaufman that record dealers and distributors may not be held liable if a disk manufacturer fails to meet royalty obligations (The Billboard, March 24), is being appealed. Julian Abeles, attorney for the plaintiff publishers whose copyrights were involved in the sale of the AFN disk package of Glenn Miller airchecks, filed notice of appeal last week. Abeles stated he would take the case to the Circuit Court and to the Supreme Court if necessary.

Abeles feels the decision of Judge Kaufman may be of ultimate value to the cause of the publishers. *(Continued on page 36)*

Baer Issues Warning on Sheet Pay-Off.

NEW YORK — Songwriters Protective Association last week moved to clarify writer royalty payment agreements. In a letter sent to publishers, Association proxy Abel Baer pointed out that according to a clause in the standard SPA agreement, publishers are to increase payments to writers proportionate to increases in price of sheet music.

As of January first of this year, Baer said that all publishers are expected to make payments commensurate with any price hikes, under terms of the 1947 writer contract.

H.&R. Firm Buys Child's Rights

To Pay 100G Advance Against 10% Of Pub's Share of Performance Income

NEW YORK—With the case of Marie De Sylva vs. Marie Ballentine scheduled for hearings in the U. S. Supreme Court April 23, much interest attaches to the details of the arrangement made by the Ross Jungnickel publishing firm with regard to the share of the child, William Stephen Ballentine, in the De Sylva copyright renewals.

Ross Jungnickel, one of the Hill & Range firms, has contracted with Marie Ballentine, guardian of the child's estate, to acquire the child's share under the following terms — contingent upon the Su-

preme Court upholding the decision that the child shares equally with the widow:

- 1) The child will receive 5 cents per copy on sheet sales.
- 2) The child will receive 50 per cent of mechanicals and synchronizations.
- 3) The child will receive 10 per cent of the publisher share of performance income.

The arrangement calls for Hill & Range to pay \$100,000 as an advance against 10 per cent of the publisher's share of performances. Of this sum, a non-returnable advance of \$25,000 has already been paid. The remainder is payable in a couple of years—in the event the Supreme Court confirms the decision of the California Circuit Court of Appeals, which has held that the child and widow share equally.

Should the Supreme Court hold that the child shares after the widow's death, it is stipulated that the arrangement will be modified and the advance payment reduced.

Virtually the entire music business, as well as film interests, have taken the viewpoint that chaos will result if the present decision is not reversed. It is understood that *(Continued on page 50)*

Welk Sizzles On BB Charts

NEW YORK — Lawrence Welk's continuing success with his Dodge ABC-TV show was reflected this week with the entry of the maestro's latest Coral Records LP "Shamrock and Champagne," on The Billboard best selling pop album chart. Other Welk LP entries now on the charts are "TV Favorites" and "Sparkling Strings."

Eleven LP's and Five EP packages are now on counters and plans are in the works for additional album items. Part of the music portion of Welk's Dodge dealer "Sell-A-Thon" performance at Madison Square Garden Monday (26), where he'll appear with other Dodge stars Danny Thomas and Bert Parks, will be taped by Bob Thiele, Coral Records' director of artists and repertoire, for later album release.

New York Ct. Clears Prado

HOLLYWOOD — Mambo king Perez Prado was this week relieved of all charges and responsibility in connection with a serious bus accident in May, 1951, in which eight of his musicians sustained injuries.

The New York Supreme Court denied a motion to file a complaint against Prado on the ground that the affidavit submitted "utterly fails to indicate any legal basis for imposing liability on the defendant."

District Court, included Shapiro-Bernstein, Oxford Music, St. Nicholas Music and Meridian Music.

Plaintiffs alleged that Remington did not serve notice of user prior to recording certain copyrights—as is stipulated in the compulsory licensing provision of the Copyright Act, and that the recordings were therefore made without authorization. Broderick held these allegations were correct and stated each of the plaintiffs was *(Continued on page 58)*

which rock and roll hops were banned in Cambridge.

School committee members feel that such music sessions should be well supervised and are awaiting suggestions along that line from Supt. Dennis C. Haley. After a couple of records were played and the committee discussed the pros and cons of record hops, it became bashful about listening to the re- *(Continued on page 36)*

NEWS REVIEW

'Wonderful' Is All Score and Sammy Davis

NEW YORK — "Mr. Wonderful," the highly touted Jules Styne-George Gilbert musical opened last week to a batch of spotty reviews. However, at press time the musical seemed to have a chance to make the grade owing to several favorable factors. These are the heavy advance sale, the showmanly performance of Sammy Davis Jr., and the excellence of the musical score by Jerry Block, Larry Holofcencr and George Weiss.

Laurel Music Corp., publisher of the score, has already lined up some 20 records in the show's leading tunes. Title tune, "Mr. Wonderful," last week made the national best-selling chart via the Peggy Lee record on Decca. The Sarah Vaughan version on Mercury is also selling strongly. Other labels fighting for a share of the loot include Victor, Capitol, Ampar, Epic, Coral, M-G-M, Bell and others. "Too Close for Comfort," another choice item, has been cut by Sammy Davis Jr. on Decca, Eileen Barton on Coral, Lillian Briggs on Epic and Evidie Gorme on Ampar. Davis has also cut the novelty, "Jacques D'Iraque." Two other tunes, "There" and "Without You I'm Nothing" have been recorded, with a release date tag of April 15.

Title tune already seems on its way to become a valuable property. In addition to making the best selling charts, sheet sales have bounced—all of which may have a bearing on the fate of the show.

Sammy Davis' sock performance, plus the tunes, are some compensation for the weak script.

Paul Ackerman.

Cathy Carr Plugs 'Tower'

CINCINNATI — Canary Cathy Carr recently put in a whirlwind weekend that darn near had her bumping into herself, plugging her new Fraternity Record release, "Ivory Tower."

After appearing as guest of deejay Ed McKenzie in Detroit Saturday noon (17), Cathy hopped by private plane for Cincinnati, where she appeared in the afternoon on WCPO Bob Braun's new Coca-Cola show for teen-agers. Braun met her at the Cincy airport with a helicopter to fly her to the Coca-Cola plant.

Miss Carr departed at 5:20 p.m. Saturday, via commercial airliner, for Detroit, where she appeared on Mickey Shorr's "Teen Dance" show over WJBK Saturday night. Sunday afternoon (18), she appeared as guest on Freddie Mitchell's disk show in Toledo. She followed during the week with Buffalo, Pittsburgh, Philadelphia, Boston and New York.

Weede to Get Capitol Plug

BOSTON — Capitol Records' Hub outlet has started a drive to capitalize on the popularity of baritone Robert Weede, currently starring here in the new Frank Loesser musical, "The Most Happy Fella," according to Tom Morgan, the firm's local chief.

New England will be used as a testing ground with a hot promotion now under way on an album of Verdi arias which the singer made for Capitol a year ago.

BEAT NEW YORK COLUMBIA PITCH

HOLLYWOOD — A little old-fashioned college try and the spirit of competition never hurt anybody—the hard disk business included.

This was the case last week when Columbia Records' coast promotion man, Gene Block, put all Los Angeles disk jockeys and librarians on notice to "beat New York" in kicking off the Vic Damone etching of "The Street Where You Live," from the new legit musical, "My Fair Lady."

"We're waving a red handkerchief right in New York's face by warning them about what we're doing," said Block. "We have the chance to break this record locally before the boys in the East know what hit them."

Beat New York!

Rink Switches To R 'n' R Pitch

NEW YORK — Jack Steiner, head of the Blackstone-Steiner ad agency, will operate the gay Blades Skating Rink, Broadway landmark, as a teen-agers cabaret starting May 25.

The two-story 3,000 capacity layout is getting a renovation job and will bow as "Tin Pan Alley." Entire operation is geared to the music business. Feature attractions will include name bands and record acts.

Co-operation of the American Society of Composers, Authors and Publishers is also being enlisted to back special composer nights, which would see various writers appearing in person.

The upstairs room, where the entertainment will be spotlighted, will contain 400 tables and a large dance floor. Downstairs, modern merchandising will take over, with a Midway, consisting of a record bar and sheet music racks. Feature of this area will be a derby-hatted, mustachio'd piano player.

Monte Proser and Gordon Auchincloss, who jointly hold the rights to the title, "Tin Pan Alley," are now conducting negotiations for a nightly TV show to emanate from the spot.

According to Larry Gammon, of the Blackstone-Steiner firm, "very little money" will be the keynote of the cabaret. He said a radical new food policy for a night club will be instituted. Only items on the menu will be hot dogs, hamburgers, sandwiches, pizza pies and shrimp rolls. No alcoholic beverages will be sold.

Steiner's current lease runs to September 10 of this year, with options to continue the lease for 21 years.

Smith Extends Western Area R.&B. Bookings

DENVER — LeRoy Smith, rhythm and blues talent booker in the Rocky Mountain area, will expand his bookings into a half dozen other cities in the West.

Talent line-up for the bookings includes Earl Bostic, Roy Milton, Ruth Brown, Buddy Griffin, Bill Doggett, Faye Adams, Ray Charles and Count Basie. In addition to Denver, the circuit will cover Phoenix, Ariz.; Albuquerque, M. M.; Colorado Springs, Colo.; Pueblo and Scottsbluff, Neb. Smith has also booked appearances in the area for the Top Ten Rhythm and Blues Show, headlining Fats Domino, the Clovers, the Cadillacs and Ruth Brown.

NEWS REVIEW

Hayman and Adams Fine Plaza Combo

NEW YORK — It is amazing, when a swank Persian Room audience holds still for harmonica virtuosity—not only holds still, but is obviously considerably spellbound. That is just what Richard Hayman does to them at the Plaza.

But in Hayman's hands a harmonica takes on a flexibility and depth of tone that few of his competitors can duplicate. Add to that an extremely winning floor salesmanship, and you have an entertainment potential that is pretty close to sure-fire.

Back in '52 his recording of "Ruby" for Mercury was a long-time top-bracketer on The Billboard's best-seller charts. Currently, he is repeating with his "Moritat" theme from "The Three-Penny Opera." Both of these items are top features of his nitery rep, the latter with a novel projection aid in the way of a toy piano. They are instantaneous hits with the customers. So, too, are better than half a dozen additional numbers, ranging from semi-classical to pops, cannily gaited to show off what can be done with a mouth organ.

Sharing honors is chantress Edith Adams. The gal has always been good—both TV and stage-wise—and now she has developed a solo nitery act that has all the earmarks of a winner. Not only is there significant improvement in her voice, but she has become a comedienne of exceptional talent, as well. Her new act is splendidly paced, both for vocals and comedy.

Bob Francis.

Gillespie to Tour Overseas

NEW YORK — The first of several projected foreign tours by jazzman, Dizzy Gillespie, and an all-star crew was set to open Tuesday (27) in Iran. Under the joint sponsorship of the State Department and the American National Theater and Academy, Gillespie and his cats are part of a potent effort to sell America via its most popular export entity, jazz.

The band left on a KLM plane on Friday (23) and was to pick up Gillespie in Rome, where he stayed following completion of the recent Jazz at the Philharmonic tour in Europe. The unit then proceeds to Turkey, Yugoslavia and Greece. Appearances in Egypt and Israel were scratched, due to the existing tension on those sectors.

The 18-piece ork, an inter-racial unit, will tour for 10 weeks. Among the featured artists will be clemmer-trumpeter Quincy Jones, thrush Dottie Salter, altoist Phil Woods and altoist-arranger Ernie Wilkins.

Camacho Sets Latin Diskings

NEW YORK — Johnny Camacho, artist and repertoire head of RCA Victor's international disk division, returned this week from a four-week trip in quest of LP material.

Camacho spent a week each in California and Havana, Cuba, and two weeks in Mexico City, where he produced two LP packages. In the other centers he lined up new artist and ideas for future dates which already are in preparation. In Havana, Camacho re-signed the popular Latin warbler Beny More.

Chi Promotion Of Juke Faves

CHICAGO — Five record distributors here last week were either planning or already actively engaged in a promotional campaign to hype single recordings of old favorites at the juke box level.

The action marked a direct reversal of recent distributor promotion aimed at operators here. Since the first of the year, the push has been on EP's.

Reason for the change, according to disk distributors, was that operators were becoming over-sold on the power of EP's. One distributor pointed out that many operators were beginning to believe that if they wanted an old standard they had to buy it as an EP or not at all. Consequently, he said, the sale of single standards fell off noticeably.

The promotion is being channeled via direct mail and salesman contact by all distributors. In addition, one distributor is using banners and counter cards in one-stops, several others are making up special listings of tunes available

(Continued on page 91)

Rose Asks DJ Views on C&W

NEW YORK — Publisher Wesley Rose last week contacted disk jockeys via the mail, in order to ascertain their views with regard to the new trends in country & western music. Obviously referring to the rock and roll influence in country material, Rose asked the jockeys whether, in their opinion, the disks in the top ten could be construed as country music. He said: "Trust you don't misunderstand, for, if you feel that this is country music, then I agree you should spin the material as much as possible. But, by the same reasoning, if in your opinion they are not country music, then use the same spins on country music."

Rose indicated that charts based on returns from dealers, jockeys and juke box operators influence diskeries and artists in their choice of material. "Within the last three weeks over 20 artist have mentioned that they will cut their next sessions along the lines of tunes shown in the trade paper charts. . . . I, for one, will stay with country music on all recording sessions as much as possible . . . however, many artists definitely state they must go along with the trend to get plays on the air." Stating the deejays were country music's greatest salesmen, Rose asked their opinion as to the new trends. "So write me. Tell me I am right, or am I just narrow-minded in my thinking," Rose added.

SPA Wants to Query Tunedex

NEW YORK — George Goodwin, operator of the music printing firm, Tunedex, has been asked to appear before the council of the Songwriters' Protective Association here Wednesday (28). The council seeks information from Goodwin as to his dealings with publishers and the writer remuneration angles involved.

Tunedex prints songs on index size cards, from numerous publishers, with permission of the latter and distributes the service to radio stations. A number of publishers have freely consented to having their tunes used. Others, however, are known to have withdrawn permission, when they learned that the service was being sold to stations.

PEGGY LEE

Record One Of Constant Improvement

HOLLYWOOD — There are few performers who offer the unusually great entertainment that Peggy Lee does. In her case, she merely improves with each succeeding appearance, and her current one at the Ambassador Hotel's Coconut Grove is no different.

Relying greatly on styling, lighting and special arrangements, Miss Lee seldom has been in better voice. There were few flaws in her act. Her choice of repertoire was well balanced, her patter limited so that she might catch her breath, and her singing never better. Two new song entries were included, "Sing a Rainbow," and her current disk hit, "Mr. Wonderful." Her rendition of "When the World Was Young," has seldom been performed better, while her up-tempo closers, "Swing Low, Sweet Chariot," and the marathon, "Lover," earned her well-deserved cheers. An album of Miss Lee's songs, performed as she does them on a night club floor and capturing the festive sounds of the audience, might well make good material for disk dealers.

Joel Friedman.

'Fella' Album Rights to Col.

NEW YORK — Columbia Records wrapped up the original-cast album rights to the upcoming Broadway musical, "The Most Happy Fella," last week, with a flood of single records set to precede the release of the package.

Singles by Frankie Laine, Doris Day, the Four Lads and others have already been sliced by Columbia, which has had the lion's share of previous shows by Frank Loesser. "Happy Fella" opened its Boston tryout last week and is due to bow on Broadway at the Imperial Theater, May 3. It will open in Philadelphia April 10.

The original-cast album will be a two-record affair, including most of the story as well as the music.

Capitol Signs Don Robertson

HOLLYWOOD — Capitol Records signed arranger-conductor Don Robertson to its talent roster last week, with the latter's first release scheduled to hit the market before the end of the month.

Robertson's pact calls for the release of two sides, with an option for eight additional sides. A prolific writer, Robertson was a member of Capitol repertoire staff some time ago and penned the recent hit, "Hummingbird." He is no longer under an exclusive writer's contract to Hill & Range Songs.

Randolph Singers Sign With Dootone

HOLLYWOOD — Lillian Randolph Singers, religious group, have inked a term recording contract with Dootone Records, with the 14-voice choir cutting a series of 17 Negro spirituals for an LP to be titled "Spiritual Moments."

Composed of former members of the Wings Over Jordan and Hall Johnson choirs, the contract with Dootone marks their first appearance on records.

Miss Randolph is a member of the cast of the "Great Gildersleeve," network radio and television shows.

America's Fastest Selling Records

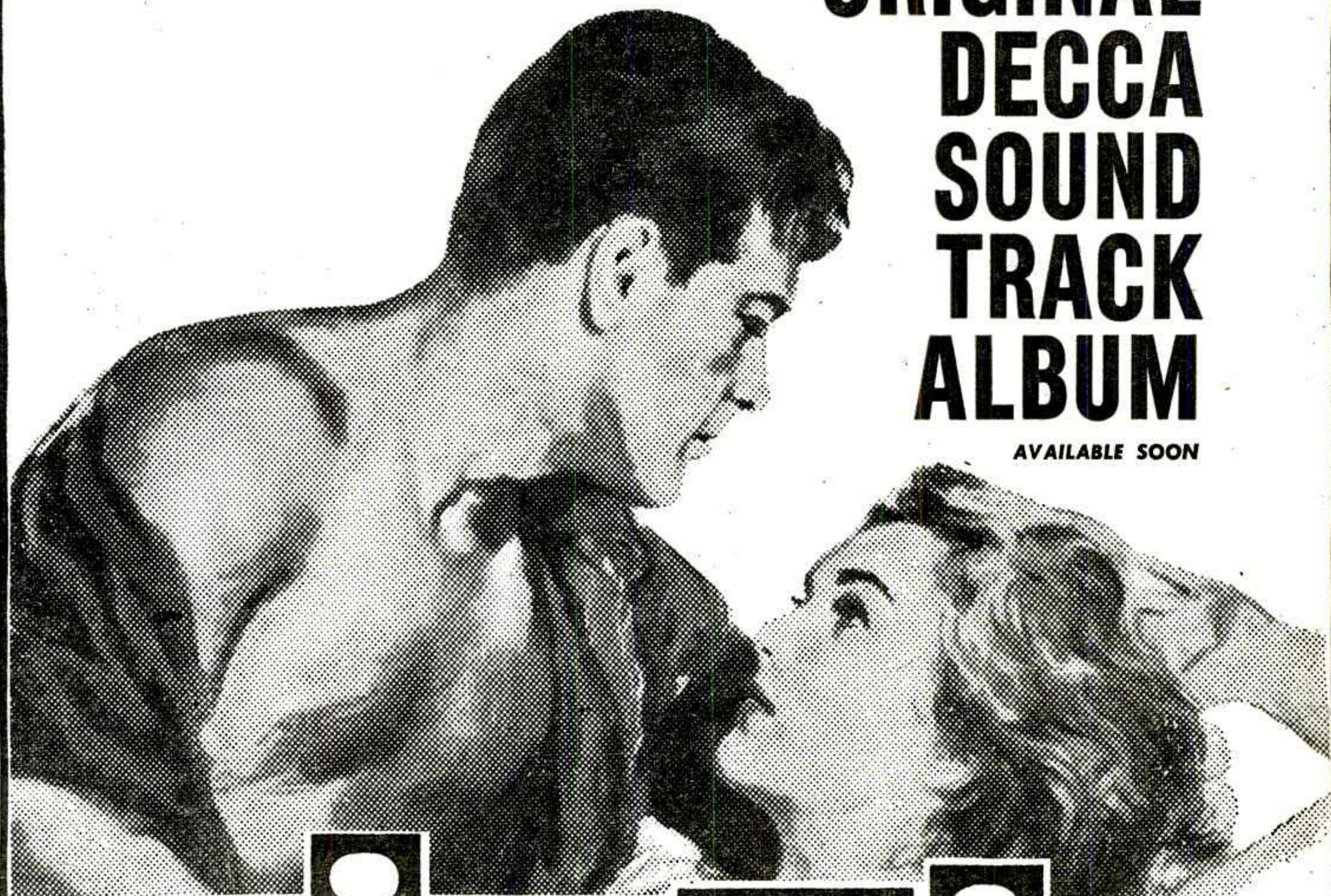


A SMASH HIT SINGLE...

FROM THE

**ORIGINAL
DECCA
SOUND
TRACK
ALBUM**

AVAILABLE SOON



picnic

**THEME FROM
'PICNIC'**

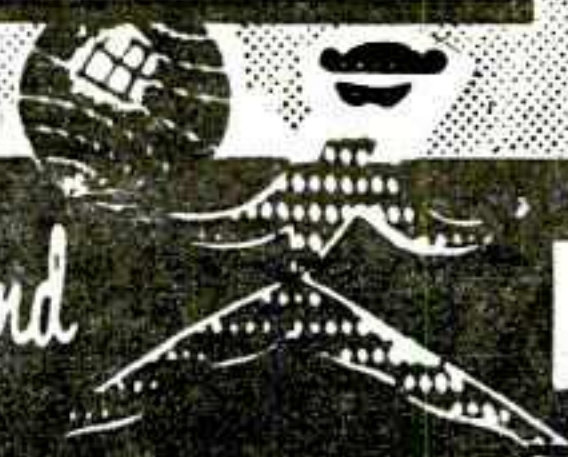
George Duning conducting
the Columbia Pictures Orchestra

**MOONGLOW and
THEME from 'PICNIC'**

Morris Stoloff conducting
the Columbia Pictures Orchestra

29888 and 9-29888

A New World of Sound



DECCA records

THE POOR PEOPLE OF PARIS

(Jean's Song)

* Recorded by:

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

*Records listed alphabetically by companies.

REG. CONNELLY MUSIC, INC.

COMPLETELY YOURS THE FOUR CHAPS

Rama #195

MYERS MUSIC, INC.

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

MUSIC AS WRITTEN

JOSH WHITE SETS DISK AND BOOKING PACTS . . .

Folk singer Josh White returned from England last week and immediately set his local affairs in order. White took on Lee Kraft as personal manager, signed a recording contract with ABC Paramount, and a booking pact with Joe Glaser's Associated Booking Corporation. White previously cut disks for London and Decca, and in the earlier stages of his career for Columbia, Keynote and Asch.

NBC RADIO UNVEILS NEW WEEKLY MUSICAL . . .

NBC launched a new weekly musical show, "Air Time," last Wednesday night (21) from 8:30 to 9 p.m. Produced by Parker Gibbs, the show stars canary Gisele MacKenzie, with Skitch Henderson's band and Frank Gallop as emcee. The Honeydreamers guested on the first show.

WALLER OPENS CHI BOOKING AGENCY . . .

Ben Waller, president of the booking agency that bears his name, has opened offices in Chicago to supplement the activity of his Hollywood office, managed

by Carl Peterson, formerly with the Horace Heidt firms. Waller is scheduled to confer with producer Otto Preminger in New York shortly concerning plans for the filming of the life of the late Fats Waller. The Waller agency specializes in the rhythm and blues field, handling Earl Bostic, Big Jay McNeely, Johnny Otis, Shirley Otis and Jimmy Witherspoon.

New York

Mrs. Christine (Chris) Hamilton has been named Director of Production for Dot Records, working out of the firm's headquarters in Gallatin, Tenn. . . . The Hi-Lo's vocal group has completed work on the first three films of the upcoming Rosemary Clooney TV film series. The foursome will be regularly featured on the show.

Joe Csida has been named by the American Arbitration Association to sit on arbitration panels dealing with show business disputes. . . . Twenty-year music biz veteran, Charles Goldberg, has been named manager of the Newark branch of Cosnat Distributors. . . . Globe Albums, Inc., has moved its plant to a new location on Oak Point Avenue, Bronx, N. Y. . . . Dick Jacobs has returned from a jockey tour of Buffalo, Rochester, N. Y., Detroit, Boston, Washington, Baltimore, Philadelphia and Cleveland.

Grinnell Brothers, Detroit, has been named "Retailer of the Year," in the music store category by Brand Names Foundation. . . . WDSU Radio, New Orleans, has bowed into the record business with its Patio label. New diskery will feature pop and country singles and jazz albums. Operations will start about April 1. . . . Moose Charlap has joined Frank Music as a writer.

Beverly Cherner of Jubilee Records is touring New England, promoting the diskery's entire LP line. . . . Milton Karle has signed to handle promotion for Dinah Shore in the East and South. . . . Dick Pingatore, who recently signed the Jodimars to a personal management pact, became the father Thursday (15) of a boy. . . . Alan Langenus, formerly of Carl Fischer, Inc., has joined Mills Music in the sales department.

Orkster Boyd Raeburn has organized a new band to cut disks for Columbia. It will be a strictly dance unit with book by Raeburn and George Williams. Jazz trumpeter Harold (Shorty) Baker

has signed with Bethlehem Records. . . . Bob Lissauer, tunesmith and operator of the Mood and Scope Music firms, has entered the talent management field. His first pactee is thrush Diana Cole. . . . The Four Voices open at the Chanticleer, Baltimore April 9. . . . John O'Connor, manager of Fred Waring and Johnny Long, has signed thrush Mary Johnston. G4 records for Cindy Records in Wilmington, Del.

Flack Ed Smollett became a father on St. Patrick's Day. The little girl was named Laurie Jane. . . . Scotch jazz pianist Joe Sayre made his U. S. debut at the Bohemia Saturday (23) with his own trio. The artist, who is blind, recorded last week for Bob Shad's EmArcy operation. . . . Ella Fitzgerald, just back from a European tour with Jazz at the Philharmonic, will make her first nitery stand at the Celebrity Club, Philadelphia, starting April 9. . . . Warbler Joe Derise was signed to a personal management pact by Lee Kraft.

Steve Sholes signed Janis Martin to an RCA Victor contract. The thrush, a 16-year-old Richmond schoolgirl, is described by Sholes as a "female Presley." . . . Hill & Range Songs has taken over "Church Bells Are Ringing" from Morty Kraft. Tune kicked off via the Willows' version on Kraft's Melba label, and has gotten several covers already. . . . Gospel thrush Marie Knight, a Decca artist for many years, has signed with Wing. . . . The Stan Kenton band will fly to Monaco from England to play at the Grace Kelly wedding. At the same bash, a 40-piece orchestra will accompany a special 20-minute ballet using Kenton compositions as re-orchestrated by Johnny Richards.

Hollywood

Russ Morgan makes his debut as an actor shortly, nabbing a supporting role opposite Jose Ferrer in Universal-International's "The Great Man." . . . The Kings Four, Charlie Barnet, Scat Man Crothers and Bobby Milano inked for a two-week stand at the Melody Room. . . . The George Shearing Quintet, currently appearing at the Colony Club, Dallas, has been set for four weeks at the Congress Hotel, St. Louis, beginning March 31. . . . RCA Victor will record M-G-M composer Miklos Rozza's "Concerto for Violin and Orchestra," with Jascha Heifetz and the Dallas Symphony. . . . Wolfie Gilbert and Ben Oakland were the first two guest lecturers in the current semester at Hal Levy's UCLA course in popular lyric writing. . . . Louis Prima and Keely Smith, along with the Mary Kaye Trio, will continue to helm the Cashar Lounge at the Hotel Sahara, Las Vegas, thru March, 1957. Both groups were inked to new contracts recently. . . . Pan American Artists has signed the Caprino Sisters, of Mexico City, who landed a Liberty Records pact last week. . . . A boy, Perry Ray, was born to Mamie Van Doren at St. Joseph's Hospital last week (19). Father is ork leader Ray Anthony. . . . Herb Jeffries has been inked for a 10-day stand at the Crescendo. . . . Singer Rusty Draper will receive his gold record award for "Gambler's Guitar" from San Francisco Mayor George Christopher this week. . . . RCA Victor's Howard Letts and Bill Bullock both in town. . . . Jimmy Hilliard, Bally Records topper, due here for recording sessions with Janis Paige.

Victor's Ed Welker and Fred Reynolds in town last week setting a number of album deals. . . . Song plugger Sammy Freidman mending slowly at Queen of Angels Hospital after a severe heart attack. . . . Bill Daniel has his own show at KFWB on Sunday's now.

Mercury Plugs Hi-Fi Display

NEW YORK — Mercury Records' stepped-up, general merchandising program was launched this month by the label's new merchandising manager, Peter Fabri, with a special push on the Sarah Vaughan-George Auld, "In the Land of Hi-Fi" display kit. It is the label's most elaborate LP merchandising drive to date.

The kit—designed to exploit the "Land of Hi-Fi" theme, which keynotes Sarah Vaughan and Auld's new albums (both on Mercury's jazz label EmArcy) — includes mounted die-cuts with easels, mounted album covers, cardboard easels for propping record sleeves on counters or in windows.

CARL PERKIN'S SMASH!

BLUE SUEDE SHOES

* Recorded by:

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

*Records listed alphabetically by companies.

HI LO MUSIC, INC.

HILL & RANGE SONGS, INC.

BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
BOOM, BOOM, MY BAYOU BABY (Trinity)			
THE JODIMARS (Capitol)	77 (Good)	C+ (Good)	
THE COME BACK (Frederick)			
PEGGY LEE (Decca)	76 (Good)	C+ (Good)	
DOWN IN MEXICO (Tiger)			
THE COASTERS (Atco)	R&B Best Buy	R&B Sure Shot	
CHAMP BUTLER (Coral)	70 (Good)	B (Very Good)	
DRUMMER BOY (E. B. Marks)			
TONY TRAVIS (Victor)		Sleeper of the Week	Good
FROM THE WRONG SIDE OF TOWN (Merrimac)			
JUNE VALLI (Victor)	80 (Excellent)	B+ (Excellent)	
NORMA JEAN GARRISON (Spotlight)	72 (Good)	B+ (Excellent)	
MOLLY BEE (Dot)	71 (Good)	B+ (Excellent)	
I HAD A LOVER (Greta)			
BOBBY SCOTT (ABC-Paramount)	76 (Good)	Sleeper of the Week	Very Good
INFATUATION (Beechwood)			
PAUL WESTON ORCH. (Columbia)	75 (Good)	B+ (Excellent)	
DICK CONTINO (Mercury)	74 (Good)	B+ (Excellent)	
RENATO CAROSONE (Capitol)	Satisfactory	Best Bet	Good
LOVELY ONE (Blackwood)			
THE FOUR VOICES (Columbia)	Best Buy	Sure Shot	
NO ONE TO BLAME BUT YOU (T-C)			
DE CASTRO SISTERS (Abbott)	76 (Good)	Best Bet	
NO OTHER ONE (Meridian)			
EDDIE FISHER (Victor)	Spotlight	Disk of the Week	Very Good
ROCK AND ROLL WEDDING (Simon House)			
HELEN GRAYCO (Vik)	78 (Good)	B (Very Good)	Very Good
SUNNY GALE (Victor)	77 (Good)	B (Very Good)	Very Good
ROCK ISLAND LINE (Hollis)			
LONNIE DONEGAN (London)	Best Buy	Disk of the Week	Best Bet
LEN DRESSLAR (Mercury)	77 (Good)	Best Bet	Good
DON CORNELL (Coral)	77 (Good)	Best Bet	Best Bet
SIMILAU (Cherio)			
CATERINA VALENTE (Decca)	80 (Excellent)	Best Bet	Excellent
TILL I WALTZ AGAIN WITH YOU (Vihage)			
BILLY VAUGHN ORCH. (Dot)	80 (Excellent)	Sleeper of the Week	Very Good
WILD CHERRY (Hollis)			
DON CHERRY (Columbia)	Spotlight	Best Bet	Best Bet
WITHOUT YOU (BMI)			
EDDIE FISHER (Victor)	Spotlight	Disk of the Week	Best Bet
JOHNNY DESMOND (Coral)	75 (Good)	Best Bet	Very Good
ALAN DEAN (MGM)		C+ (Good)	

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	1	2	1
ALDON	1	—	—
ATLAS	—	—	1
BATON	—	—	3
CAPITOL	3	—	—
CINDY	1	—	—
COLUMBIA	1	—	—
CORAL	5	1	—
CUE	1	—	—
DECCA	6	3	—
EPIC	1	—	—
FIESTA	1	—	—
FORTUNE	—	—	1
GOLDBAND	—	—	1
HARMAD	2	—	—
IMPERIAL	—	—	1
KING	—	—	1
JOSIE	—	—	1
JUBILEE	1	—	—
JUKE BOX	—	—	1
LIBERTY	1	—	—
LIN	1	—	—
LONDON	3	—	—
MELBA	—	—	1
MELLO	1	—	—
MERCURY	4	2	—
M-G-M	4	2	—
MODERN	—	—	1
OKEH	1	—	—
ORBIT	—	2	—
PEP	1	2	—
PRESIDENT	—	—	1
TIN PAN ALLEY	—	—	1
UNIQUE	2	—	—
VICTOR	2	3	—
VIK	1	—	—
WING	1	—	—
ZEPHYR	1	—	—
TOTAL	46	17	15

Watch this cute novelty go!

SMALL TOWN

Recorded by Kay Cee Jones

on AMERICAN RECORDS

AMERICAN ACADEMY OF MUSIC, INC.

- ASK ME
- CAPRI IN MAY
- ME AND MY SHADOW
- WHEN THE RED, RED ROBIN
- WHITE BUFFALO

Bourne, Inc. 136 W. 52d St. N.Y.C., N.Y.

a big one . . .

"Can you find it in your heart?"

recorded by **tony bennett**

M. WITMARK & SONS Col. 40667

From The Broadway Production "STRIP FOR ACTION"

TOO YOUNG TO GO STEADY

ROBBINS MUSIC CORPORATION

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

THE BILLBOARD'S ANNUAL SURVEY OF PHONOGRAPH, RADIO AND OTHER HOME ENTERTAINMENT EQUIPMENT SALES AMONG DEALERS WHO SELL RECORDS.

The Sample

Total dealers sampled . . . 5024. These were selected (1) based upon a proper geographical allocation nationally and a proper balance to reflect both Very Large Market conditions (30 major cities) and Medium-Small Market conditions . . . and (2) based upon Billboard's knowledge of individual store sales volume in order to reflect equipment conditions existing in stores that sell MORE than \$50,000 worth of records annually against conditions in stores that sell LESS than \$50,000 in records annually. Total dealer returns tabulated . . . 633. This return represents a 12.6% response; far more than is ordinarily necessary for a national projection.

THE FIGURES PUBLISHED BELOW WILL SHOW CONDITIONS:

1. In Total Number of Record Stores Sampled.
2. In Stores Doing MORE than \$50,000 in RECORDS annually: 863 sampled . . . 103 returns . . . 11.9% response.
3. In Stores Doing LESS than \$50,000 in RECORDS annually: 4,161 sampled . . . 530 returns . . . 12.7% response.

SPECIAL NOTE: Detailed figures of conditions existing in stores located in Very Large Markets as against conditions in stores located in Medium-Small Markets are available on request.

1. 92% OF ALL STORES SELLING RECORDS ALSO SELL PHONOGRAPHS AND OTHER ENTERTAINMENT EQUIPMENT!

STORES OVER \$50,000 IN RECORD SALES 96% ALSO SELL EQUIPMENT
STORES UNDER \$50,000 IN RECORD SALES 91% ALSO SELL EQUIPMENT

2. RECORD STORES GET CLOSER AND CLOSER TO "FULL LINE" EQUIPMENT SELLING!

TYPE OF EQUIPMENT (Prices are suggested retail)	PERCENTAGE OF STORES THAT SELL IT		
	Total Stores	Over \$50,000	Under \$50,000
Automatic 3 Speed Phonos Under \$100	88%	86%	89%
Manual 3 Speed Phonos Under \$30	87%	87%	87%
Automatic 45 RPM Phonos	80%	82%	79%
Automatic 3 Speed Phonos \$100-\$200	79%	87%	78%
Manual 3 Speed Phonos Over \$30	73%	76%	72%
AM Radios Under \$30	66%	61%	67%
Clock Radios	62%	60%	62%
Portable Radios	62%	59%	62%
Tape Recorders \$100-\$200	57%	60%	56%
AM Radios Over \$30	56%	54%	57%
Radio-Phono Combinations Over \$125	54%	57%	54%
Automatic 3 Speed Phonos Over \$200	47%	55%	46%
Radio-Phono Combinations Over \$125	47%	56%	45%
AM-FM Radios	44%	51%	42%
Television Sets	41%	36%	42%
Transistor Portable Radios	37%	44%	36%
Tape Recorders Over \$200	34%	37%	33%
FM Radios	29%	36%	28%
Tape Recorders Under \$100	26%	27%	25%
Separate HI-FI Components	24%	27%	24%

4. BUT IN DOLLAR VOLUME IT'S 3 SPEED AUTOMATIC PHONO \$100 TO \$200!

(Figures show number of units sold in ratio to sales of 3 Speed Automatic Phonos in \$100 to \$200 price range)

Equipment	Total Stores	Over \$50,000	Under \$50,000
3 Speed Automatic Phonos \$100-\$200	100	100	100
3 Speed Automatic Phonos Under \$100	51	23	60
3 Speed Manual Phonos Under \$30	34	26	37
45 RPM Automatic Phonos	22	4	28
3 Speed Automatic Phonos Over \$200	15	13	16
3 Speed Manual Phonos Over \$30	10	6	12

5. 3 SPEED AUTOMATIC PHONOS (\$100-\$200) ALSO SHOW STRONGEST UPWARD SALES TREND!

Percentage of Total Stores Answering

Equipment	Up Tread	Same	Down Tread
3 Speed Automatic Phonos \$100 to \$200	73%	18%	9%
Transistor Portable Radios	67%	24%	9%
3 Speed Automatic Phonos Under \$100	61%	24%	15%
Tape Recorders \$100 to \$200	55%	34%	11%
3 Speed Automatic Phonos Over \$200	56%	28%	16%
Separate Hi-Fi Component Parts	49%	35%	16%
Tape Recorders Over \$200	45%	39%	16%
Portable Radios	43%	39%	18%
Clock Radios	47%	32%	21%
AM Table Radios Under \$30	35%	44%	21%
3 Speed Manual Phonos Under \$30	50%	26%	24%
Radio-Phono Combinations Over \$125	50%	25%	25%
Tape Recorders Under \$100	31%	43%	26%
3 Speed Manual Phonos Over \$30	47%	26%	27%
Television Sets	47%	26%	27%
AM Table Radios Over \$30	26%	39%	35%
45 RPM Automatic Phonos	37%	25%	38%
FM Radios	29%	32%	39%
AM-FM Radios	27%	33%	40%
Radio-Phono Combinations Under \$125	21%	39%	40%

3. MANUAL 3 SPEED PHONO UNDER \$30 IS TOPS IN OVER-ALL UNIT VOLUME!

(Figures show number of units sold in ratio to sale of Manual 3 Speed Phonos retailing for less than \$30)

Equipment	Total Stores	Over \$50,000 Record Stores	Under \$50,000 Record Stores
3 Speed Manual Phonos Under \$30	100	100	100
3 Speed Automatic Phonos Under \$100	40	23	45
3 Speed Automatic Phonos \$100-\$200	34	40	32
45 RPM Automatic Phonos	40	15	48
3 Speed Manual Phonos Over \$30	17	15	18
3 Speed Automatic Phonos Over \$200	3	1	4

6. 'Marriage' of Records, Phonograph and Radio Equipment at Point of Sale Is Bearing Fruit!

	Total Stores	Over \$50,000	Under \$50,000
Records and Phonographs/Radios Sold in Same Department	68%	52%	71%
Split Operation; Some Radios and Phonographs Sold in Record Department*	8%	13%	7%

(*Includes radios up to \$80; phonos up to \$150)

7. In the Majority of Stores, the Same Person Buys Both Records and Equipment!

	Total Stores	Over \$50,000	Under \$50,000
Same Buyer	59%	54%	60%

8. 10% of All Record Dealers Sell Better Than \$50,000 Worth of Phonos and/or Radios Annually!

Annual Phono and/or Radio Sales	Total Stores	Over \$50,000	Under \$50,000
Under \$15,000	62%	37%	67%
\$15,000 to \$25,000	18%	21%	18%
\$25,000 to \$50,000	11%	23%	8%
\$50,000 to \$75,000	4%	8%	3%
\$75,000 to \$100,000	3%	5%	2%
\$100,000 to \$200,000	2%	3%	1%
Over \$200,000	less than 1%	2%	none

(Continued on page 23)

Announcing a great new sell-up line of RCA Victor portables in the non-breakable "IMPAC" case that made portable history!

Handsome new styles! Wonderful new sound! Full five-year guarantee on "Impac" case!

RCA Victor announces a full new line of portable radios — in the "Impac" case that won't chip, dent or crack! Improved, up-to-the-minute models of the portable that outsold all others in 1955!

At every price — from \$27.95 to \$139.95 — RCA Victor offers new styles and colors — plus ear-

filling "Golden Throat" tone. And best of all, the famous non-breakable "Impac" case — backed by RCA Victor's full five-year guarantee!

Within a few weeks, millions of viewers in every state will see the "Impac" case "crash-tested" from a hovering helicopter. Millions more will hear the same test on the radio. Top newspapers and magazines will carry the great news to every

city and town!

With great new features like the new "Wavefinder" Directional Antenna that turns until you find the strongest signal and the guaranteed non-breakable "Impac" case in a rainbow of colors — plus famous "Golden Throat" tone — RCA Victor gives you the chance to sell portable radios like you've never sold them before!



"IMPAC" MEANS SALES!

CRASH-TESTED! In a rugged test-drop from a hovering helicopter, the non-breakable "Impac" case came out intact! Not a chip, dent, split or crack!



Lowest priced RCA Victor portable in non-breakable "Impac" case. Plays 3 ways! Your choice of flame red, two-tone green or two-tone gray. The Shipmate. Model 7BX5. \$29.95.



Compact 3-way portable with new turning "Wavefinder" antenna. In horizon gray, antique white or aqua. Non-breakable "Impac" case. The Midshipman. Model 7BX6. \$34.95.



High-style 3-way portable with new precision tuning — new "Wavefinder" antenna. Non-breakable "Impac" case. In aqua or horizon gray. The Wanderlust. Model 7BX7. \$39.95.



New sensitivity — new selectivity! Extra-powerful 3-way portable with "Wavefinder" antenna. Gray or aqua non-breakable "Impac" case. The New "Globe Trotter." Model 7BX8. \$49.95.

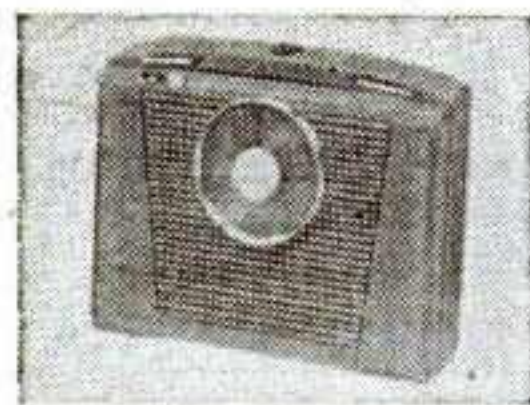


3-way portable with extra marine band! New "Wavefinder" antenna that turns for strongest signal. In surf green non-breakable "Impac" case. The New Yachtsman. Model 7BX9. \$69.95.

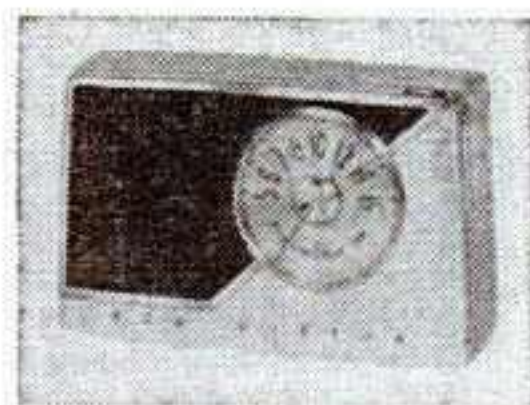


New 7-Band portable powered to pick up the world! Plays 3 ways. Telescoping and two built-in antennas. Tan simulated leather case. The Strato-World II. Model 7BX10. \$139.95.

More fast-selling RCA Victor portable favorites



Lowest priced RCA Victor portable! Battery operated with room-size volume. Red or white polystyrene case. The new "Personal." Model 6B4. \$24.95. Deluxe "Personal" in gray "Impac" case. Model 6B5. \$27.95.



Tiny . . . and the tone's terrific! Transistorized portable in non-breakable "Impac" case. Sounds like a full-sized radio. Weighs less than a pound. Aluminum and gray. The Transistor Six. Model 7BT9. \$65.00.



Transistorized! Handsome new portable with battery life of over 500 listening hours. "Golden Throat" tone. In rich genuine russet leather. The Transistor Seven. Model 7BT10. \$75.00.



RCA VICTOR

TRADE MARK
RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY

All prices less batteries. Suggested nationally advertised list prices shown, subject to change without notice. Slightly higher in Far West and South. See the actual "crash-test" on Martha Raye Show, April 17th, Milton Berle Show, May 15th. And on the spectacular "Producers' Showcase," May 28th.

Continued from page 21

9. Sales Representatives and Dealer's Business-paper Best Buying Aids!

Buying Aids	Points
Manufacturer and/or Distributor Sales Representative.....	1,000
Businesspaper Editorial and Advertising.....	926
Direct Mail From Manufacturer and/or Distributor.....	511

10. No Substitute Yet for Well Informed, Competent Sales Clerks!

Selling Aids	Points
Well Informed Sales Personnel.....	1,000
Equipment Demonstration.....	857
Point of Sale Display and Window Displays.....	663
Dealer's Own Newspaper Advertising.....	550
Manufacturer's National Advertising.....	472
Dealer's Own Radio Advertising.....	334
Manufacturer/Distributor Local Advertising.....	284
Dealer's Direct Mail Efforts.....	263
Dealer's Own TV Advertising.....	80

11. 96% of All Dealers Back Up Equipment Sales With Service!

Arrangement	Stores
1. Own Service Department.....	57%
2. Arrangement With Local Service Man.....	36%
3. Combination of 1 and 2.....	3%
4. No Service Offered.....	4%

12. 89% of All Stores Offer Time Payment Plans on Equipment Sales!

Over \$50,000 in Record Sales.....	83%
Under \$50,000 in Record Sales.....	89%
Total Stores.....	88%

13. 40% of Phonograph Sales in 1955 Were Made to Brand New Owners!

	Total Stores	Over \$50,000 Record Stores	Under \$50,000 Record Stores
Sales to New Phonograph Owners.....	39.9%	39.5%	40.0%
Replacement or "Sell Up" Sales.....	59.1%	59.5%	60.0%

14. A Phonograph Sale Produces \$36 in Record Sales in First 3 Months of Ownership!

\$38.59 in Stores Doing Better Than \$50,000 in Record Sales
 \$35.12 in Stores Doing Less Than \$50,000 in Record Sales

15. Best Selling Brand Name Equipment for 1955.

	Total Stores	Over \$50,000	Under \$50,000
a) Manual 3 Speed Phono Under \$30			
Columbia.....	585	132	453
Decca.....	409	68	341
RCA Victor.....	332	47	285
Webcor.....	231	48	183
V-M.....	214	26	188
Symphonic.....	131	14	117
Birch.....	60	17	43
Traveler.....	38	2	36
Beam.....	36	11	25
Sonic.....	33	5	28
Steelman.....	33	-	33
b) Manual 3 Speed Phonos Over \$30			
RCA Victor.....	421	81	340
Columbia.....	402	101	301
Webcor.....	331	72	259
V-M.....	273	44	229
Decca.....	153	22	131
Symphonic.....	59	5	54
c) Automatic 3 Speed Phonos Under \$100			
Columbia.....	533	135	398
V-M.....	491	60	431
RCA Victor.....	374	62	312
Webcor.....	347	94	253
Decca.....	177	33	144
Magnavox.....	110	34	76
Symphonic.....	69	9	60

(Continued on page 26)

American Winds Up Purchase of Urania Diskery

HOLLYWOOD—The purchase of Urania Records by the recently formed American Sound Corporation was officially completed here last week (23), with papers being inked by Draken Broadhead, chairman of the board; Siegfried Bart, president, and Rudolph Koppl, president of Urania.

American Sound, a joint venture of Allied Record Manufacturing Company and Bart Manufacturing Company, plans immediately re-vamping and expanding the line and announcing a new release schedule shortly.

The new firm will take over actual operation of Urania on April 16, and will maintain a New York office with accounting, production and warehousing facilities quartered in the main plant in Belleville, N. J.

Broadhead and Bart stated that no personnel assignments have as yet been made, but that Hal Neely, national sales manager for both Allied and American Sound, was being temporarily assigned to the project to complete the necessary planning and change.

RETMA to Issue Phono Sale Tab

WASHINGTON — The Radio-Electronics-Television Manufacturers' Association expects to release its initial set of phono industry factory sales figures shortly after the first of next month.

RETMA's plans for charting the sales pattern of the industry, by speeds and price range, were announced last December. At that time, the indications were that more than 80 per cent of the key firms in the business had agreed to submit monthly reports on factory output.

The Association had hoped to make its first report, covering the entire year 1955, in February, to be followed by reports for each month's activity in 1956. William F. E. Long, head of the association's statistical department, said reports are now in from all but two firms.

Travel Albums By Vox-Cook

NEW YORK—Vox is readying for early release, "Cook's Tour of Latin-America," the first of a new series of 12-inch LP's devoted to familiar music associated with different countries or areas. Deal closed with Cook's Travel Service calls for extensive cross promotion between diskery and travel agency.

Actually the new series will replace Vox's former "Holiday in..." line, which the diskery feels has now been adopted widely by the competition. Former issues in the latter series will eventually be converted to carry the new Cook tag.

On its part Cook's will promote the LP's on its cruises and display the packages in branch agencies in various cities.

NEW YORK—The writer wing of the American Society of Composers, Authors and Publishers caucused Wednesday (28) for the purpose of selecting a president to take the place of Stanley Adams, who vacates the post shortly. The cluffers generally engage in an elimination contest.

EDITORIAL

A Golden Wedding

The vital part now played by record dealers in the merchandising of phonograph equipment comes as no surprise to traders who keep a close eye on industry developments. The logic of such a condition cannot be questioned. Yet for years, playback equipment, particularly in the higher price range, has traditionally moved to consumers largely via other than disk outlets.

Documentation of this changing pattern of distribution is furnished in ample abundance in the statistical report contained in this section. It indicates a condition that can only spell continued health for the disk business.

For the industry is only as healthy as the dealers who make up its rock-bottom base. New opportunities for profit in the sales of equipment can only mean greater stability for the record dealer.

This convergence of lines of distribution in phonos and records towards a single point—the disk dealer—has in the recent past been termed a "marriage" of equal and necessary partners. This appellation was never more deserved. It is a marriage in fact, as well as by convenience.

NEW DEVELOPMENT

DeeJays Spinning More 'n' More LP's

Continued from page 16

one and have specially designed compartments for LP's. Latter now contains close to 100,000 singles, including 3,500 EP's and 4,500 12-inch pop LP's. The new library will also have a special listening booth.

In addition to the regular record library, Trilling maintains separate libraries for each jock—Marshall, Williams, Lonny Starr, Gene Klavan and Dee Finch, Art Ford and Jack Lazare. Marshall, for instance, now has around 10,000 singles and 300 LP's in his personal library.

Long-Term Investment

WNEW subscribes to the major album subscription services, and Trilling opines that LP's are actually a good long-term investment for any station, in that, unlike most pop singles, packaged records can usually be used as standard programming material for an indefinite period. He also notes that the present selection of LP material is so extensive that it affords stations an opportunity to replace many of their old, badly worn 78's with newly recorded LP versions.

Bill Randle of WERE, Cleveland, and WCBS here, is another strong supporter of LP's, which he is playing today "like single records." "Most of today's pop releases," said Randle, "are so undiversified that in order to counteract this 'sameness' and create a more diversified programming schedule, a jockey—particularly one with a lengthy show—has to go on LP's."

Randle devotes more than 25 per cent of his daily WERE five-hour programming to LP's now, whereas a year ago at this time, the figure was about 10 per cent. Randle believes it possible for a jockey to "lay" on an album today (e.g. play all of its selections, praise the cover, etc.) and help push it up into the same best-selling category as a single disk.

Play and Plug

In line with this, an RCA Victor spokesman here reports that an hour and a half after Randle finished a concentrated play-and-plug job on the new Elvis Presley album, the local Cleveland department store had completely sold out its first order of 100 Presley LP's.

Veteran deejay, Martin Block, is also going along with the LP programming trend, both on his WABC show here and his ABC network ailer. His latest move in this direction is a special 15-minute "Jazz Corner" seg (featuring selections from the latest jazz LP's) on his network program, marking Block's first venture into the jazz

field. He also spots one or two pop LP selections thruout his daily show, and usually devotes a segment of each program to a "show" album.

In a case of special album packages (e.g., the Glenn Miller set, Benny Goodman LP's, etc.) Block often plays them for an hour at a time. He is currently programming 50 per cent more LP's than he did a year ago at this time, and estimates he receives practically as many LP's each day as he does singles.

Jack Lacy, WINS here, is another deejay on an LP kick. The jock programs selections from about 25 LP's each week—100 per cent more than he did at this time last year. Also strong for LP's is Ed Stokes, of WMGM here, who devotes the last 15 minutes of his nightly show exclusively to album programming.

LP's are also grabbing off plenty of play on network disk shows. NBC's "Monitor" and "Weekday" series, for instance, spotlight several LP selections thruout the day, while the web's two-hour Friday night "National Radio Fan Club Show" features a "Band of the Week" on each show—spinning an LP selection by the week's favored orchestra every half hour.

Victor Promotion

RCA Victor's album program division is working closely with jocks across the country on LP promotions these days. The label's recent "Meet the Girls" push or nine albums by fem artists was highlighted with a stunt pulled by deejay Maurice Jackson, of WVKO, Columbus, O.

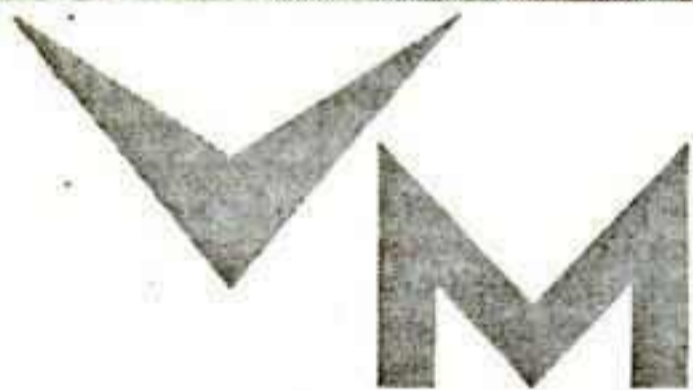
His all-out play-campaign on the series, included the introduction of guest fem-deejay on his shows; a contest for women listeners on the topic, "How to Get a Man"; taped messages on the same subject by Victor artists; interviews with civic leaders, social workers, and a priest. Needless to say, the nine LP's were given quite a workout on the air.

Victor's pop album subscription service is currently carried by 770 jocks, while its jazz LP service is subscribed to by 385 spinners. Victor supplies special programming information with its LP's, designed to help jocks sell time around album segs.

The label is also working on getting more album exposure on TV, via guestings by artists, with an important requirement of such guestings being that they get a good closeup on camera of their current album cover. TV shows

(Continued on page 27)

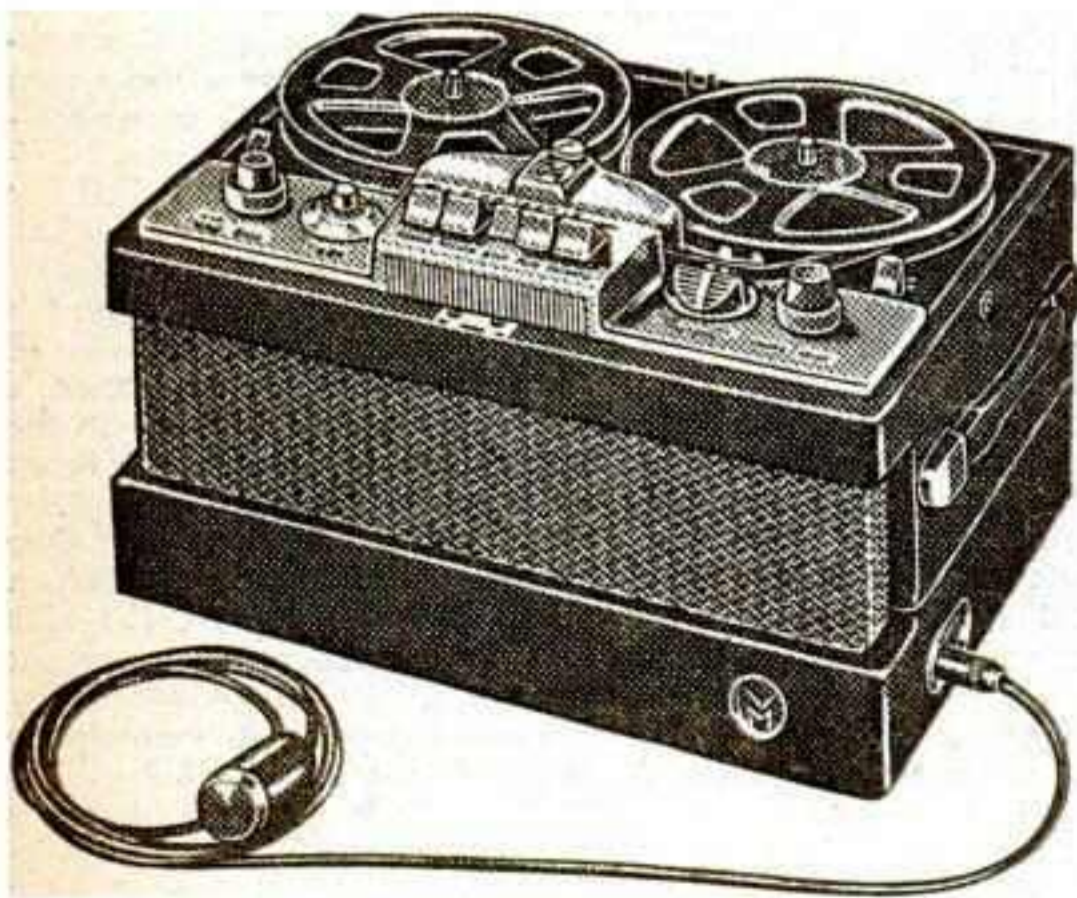
Hear with BOTH ears



tape-o-matic[®]

the ONLY popular-priced tape recorder that

PLAYS BINAURAL TAPES



Get ahead, stay ahead, in tape recorder profits with the V-M Model 701 Binaural Playback tape-o-matic Recorder! It's a feature-packed, top-quality tape recorder, and in addition, it includes V-M Stere-o-matic to play stereophonic (binaural) tape records. Only \$199.95* list.

Extra Profit for You! Model 701 gives you exclusively the sales advantage of binaural playback and many more features at a price lower than many ordinary monaural recorders. That means more and easier sales . . . extra profit for you. Now, for the first time, you can demonstrate and sell stereophonic tape recordings with a recorder everyone can afford . . . extra profit for you!

V-M Helps You To Extra Profit Dramatic "Hear With Both Ears" display in flashing color plus sparkling, foil-printed window and wall streamers help you sell the new V-M sound dimension.

Complete V-M Stereophonic Program tells you, step-by-step how to put on your own binaural demonstration. This program, proved effective in actual use, takes all the mystery out of selling today's high fidelity, binaural music.

Contact Your V-M Distributor Salesman for Extra Profit.

*Slightly higher in the West

the Voice of Music[®]

V-M CORPORATION, BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Decca Presents: *Music in the Great European Tradition*



CASH IN ON THE

Sales Magic of Mozart!

The Magic Flute (DX-134*)

Here is the most exciting (and salable) Magic Flute ever recorded! Capturing all the beauty and magic of Mozart's superb score, internationally famous Ferenc Fricsay directs the RIAS Symphony Orchestra, the RIAS Chamber Choir, the Berlin Motet Choir and an all-star cast in the most brilliant recording of his career. Here are some of the superlative artists included in this 'dream' cast: Maria Stader (Pamina), Rita Streich (The Queen of the Night), Lisa Otto (Papagena), Ernst Häfliger (Tamino), Dietrich Fischer-Dieskau (Papageno), Josef Greindl (Sarastro). Truly a connoisseur's dream! Fabulous critical reception!

Complete, lavishly illustrated German-English libretto adds to the sales appeal of this definitive recording! Three 12" Long Play Records contain the entire opera recorded in superb high fidelity by Deutsche Grammophon, Europe's most famous recording company, and compression moulded on revolutionary silent polystyrene surfaces by Decca, the Magic Flute links American technological skill with great European musical traditions to bring your customers a perfect product!



"... an album that makes news!"
N. Y. Herald Trib.

YOUR CLASSICAL CUSTOMERS WANT THESE MOZART ALBUMS, TOO!



The Abduction From The Seraglio: Ferenc Fricsay conducts the RIAS Symphony Orch., Chorus and famous soloists Maria Stader, Walter Frank and others. (DX-133*)



David Oistrakh: Concerto No. 5, K. 219, Saxon State Orch., Franz Konwitschny, conductor, and Symphony No. 32, K. 318, Fritz Lehmann, conductor. (DL 9766*)



Mass in C Major, K. 317 ("Coronation"). Symphony No. 38 in D Major, K. 504 ("Prague"). Igor Markevitch conducts the Berlin Phil. Orch. (DL 9805*)



Concerto No. 26, K. 537 ("Coronation") and Concert-Rondo No. 1, K. 382. Carl Seemann, piano. Fritz Lehmann conducts the Berlin Phil. Orch. (DL 9631*)

*Recorded in Europe by Deutsche Grammophon.

Decca wraps each Long Play Record in individual protective polyethylene plastic sleeves—another Decca sales plus! Contact your Decca Distributor now!

WATCH FOR MORE EXCITING NEWS FROM

DECCA® Gold Label RECORDS

a New World of Sound

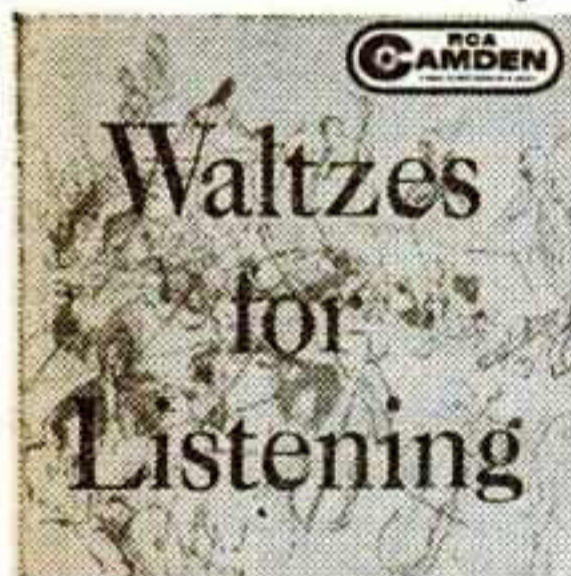


PROFIT PICKS OF THE MONTH FROM BUDGET-PRICED

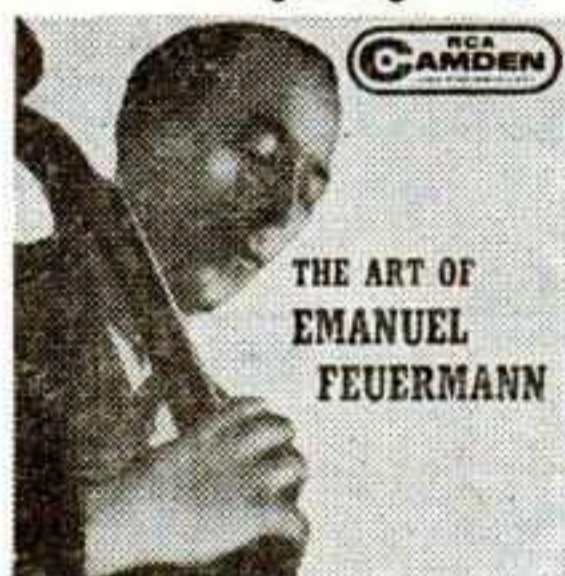


RECORDS!

\$1.98 for each 12" Long Play! **79¢** for each 45 EP!



San Francisco Symp., Montoux, cond.; Boston Symp., Koussevitzky, cond.; others. Long Play CAL 282



The famous 'cellist's program consists primarily of repertoire previously unreleased. Long Play CAL 292



Op. 72 Camden's follow-up to last year's successful Slavonic Dances Op. 46 (CAL 197). Long Play CAL 284



The only low-priced album of this towering work, to celebrate Mozart Bi-Centennial. Long Play CAL 276



Get Happy; Maria Elena; Dinah; Green Eyes; Dear Little Boy of Mine; 7 others. Long Play CAL 296



Vol. 1. Smoke Gets in Your Eyes; Dancing in the Dark; My Heart Stood Still; 1 other. 45 EP CAE 316



Sweet Leilani; Song of the Islands; Mislou; Maria Elena. Wayne King and his orchestra. 45 EP CAE 321



Vol. 2. I've Got You Under My Skin; Why Shouldn't I; Rosalie; Star of the Night. 45 EP CAE 318



Tex Beneke and his orchestra in the latest in Camden's TODAY'S HITS series. 45 EP CAE 1329

Order through your RCA Victor Record Distributor NOW!



Nationally Advertised Prices—optional

Continued from page 23

d) Automatic 3 Speed Phonos \$100-\$200

RCA Victor	535	105	430
Columbia	411	108	303
V-M	378	51	327
Webcor	279	64	215
Magnavox	225	76	149

e) Automatic 3 Speed Phonos Over \$200

RCA Victor	333	61	272
Magnavox	179	73	106
V-M	71	12	59
Webcor	70	18	52
Capehart	65	8	57

f) 45 RPM Automatic Phonos

RCA Victor	1269	229	1040
Crescent	141	12	129
Decca	89	14	75

g) Radio-Phono Combinations Under \$125

RCA Victor	313	42	271
Webcor	116	23	93
Magnavox	111	32	79
Zenith	84	16	68
Decca	50	8	42

h) Radio-Phono Combinations Over \$125

RCA Victor	300	57	243
Magnavox	230	75	155
Zenith	59	9	50
Capehart	47	1	46

i) Tape Recorders Under \$100

Columbia	139	51	88
Crescent	83	13	70
Webcor	44	11	33

j) Tape Recorders \$100-\$200

Webcor	418	127	291
V-M	402	99	303
RCA Victor	249	55	194
Columbia	87	18	69

k) Tape Recorders Over \$200

Webcor	376	105	271
RCA Victor	110	25	85
V-M	38	15	23

l) AM Table Radios Under \$30

RCA Victor	825	188	637
Zenith	204	61	143
Motorola	142	33	109
General Electric	130	30	100
Philco	100	23	77
Emerson	92	32	60
Admiral	71	18	53
Westinghouse	38	6	32

m) AM Table Radios Over \$30

RCA Victor	698	147	551
Zenith	205	34	171
General Electric	130	33	97
Motorola	101	20	81
Philco	64	8	56

n) Clock Radios

Zenith	238	59	179
General Electric	212	53	159
Motorola	99	15	84
Philco	61	8	53
Emerson	50	13	37
Magnavox	49	14	35

o) AM-FM Radios

RCA Victor	331	53	278
Zenith	256	70	186
Magnavox	72	33	39

p) Transistor Portable Radios

RCA Victor	210	53	157
Regency	165	44	121
Emerson	109	23	86
Zenith	77	25	52
General Electric	74	22	52

q) Portable Radios

RCA Victor	722	133	589
Motorola	175	46	129
Zenith	172	38	134
Philco	116	12	104
General Electric	91	17	74
Emerson	52	14	38
Admiral	47	10	37

NEW DEVELOPMENT

DeeJays Spinning More 'n' More LP's

• Continued from page 23

considered good album plugs by the record industry include NBC's "Today," Steve Allen's "Tonight" and deejay Howard Miller's Chicago videocast.

The Decca-Coral pop album subscription service today is carried by more than 400 jocks. M-G-M's pop LP subscription service is now bought by more than 200 radio stations, plus 75 key jocks, who receive them on a gratis basis.

Mercury and Capitol are continuing to service jocks with pop LP's on a gratis basis. Capitol services a list of 2,100 deejays with pop LP's and also provides spinners with special deejay LP's, featuring selections from various Capitol packages. Mercury recently extended a similar special LP service to deejays, in the form of a special Jazz LP Sampler on its EmArcy label. Mercury also provides special deejay wax on its top dance band albums.

Columbia's pop LP subscription service currently numbers around 1,000 jocks on its list. On occasion Columbia also services its full pop deejay roster with special LP's gratis. Paul Weston's "Reflections of an Indian Boy" is current special album on release. The label recently has been conducting a series of special "dealer-jockey" trade ads aimed at encouraging the programming of LP's by stations.

Other jockeys putting increased

emphasis on LP programming today include: Jim O'Hara, WOKY, Milwaukee; Bob Leonard, WIRT, Milwaukee; John Anthony, WFOX, Milwaukee; Bud Davies, CKLW, Detroit; Joe Vann, WKMH, Detroit; Ross Mulholland, WWJ, Detroit, who devotes an hour a day to albums thru the week and plays nothing but LP's on his Sunday show; Gene Norman and Alex Cooper, KLAC, Hollywood; Felix Gra.t, WMAL, Washington, who has the only show (Sunday 2-5 p.m.) in his area which spotlights LP's exclusively; John Fritz, WFMJ, Youngstown, O.; Dick Collyer, WARK, Hagerstown, Md.; Joe Ryan, WALL, Middletown, N. Y.; Dick Reilly, KCAP, Helena, Mont.; Gene Platt, KELO, Sioux Falls, S. D.; Pepper Barker, WFVA, Fredericksburg, Va., who plays only LP's on his 9-10 p.m., "Album Time" across the board; Keith J. Reeve, WVAM, Altoona, Pa.

An interesting aspect of the current LP programming end is pointed out by Russ James, KVEC, San Luis Obispo, Calif., who writes: "I spin three hours of music every morning. Lately it has been albums by Percy Faith, Three Suns, etc. There are very few new singles made now for morning deejays. You sure can't program rock and roll before noon.

Seeburg-ASCAP

• Continued from page 17

sales manager for the Background Music Division of the Seeburg company, the Seeburg disk system can prosper in a field that also can sustain competitive types. Lindgren told The Billboard: "The potential for background music subscribers has never been tapped. There's plenty for us, for Muzak and the FM operators as well." Lindgren pointed out that the "central" systems still have plenty of room to expand in the larger cities, but that in the hinterlands the whole field is wide open, and that's where the individual disk machines can best fill the bill.

Seeburg distributes can sell two types of contract to locations. One is the equipment agreement, a lease-purchase plan whereby the location pays a monthly fee to the distrib for 36 months, at the end of which he assumes full ownership of the machine. The phono itself sells for \$685, plus extra units and equipment.

The second contract is for the music service, the disks being available on rental only at a rate of \$18.50 per month. Each subscriber gets 25 new disks, or 150 new selections each month. The old disks are recalled by the company.

Triple Threat

• Continued from page 16

previously released by Capitol. Court issued a show cause order against Decca, returnable April 9.

A third action was filed by Frank Sinatra and Capitol in Los Angeles Superior Court, seeking to prevent further use of Sinatra's name on the Decca "Man With the Golden Arm" package. Sinatra claims that use of his name was limited in connection with his work, and since the album does not contain any performance by Sinatra, no authorization was given to the producers, Carlyle Productions or Decca.

A show cause order returnable April 2 was issued against Decca in this latter action.

Publishers Hire

• Continued from page 16

of systems and controls for all record club operations.

Brown, who will concentrate on membership promotions, will be in charge of creative copy and layout for both direct mail and display advertising. Simon will act as program director for the jazz club repertoire, while Wise will do a similar job in the classical and opera fields. Most of the jazz waxings will be recorded here and the classical abroad, altho eventually some of the latter sides will also be cut here.

Simon, former Metronome Magazine editor, and Wise, formerly with the RCA Victor and Columbia classical departments, are currently in the process of screening and selecting material for their various fields. Elrod formerly served with Capitol in various capacities, including the post of operations manager for electrical transcriptions and in the label's systems procedure department.

The newly - created record department is part of the Crowell-Collier Publishing Company's recording, radio and TV division, which is headed by William A. H. Birnie.

'Happy Fella'

• Continued from page 16

manner distribute including trade distribution, prior to April 1."

However, disks of the tunes by Billy Eckstine on Victor, Doris Day on Columbia, Neal Hefti on Epic and the Lancers on Coral were in circulation. Loesser's staff sent 500 wires and made 60 long distance calls on Friday (23) to stations asking them to hold the line. Chappell, who publishes the flip sides of the Eckstine and Lancers disks, had speeded circulation of those particular issues, it was learned.

In view of the unique licensing provision, Loesser appeared to have the companies in a spot, in the event he should decide to lower the boom.

NOW SELL FAMOUS ORCHESTRAS BY NAME AT BUDGET PRICES ON



RECORDS!

Your fast-moving RCA Camden Record sales get a big new plus—permission to use the actual names of the world-renowned recording organizations and artists available on your hottest budget-price label!

JUST LOOK AT THIS LIST:

ACTUAL NAME	IDENTIFIED ON RCA CAMDEN RECORDS AS
BOSTON POPS ORCHESTRA <i>Arthur Fiedler, Conductor</i>	Festival Concert Orchestra
BOSTON SYMPHONY ORCHESTRA <i>Serge Koussevitzky, Conductor</i>	Centennial Symphony Orchestra
CHICAGO SYMPHONY ORCHESTRA <i>Frederick Stock, Desiré Defauw, Conductors</i>	Century Symphony Orchestra
INDIANAPOLIS SYMPHONY ORCHESTRA <i>Fabien Sevitzky, Conductor</i>	Sussex Symphony Orchestra
LONDON PHILHARMONIC ORCHESTRA <i>Walter Goehr, Eugene Goossens, Efreim Kurtz, Constant Lambert, Conductors</i>	Stratford Symphony Orchestra
LONDON SYMPHONY ORCHESTRA <i>Bruno Walter, Conductor</i>	Jewel Symphony Orchestra
MINNEAPOLIS SYMPHONY ORCHESTRA <i>Eugene Ormandy, Conductor</i>	Marlborough Symphony Orchestra
NATIONAL SYMPHONY ORCHESTRA <i>Hans Kindler, Conductor</i>	Globe Symphony Orchestra
PARIS CONSERVATORY ORCHESTRA <i>Bruno Walter, Conductor</i>	Seine Symphony Orchestra
RCA VICTOR MALE CHORUS	Goodfellows Male Chorus
RCA VICTOR SYMPHONY ORCHESTRA	Golden Symphony Orchestra
RCA VICTOR SYMPHONY ORCHESTRA <i>Charles O'Connell, Conductor</i>	Regent Symphony Orchestra
HENRI RENE AND HIS ORCHESTRA	Cosmopolitan Orchestra
SAN FRANCISCO SYMPHONY ORCHESTRA <i>Pierre Monteux, Conductor</i>	World Wide Symphony Orchestra
TORONTO SYMPHONY ORCHESTRA <i>Sir Ernest MacMillan, Conductor</i>	Dominion Symphony Orchestra
VIENNA PHILHARMONIC ORCHESTRA <i>Bruno Walter, Conductor</i>	Danube Symphony Orchestra

And remember, some Camden merchandise has never been available before on records at any price! So check the Camden April releases on the opposite page NOW!



Post this colorful Camden streamer near your RCA Camden merchandise!

COLUMBIA PORTABLE

It's ~~Springtime~~ Again!...

beginning with two great NEW 45RPM portable phonographs

COLUMBIA Model 440

suggested
retail price* **\$39.95**

**45 RPM, Automatic,
Portable Phonograph**

- Plays up to 14 45 rpm records
- Undistorted sound at any volume
- Two-toned—In charcoal and grey washable vinyl plastic
- Sapphire needle



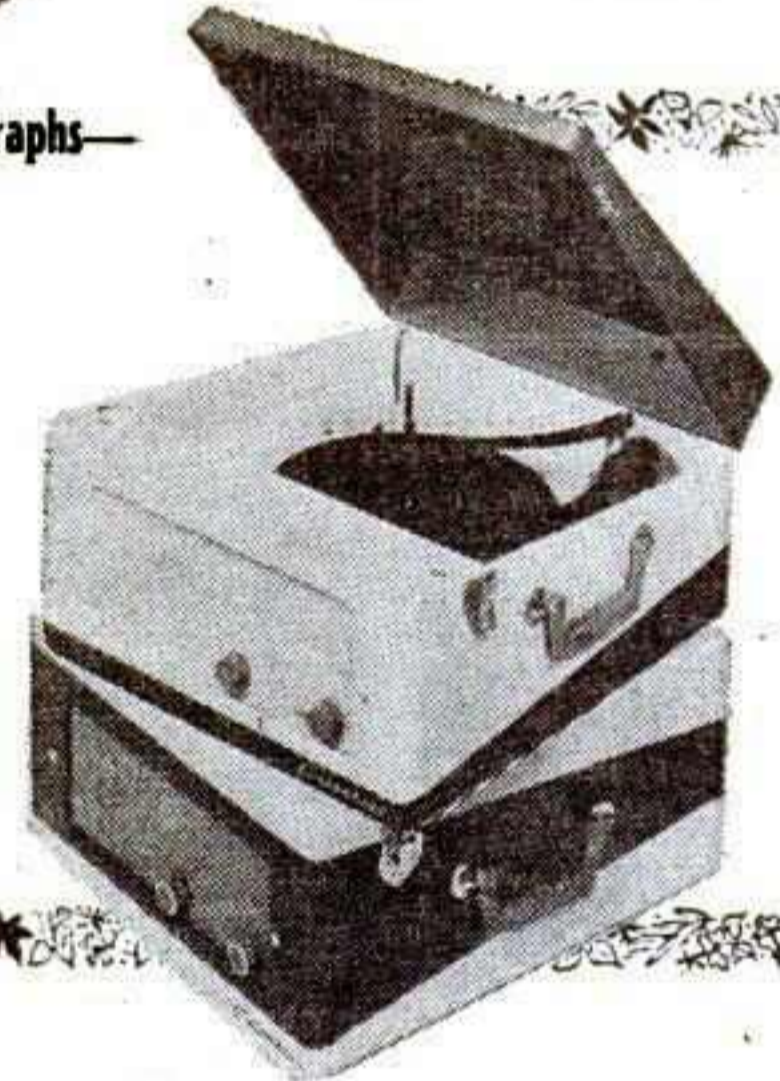
COLUMBIA Model 445

suggested
retail price* **\$69.95**

**45 RPM, Automatic, High
Fidelity, Portable Phonograph**

- Separate Bass, Treble Controls
- Extended Range Speaker
- Plays up to 15 45 rpm records
- Record storage space
- Ronette High Fidelity cartridge, sapphire needle
- Two-toned—Black and driftwood grey

and with the best-selling three-speed Columbia portable phonographs—



COLUMBIA Model 412

suggested
retail price* **\$29.95**

Three-Speed, Manual, Portable Phonograph

- "HIS" model—handle on side. Two-toned: charcoal and light grey or suntan and brown tweed
- "HERS" model—handle on top. Two-toned: white and black or charcoal grey and fashion pink
- Turn-over cartridge
- Volume and tone controls

COLUMBIA Model 413

suggested
retail price* **\$39.95**

**Three-Speed, De Luxe, Manual,
Portable Phonograph**

- 4"x6" oval speaker located in front
- Leather-toned plastic in charcoal and grey
- Combination Tone and Volume control on one knob
- Saddle-stitched binding

COLUMBIA Model 416

suggested
retail price* **\$59.95**

**Three-Speed, Automatic,
Portable Phonograph**

- Turn-over cartridge, two sapphire needles
- Three-tube amplifier
- Tone compensated volume control
- Entire unit shuts off after last record

COLUMBIA Model 417

suggested
retail price* **\$84.95**

**Three-Speed, Automatic, High
Fidelity, Portable Phonograph**

- Leather-toned plastic, in brown and tan
- Three-tube amplifier
- Ronette High Fidelity turn-over cartridge
- 6-inch PM extended range speaker
- Three control knobs, Bass, Treble and Volume
- Entire unit shuts off after last record



COLUMBIA Model 426

suggested
retail price* **\$149.95**

**Super De Luxe "360" K
Portable Phonograph,
Ultra High Fidelity**

- Available in Neolite—suntan, copper, charcoal, green or royal blue
- Automatic changer—intermixes 10" and 12" records of the same speed
- One DIAMOND and one sapphire needle, Ceramic cartridge
- Four extended range speakers, featuring two new Columbia Electrostatic Kilosphere speakers
- Frequency Range: 50 to 20,000 cps.

*slightly higher in
South and West

FREE—with the purchase of any of these portable phonographs—
A matching RECORD CARRYING CASE! (for limited time only)

COLUMBIA PHONOGRAPHS

MAGNIFICENT!

Long Play (LM-1998) \$3.98 ; 45 EP Version (ERB-70) \$2.98

Original Sound Track Album



Mario
Lanza
in
"Serenade"

Otello
duet
with
Licia
Albanese

EXCLUSIVE SOUNDTRACK ALBUM ON RCA VICTOR

of Mario Lanza's new Warner Brothers Picture "Serenade"!

Musical Direction by Ray Heindorf

Dealers: Mario Lanza will be "selling" this album for you when he appears on your local theatre screen! RCA Victor will feature the album in ads in Saturday Review, New Yorker and Record Catalogues. Be sure to tie in! Ask your RCA Victor distributor for these special merchandising aids: • "Serenade" two-color window streamer with mounted 4-color album cover! • Sales-attracting "Serenade" album ad mats! • Interesting radio scripts featuring the album! • Publicity releases and photograph!

A High Fidelity Recording

Nationally Advertised Price — optional

the dealer's choice

RCA VICTOR



The Billboard Buying and Programming Guide

BEST SELLING PACKAGED RECORDS

• Classical Albums (Over-all)

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

1. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**—Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
2. **OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS**—Boston Pops Orchestra (Fiedler).....RCA Victor LM 1817
3. **SHOSTAKOVITCH: VIOLIN CONCERTO**—Oistrakh, New York Philharmonic (Mitropoulos).....Columbia ML 5077
4. **VIVALDI: CONCERTO IN A MINOR FOR TWO VIOLINS; BACH: VIOLIN CONCERTOS NOS. 1 AND 2**—Oistrakh, Stern, Philadelphia Orchestra (Ormandy).....Columbia ML 5087
5. **GROFE: GRAND CANYON SUITE; COPLAND: EL SALON MEXICO**—Boston Pops Orchestra (Fiedler).....RCA Victor ML 1928
6. **BACH: GOLDBERG VARIATIONS**—Glenn Gould....Columbia ML 5060
7. **RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME**—NBC Symphony (Toscanini).....RCA Victor LM 1768
8. **BRAHMS: DOUBLE CONCERTO IN A MINOR**—Stern, Rose, New York Philharmonic (Walter).....Columbia ML 5076
9. **TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3**—NBC Symphony (Stokowski).....RCA Victor LM 1894
10. **IBERT: ESCALES; RAVEL: BOLERO; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA**—Philadelphia Orchestra (Ormandy).....Columbia ML 4983
11. **RAVEL: DAPHNIS ET CHLOE**—Boston Symphony (Munch).....RCA Victor LM 1893
12. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**—Minneapolis Symphony (Dorati).....Mercury MG 50054
13. **FAVORITE CLASSICS**—Leonard Pennario.....Capitol P 8312
14. **RACHMANINOFF: PIANO CONCERTO NO. 3**—Gilels, Paris Conservatoire Orchestra (Cluytens).....Angel 35230
15. **CHOPIN: LES SYLPHIDES; J. STRAUSS: GRADUATION BALL**—Boston Pops Orchestra (Fiedler).....RCA Victor LM 1919
16. **THE FAMILY ALL TOGETHER**—Boston Pops Orchestra (Fiedler)....RCA Victor LM 1879
17. **BEETHOVEN: VIOLIN CONCERTO**—Milstein, Pittsburgh Symphony (Steinberg).....Capitol P 8313
18. **BERLIOZ: SYMPHONIE FANTASTIQUE**—Boston Symphony (Munch).....RCA Victor LM 1900
19. **MOZART: DON GIOVANNI**—Siepi, Vienna Philharmonic (Krips).....London VLLA 34
20. **AN OPERATIC RECITAL BY RENATA TEBALDI**....London LL 1255

• Popular Albums (Over-all)

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

1. **BELAFONTE**—Harry Belafonte.....RCA Victor LPM 1150
2. **OKLAHOMA!**—Sound Track.....Capitol SAO 595
3. **CAROUSEL**—Sound Track.....Capitol W 694
4. **THE BENNY GOODMAN STORY, VOLS. 1 AND 2**—Sound Track.....Decca DL 8252, 8253
5. **THE MAN WITH THE GOLDEN ARM**—Sound Track.....Decca DL 8257
6. **FOUR FRESHMEN AND FIVE TROMBONES**.....Capitol T 683
7. **JULIE IS HER NAME**—Julie London.....Liberty 3006
8. **MUSIC TO CHANGE HER MIND**—Jackie Gleason.....Capitol W 632
9. **SPARKLING STRINGS**—Lawrence Welk.....Coral 57011
10. **THE STUDENT PRINCE**—Mario Lanza.....RCA Victor LM 1837
11. **ELVIS PRESLEY**.....RCA Victor LPM 1254
12. **MUSIC FOR SWINGIN' LOVERS**—Frank Sinatra.....Capitol W 653
13. **TV FAVORITES**—Lawrence Welk.....Coral 57205
14. **MUSIC FOR LOVERS ONLY: MUSIC TO MAKE YOU MISTY**—Jackie Gleason.....Capitol W 475
15. **MARK TWAIN**—Harry Belafonte.....RCA Victor LPM 1022
16. **ROMANTIC JAZZ**—Jackie Gleason.....Capitol W 568
17. **IN THE WEE SMALL HOURS**—Frank Sinatra.....Capitol W 581
18. **SHAMROCKS AND CHAMPAGNE**—Lawrence Welk.....Coral 57036
19. **ROGER WILLIAMS**.....Kapp KL 1012
20. **SO SMOOTH**—Perry Como.....RCA Victor LPM 1085

• Show and Music

1. **OKLAHOMA!**—Sound Track...Capitol SAO 595
2. **CAROUSEL**—Sound Track.....Capitol W 694
3. **THE BENNY GOODMAN STORY, VOLS. 1 AND 2**—Sound Track...Decca DL 8252, 8253
4. **THE MAN WITH THE GOLDEN ARM**—Sound Track.....Decca DL 8257
5. **THE STUDENT PRINCE**—Mario Lanza.....RCA Victor LM 1837
6. **LOVE ME OR LEAVE ME**—Sound Track...Columbia CL 710
7. **GUYS AND DOLLS**—Original Broadway Cast.....Decca DL 9023
8. **KISMET**—Alfred Drake.....Columbia ML 4850
9. **PETER PAN**—Mary Martin.....RCA Victor LOC 1019
10. **THE KING AND I**—Gertrude Lawrence.....Decca DL 9008

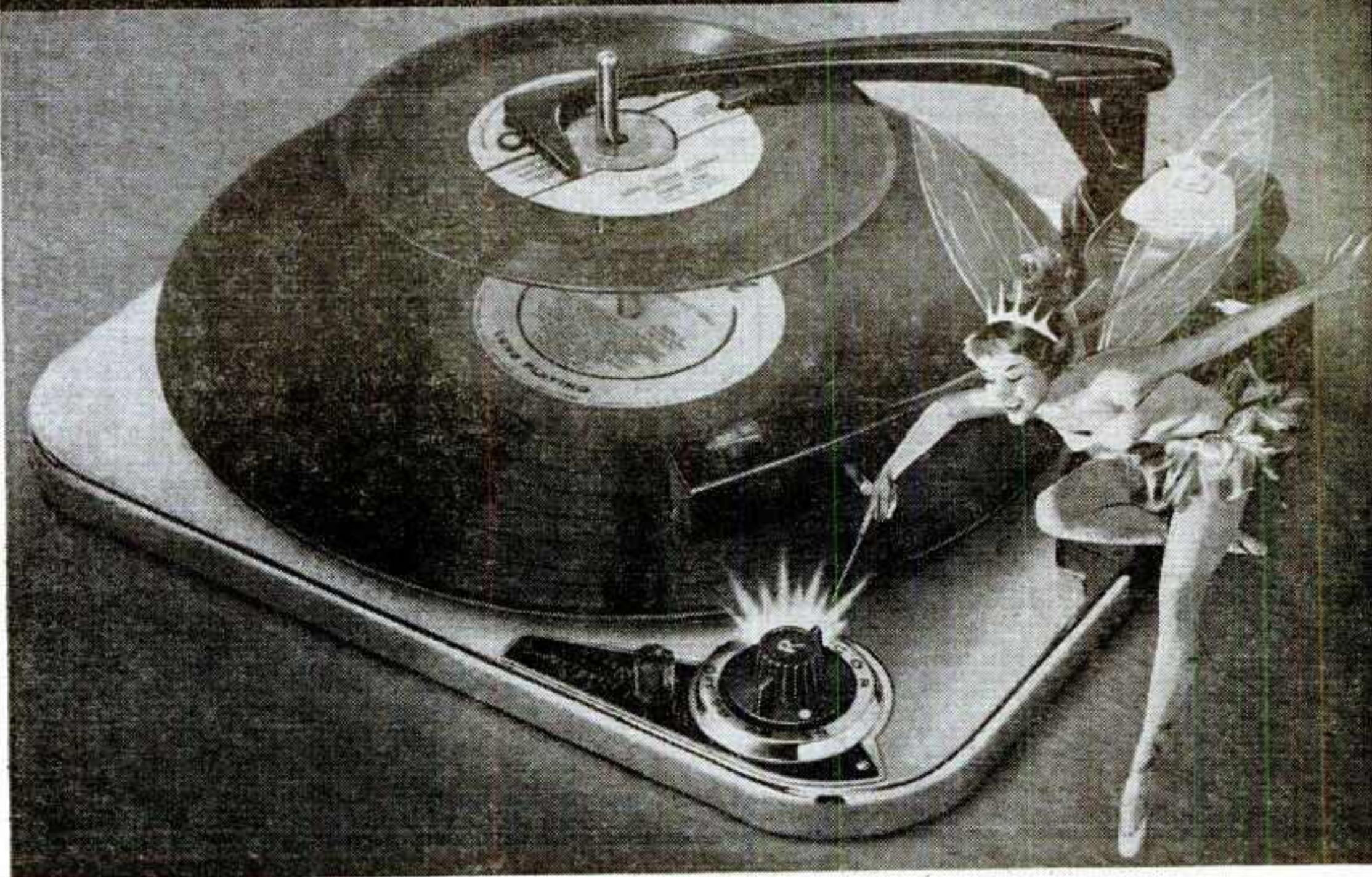
• Symphony

1. **BERLIOZ: SYMPHONIE FANTASTIQUE**—Boston Symphony (Munch).....RCA Victor LM 1900
2. **SCHUBERT: "UNFINISHED" SYMPHONY; BEETHOVEN: SYMPHONY NO. 5**—Boston Symphony (Munch)....RCA VICTOR LM 1923
3. **TCHAIKOVSKY: SYMPHONY NO. 6 ("PATHE-TIQUE")**—Boston Symphony (Munch).....RCA Victor LM 1901
4. **DVORAK: SYMPHONY NO. 5 ("NEW WORLD")**—NBC Symphony (Toscanini).....RCA Victor LM 1778
5. **BEETHOVEN: SYMPHONIES NOS. 5 AND 8**—NBC Symphony (Toscanini).....RCA Victor LM 1757
6. **BEETHOVEN: SYMPHONIES NOS. 1 AND 9**—NBC Symphony (Toscanini).....RCA Victor LM 6009
7. **BEETHOVEN: SYMPHONY NO. 3 (EROICA)**—Chicago Symphony (Reiner).....RCA Victor LM 1899
8. **TCHAIKOVSKY: SYMPHONY NO. 6 ("PATHE-TIQUE")**—Philadelphia Orchestra (Ormandy).....Columbia ML 4544
9. **TCHAIKOVSKY: SYMPHONY NO. 4**—Philadelphia Orchestra (Ormandy)...Columbia ML 5074
10. **MOZART: SYMPHONY NO. 36 ("BIRTH OF A PERFORMANCE")**—Columbia Symphony (Walter).....Columbia SL 224

• Spoken Word

1. **I CAN HEAR IT NOW, VOL. 4 ("SIR WINSTON CHURCHILL")**.....Columbia KL 5066
2. **DYLAN THOMAS: THE LONG-LEGGED BAIT, etc.**.....Caedmon 1002
3. **RICHARD III**—Laurence Olivier.....RCA Victor LM 6126
4. **I CAN HEAR IT NOW, VOL. 1 (1933-1945)**.....Columbia ML 4095
5. **THE GREATEST MOMENTS IN SPORTS**.....Columbia KL 5000
6. **DYLAN THOMAS**—Read by the Poet.....Caedmon 1018
7. **THE SEARCH FOR BRIDEY MURPHY, EXPERIMENT NO. 1**.....Research 101
8. **I CAN HEAR IT NOW, VOL. 2 (1945-1949)**.....Columbia ML 4261
9. **T. S. ELIOT: PRACTICAL CATS**—Robert Donat.....Angel 30002
10. **EXCERPTS FROM "HAMLET" AND "HENRY V"**—Laurence Olivier.....RCA Victor LM 1924

It thinks as it plays!



The new amazing **WEBCOR "MAGIC-MIND"** fonografs change speeds automatically!



HOLIDAY Coronet. High Fidelity. With MAGIC MIND. Powerful amplifier, two large speakers, ceramic cartridge with 2 sapphire needles. Ebony or California tan. **ONLY \$104.50***



MUSICALE Coronet. High Fidelity. With MAGIC MIND. Diamond, sapphire styli. Three speakers for omni-directional sound! Beautiful hand-rubbed cabinet. Mahogany or Blende. **ONLY \$164.95***

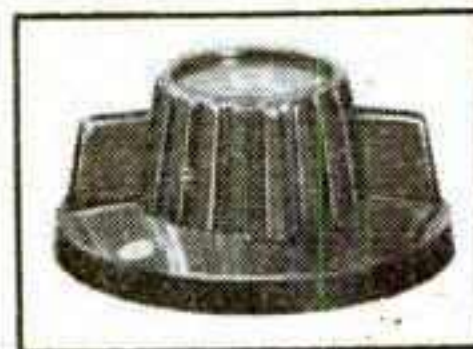
Other Webcor automatic fonografs from \$59.50 to \$275.00*
*Prices slightly higher West and Southwest.

It's sheer magic! The new Webcor MAGIC MIND is the most amazing record playing mechanism since Webcor developed the first practical low-priced diskchanger!

Just stack up any assortment of 45 and 33 1/2 rpm records you want to play . . . 7", 10", and 12", all mixed up in any sequence. Regardless of speed or size Webcor's MAGIC MIND *automatically* selects the proper turntable speed, and sets the tone arm down accurately on the starting groove!

SEE IT WORK! It's magic! At any of the Webcor dealers listed on this page!

Another **WEBCOR First!**



The **"MAGIC-MIND"**

Watch this MAGIC MIND Speed Selector operate by itself on microgroove records! It automatically turns from 33 1/2 to 45 rpm and back again, as each record comes along! (Plays 78 rpm records, too, of course!)

All music sounds better on a

WEBCOR

NO CUSTOMER will even consider another fonograf once he sees **WEBCOR** fonografs with the **"Magic-Mind"**

And why should he? At no extra cost . . . your customer gets the finest instrument on the market today . . . PLUS the MAGIC MIND—the greatest feature since the invention of the fonograf! No other fonograf today has this automatic speed selector for microgroove records! It's the hottest . . . most natural sales clincher you ever saw!

ADS LIKE THIS

with dealer listings will appear in **PARADE THIS WEEK** and **INDEPENDENT SUNDAY SUPPLEMENTS** starting April 8.

Other ads to follow in **SEVENTEEN HARPERS HIGH FIDELITY HI-FI MUSIC AT HOME ATLANTIC MONTHLY SATURDAY REVIEW OF LITERATURE**

ORDER YOUR NEW WEBCOR "MAGIC-MIND" FONOGRAFS FROM THE FOLLOWING DISTRIBUTORS:

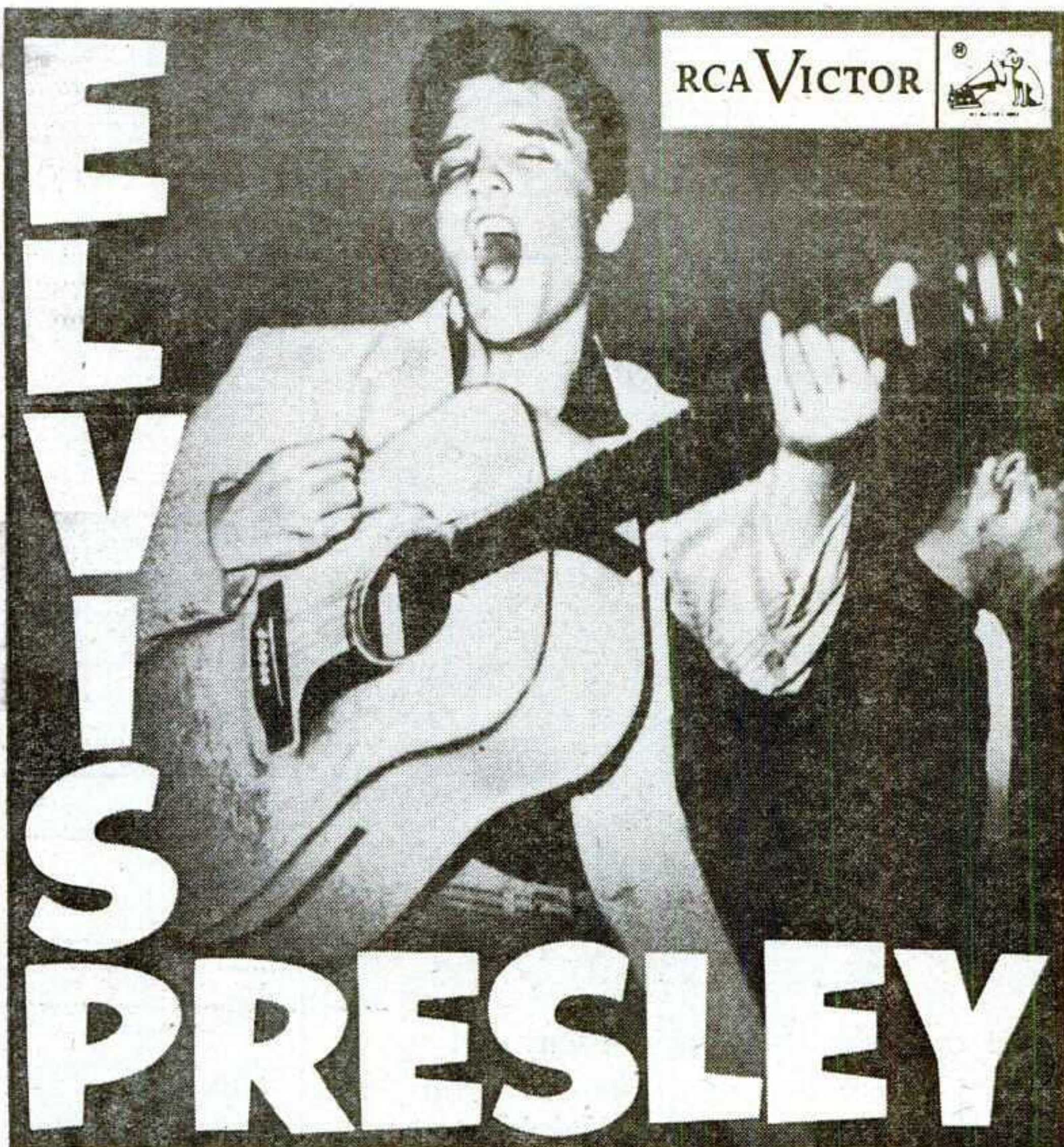
- Alabama—Birmingham Elec. Bat. Co., Birmingham
- Arizona—Black & Ryan Co., Phoenix
- Arkansas—Carlton White Radio, Inc., Little Rock
Lavender Radio & TV Supply, Texarkana
Wise Radio & TV Supply, Fort Smith
- California—Kaemper-Barrett, San Francisco, San Jose, Oakland
Kieruff & Co., Maywood, (Los Angeles)
Sacramento Electronic Supply, Sac., Stockton
Western Radio & TV Supply, San Diego
- Colorado—Interstate Radio & Supply, Denver
- Connecticut—American Dist. Corp., New Haven
United Appliance Dist., New Britain
- Washington, D.C.—Emerson Radio, Washington
- Delaware—Radio Electric Service Co., Wilmington
- Florida—Thurow Distributors, Inc., Daytona Beach, Ft. Myers, Jacksonville, Miami, Orlando, Pensacola, St. Petersburg, Tallahassee, Tampa, West Palm Beach
- Georgia—Edwards-Harris Co., Atlanta
- Illinois—Crock Brothers, Springfield
Lincoln Radio and TV Corp., Chicago
The Cameron Co., Rock Island
- Indiana—Radio Dist. Co., Indianapolis, South Bend
- Iowa—Burghart Radio Supply Co. of Sioux City, Sioux City; Gifford-Brown, Inc., Cedar Rapids, Des Moines
- Kansas—Interstate Electronic Supply Corp., Hutchinson, Wichita

- Kentucky—Kentucky Electronic Dist., Louisville
Radio Equipment Co., Lexington
- Louisiana—Lavender Radio & TV Supply, Shreveport
Southern Radio Supply Co., New Orleans
- Maine—Nelson and Small, Inc., Portland
- Maryland—Allied Appliance Dist., Baltimore
- Massachusetts—DeMambo Radio Supply Co., Boston, Worcester
Soundco Electronic Supply, Springfield
- Michigan—Allied Music Sales Corp., Detroit
Radio Electronic Supply Co., Grand Rapids
- Minnesota—Low Bonn Co., Duluth, Mpls., St. Paul
- Mississippi—Brown Music Co., Jackson
- Missouri—Fridley Bros., Inc. Kansas City, St. Louis
Mardick Distributing Co., Joplin
Ozark Motor & Supply Co., Springfield
- Montana—Electronic Supply Co., Billings
- Nebraska—Omaha Appliance Co., Omaha
- Nevada—Osborne & Dermody, Inc., Reno
- New Hampshire—DeMambo Radio Sup. Co., Manchester
- New Jersey—All-State Distributors, Newark
Radio Electric Service of N.J., Atlantic City
Radio Electric Service of N.J., Camden
- New Mexico—Mössen, Dunnegan & Ryan Co., Albuquerque

- New York—Erskine-Healy, Inc. Rochester
Fort Orange Radio Dist., Albany
Progress Distributing Co., Buffalo
S & L Electronics, Middletown
Sanford Electronics Corp., New York
Stallman Distributing Co., Ithaca, Syracuse
- North Carolina—Dixie Radio Supply Co., Charlotte
Freck Radio & Supply Co., Asheville
Southeastern Radio Supply Co., Fayetteville,
Greensboro, Kinston, Raleigh
- North Dakota—Bristol Distributing Co., Fargo
- Ohio—Allied Music Sales Corp., Toledo
Appliance Wholesalers, Youngstown
Electronic Distributors, Inc., Columbus
Sanborn Music Co., Cincinnati, Dayton
Vanguard Distributors, Inc., Cleveland
- Oklahoma—Trice Wholesale Electronics, Okla. City
- Oregon—United Radio Supply, Portland
- Pennsylvania—George D. Barbey Co., Lancaster, Lebanon, Reading
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RCA VICTOR



Reviews and Ratings of New Popular Albums

Continued from page 32

HERE COMES THE BAND72
Deutschermeister Band; Julius Herrmann, Cond. (1-12")
Westminster WP 6004
This is European band music played by a unit with a 200-year-history. The band is an Austrian tradition by itself and in this album a selection of 10 marches and other pieces written especially for band by Johann Strauss, Eduard Wagner, Johann Jodler and Karl Komzak are performed with spirit and brightness. Not quite de-

signed for conversation background, it's material of a high order in its class and the growing number of band fanciers will want it on their shelves.

SONGS OF MOTHER RUSSIA71
Don Cossack Choir; Serge Jaroff, Cond. (1-12")
Decca DL 9807
Should be a good seller. The popular group sings some of the most familiar Russian repertoire, like "Volga Boat Song," "Two Guitars," etc., in addition to songs heard more rarely. There are 13 selections in all. Disk,

who, has a muddy sound, being burdened by excessive echo.
MUSIC FOR MY ONE AND ONLY LOVE74
(1-12")
M-G-M E 3303
The package shows interesting imagination, with a selection of lesser known standard tunes than normal and featuring six different conductors of a typically mood music caste. Wally Stott, Leroy Holmes, Johnny Green, Wilfred Burns, Cyril Stapleton and the Gregory Praeger group are the orks represented, with the Holmes offerings highlighted by that high haunting Mary Mayo voice. The music is gently and warmly played and is definitely enhanced by the slightly off-beat choice of songs and themes. Pic on the cover looks like Audrey Hepburn.

Jazz
TED HEATH AT THE LONDON PALLADIUM, VOL. 482
(1-12")
London LL 179
The Heath band is due in this country soon, and excellent LP's like this one are bound to benefit from its appearances. The big modern-swing band is eclectic, but it swings powerfully and suavely, performs with a high degree of precision, and boasts several excellent modern soloists. This LP was recorded at an actual concert, with guest tenorman Don Rendell featured on two specialties, and he impresses as a top-notch. Ditto for clarinetist Henry MacKenzie and trumpeters Eddie Blair and Bobby Pratt. Herman-Les Brown-Kenton fans can accept this band on comparable terms.

DIXIELAND, MY DIXIELAND79
Rampart Street Paraders (1-12")
Columbia CL 785
An earlier LP by the studio musicians who make up the "Rampart Street Paraders" met with considerable consumer success, tho some of the more finicky critics were miffed because their Dixieland did not have a completely "authentic" flavor. Here again, the latter will find some rather modern ideas laced in with the old, but many will find them the more palatable for all that. The "Paraders" certainly do have a fresh, virile sound. With musicians here of the stature of Matty Matlock, Eddie Miller, Joe Rushton, Clyde Hurley and Abe Lincoln, there is continuous excitement, both in solos and ensemble. Besides standard Dixieland material, there is a particularly enjoyable satire in the novelty, "Chinatown, My Chinatown." Authentic or no, young two-beat fans will have a ball.

IN THE LAND OF HI-FI WITH GEORGIE AULD78
(1-12")
Mercury MG 36060
Auld has his usual sharp and highly respectable blowing on tap here. The big difference lies in the virile, percussive band that was gathered for the date as compared to the soft and slow-paced mood outfits of the past. This crew swings at a free and happy pace with highlight spots by Ray Linn and Maynard Ferguson on trumpet and Frank Rossilino on trombone, as well as Auld on tenor. Package is definitely slanted to the big band market and it should click for a good share of sales.

NOBODY ELSE BUT ME77
Betty Bennett (1-12")
Atlantic 1226
Here's one of the classiest gal singers around, one who has sung with top bands, but is just now making her disk debut. She sings in a soft, gentle jazz way, arrangements (by Shorty Rogers and husband Andre Previn) of an exceptional and tasty a line-up of songs as you'll find on disk. The gal has an easy lifting excitement in her pipes and she pays strict attention to these great melodies—by fellows like Rodgers and Hart, Walter Donaldson, Duke Ellington, Jerome Kern and Hugh Martin. The group backing Miss Bennett is tops. Merits a push from jocks and dealers.

THE AMAZING BUD POWELL77
(1-12")
Blue Note BLP 1503
This is the most illuminating set to date exploring the art of this current leading influence in piano jazz. Original melodic and harmonic ideas flow a mile a minute, and to show how Powell works up to his definitive "take," there are three successive tries at one number, "Un Poco Loco." On four numbers, Powell works with a bop group that includes the late great Fats Navarro on trumpet, and Sonny Rollins on tenor sax. On most of the piano solos, Max Roach is his drummer. This is a milestone in progressive jazz recording, and as issued now on 12-inch, it should sell to all progressive jazz collectors.

INTRODUCING RITA MOSS74
(1-12")
Epic LN 3201
A few singles by the songstress have appeared on another label, but the general public still has to discover this remarkable vocalist. Miss Moss' first LP is a generous serving of pop and jazz standards that ought to go a long way to establish her name. Her voice is light and covers an extensive range, which she negotiates most skillfully in the upper coloratura reaches. She has a breezy, whimsical style that does not obscure the solidity of her jazz conceptions. An appealing demonstration band would be "Jungle Drums" or her own composition, "Bopliggato." She accompanies herself at organ, piano and drums.

JIMMY HAMILTON AND THE NEW YORK JAZZ QUINTET70
(1-12")
Urania UJLP 1204
Hamilton, the tasteful Ellington clarinetist, fronts a suave, warmly swinging little outfit here that affords some pleasing, if not unusually stimulating, chamber music. Assisting are the Ellington trumpeter Clark Terry, bassist Oscar Pettiford, guitarist Barry Galbraith and drummer Osie Johnson—all of whom command some disk followings. Ellington, Hamilton, Pettiford and Terry are responsible for most of the tunes in the set. Striking cover features an excellent reproduction of a watercolor. Lends itself nicely to display.

NEW JAZZ IN HI-FI69
Harris-Leigh Groups (1-12")
Epic LN 3200
In his liner notes for this LP, Art Harris characterizes his aim (and that of his partner, Mitch Leigh) as being the creation of "serious jazz," music that bridges the gap between serious (or classical) music and modern jazz. His composition, "Strict Forms," for instance, has a formal layout akin to a short classic symphony, and employs a rather large chamber group. "Jazz Suite" is for quartet, and has an interesting fugal development in the final movement. Set also includes a choral group in four "April" tunes: i.e., "April Showers and "April in Paris." Provocative as much of this material is, its appeal will be limited.

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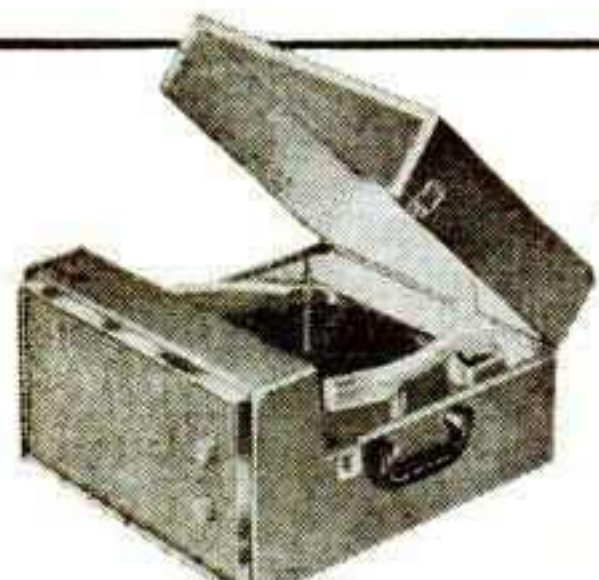


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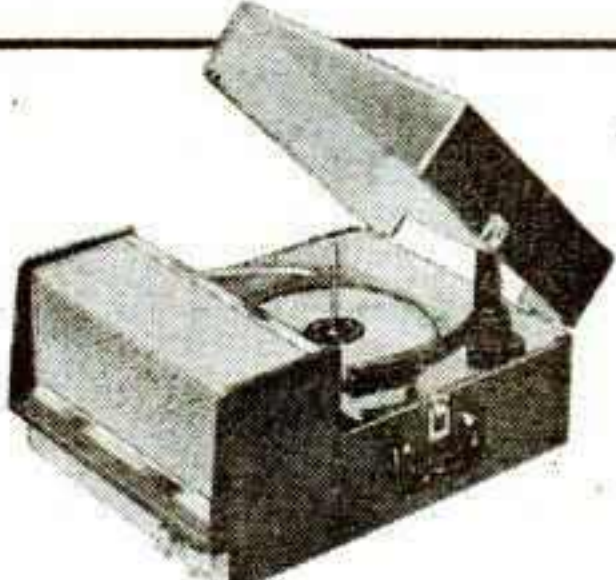
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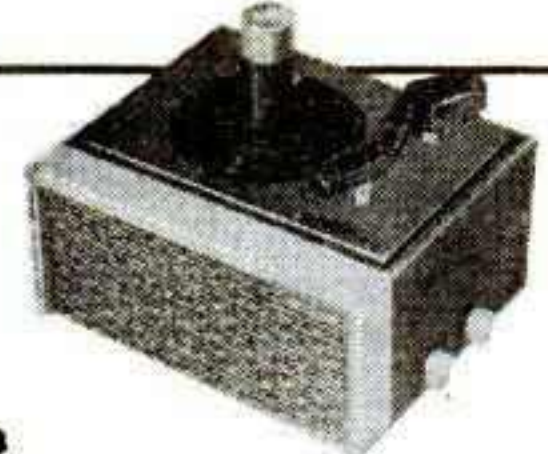
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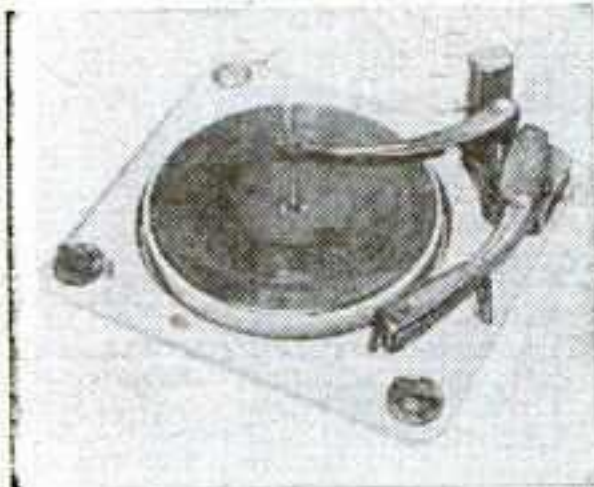
• Reviews and Ratings of New Classical Releases

• Continued from page 32

Piano Concerto No. 1. The current disk, tho facing strong competition by other labels, should have a moderately successful sale.

BACH: SUITE NO. 1 IN C MAJOR; SUITE NO. 2 IN B MINOR FOR FLUTE AND STRING ORCHESTRA; (1-12") — Concertgebouw Orchestra; Eduard Van Beinum, Cond. Epic LC 319472

These Suites are about the most frequently recorded of all Bach's works. Several of the previously issued readings are outstanding, tho some controversy exists as to the scholarship and authenticity of style of two of the most popular recordings. There is room for more than one point of view, and many collectors will want to own more than one version. The polished musicianship of the Amsterdam players—and the verve of their conductor—recommends this as one of the top candidates. Hubert Barwahser is the accomplished flute soloist in the Second Suite.



This new and improved Collaro record changer unit contains new controls for manual operation and includes the 16 2/3 r.p.m. speed. The four-speed player, designed to move in the quality changer market, will carry a suggested retail price of \$34.50, about 30 per cent below that of the previous Collaro changer.

JANACEK: SINFONIETTA; TARAS BULBA (1-12") — Pro Musica Symphony, Vienna; Jascha Horenstein, Cond. Vox PL 971070

This flavorsome music has no more satisfying representation on vinyl. It's music of rhapsodic appeal in a stimulating combination of folk and modern elements. Not a mass item, but designed to pull the bulk of sales from those seeking the repertoire. Sound is impressive.

BEETHOVEN: THE NINE SYMPHONIES (7-12") — Hermann Scherchen, Cond. Westminster WN 770170

The qualities of these interpretations are widely known; the records have been available singly for some time. Scherchen is a conductor who has won quite a following, but there are also a good many who look elsewhere for the most satisfying Beethoven performances. The positive attribute here, that none may deny, is one of the most attractive and useful packages released in many a month. Permanently fixed interior plastic liners protect the disk surfaces, the album breathes class in its silver-toned finish, the complete analysis by Donald Tovey is about the best offered. As a merchandising unit, the set offers strong high-ticket potential to larger stores.

CHOPIN: NOCTURNES (2-12")—Eugene Istomin, Piano. Columbia SL 22669

Young Istomin turns in meticulous romantic, singing interpretations of the Nocturnes, all 19 of which are on these two disks. His competition, however, is the superbly played and handsomely recorded set by Rubinstein, which should encounter much less sales resistance. Duplication of inventory by the lesser-known artist would seem unnecessary for the average dealer.



Newly released Columbia Model 445 high-fidelity 45 r.p.m. record player. The unit retails at \$69.95. Concurrently, the firm released Model 440, a standard 45 r.p.m. player, which carries a list price of \$39.95.

• Reviews and Ratings of Recorded Tape

• Continued from page 32

MARIA JERITZA IN OPERA (1-12")—Camden CAL 27568

Another in the series of star vocal revivals, this LP holds much that will interest the serious collector. The 12 selections are taken from the French, Italian and German (Wagner) repertoire, and the reprocessed masters do better justice to the Jeritza voice than old shellac platters that may still be kicking around in second-hand shops. Again, the entry has appeal to the \$1.98 bargain hunter, as well as the vocal enthusiast to whom money is no object.

THE SQUARE DANCE, VOL. 1 (5"-Dual) — Jack Hobbsal, Caller. A-V 50971

This package is evidence of the ever-widening repertoire ripples in tape. It may develop into one of the more entertaining entries, wonderfully suited to its purpose. The calls are detailed and well forward and full of humor; the music is bowed by the country fiddlers energetically

and the beat will set toes a-tapping. For square dance enthusiasts it's ideal stuff, with no chance of a needle hopping off the grooves as the floor pounding increases.

CAT MUSIC FOR TEEN-AGERS (5"-Dual)—A-V 90370

This set is one in the label's "Rock and Roll" series. But let's not be misled. Its resemblance to current rhythm and blues-derived waxings is as a colorless third cousin. A small instrumental combo is featured. They project a danceable beat and their work is listenable, but

furnish no substitute for hot wax in the idiom.

Jazz

THE BEST OF BILLY BUTTERFIELD (5"-Dual)—Bel Canto 50169

The West Coast tape label has made up an attractive set of extracts taken from Essex live "college-series" diskings. It's a good sampling of the art of the trumpet player, who's backed here by Cliff Lee-man on drums, Jerry Bruno on bass, Mickey Crane on piano, Nick Caiazza on tenor, and Al Casamenti on guitar. Included is an exciting ride on "The Saints Come Marching In" among the five selections on the reel. There's stronger jazz on tape, but this set could pick up some sales.



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NEWS REVIEW

Joni James Repeats Big In Boston

BOSTON — Joni James, M-G-M's record star, who last year broke all records at Stanley Blinstrub's big boite, returned last week and spread a warmth with her intimate style that drew the biggest rounds of applause heard here in some time. She sang many of her recordings in the 50-minute stint that kept a big crowd cheering all the way.

Numbers like "Let There Be Love," "Your Cheatin' Heart," and "Have You Heard," shot up temperatures, but it was when she went into her current record, "Don't Tell Me Not to Love You" that the roof came off. In a fabulous gown Miss James really gave the customers their money's worth. She goes to the Totem Pole Ballroom next month and it looks as

Decca Unveils Retail Pitch

NEW YORK—Decca Records has unveiled two new promotion gimmicks, including revised release cards for dealers and a series of special New Yorker magazine ads, both designed to increase store traffic.

Release cards now include biographical sketches of all new artists on the diskery roster coinciding with their first release. Cards not only acquaint dealers with the products to be sold, but also fold out as effective display pieces for the store.

Series of half-column ads were inaugurated in the New Yorker early this month. Each ad sells one of the firm's new LP's with copy and cartoon illustration designed to hit the mag's class readership.

Another record will be nudging a good sales mark via her impact in those parts alone.

Cameron Dewar.

Court Limits Davis Sisters To Philly Area

PHILADELPHIA—Judge Edwin O. Lewis issued a temporary injunction against the Davis Sisters Gospel Singers which bars them from appearing for engagements anywhere but in Philadelphia and immediate surrounding areas. The judge also ordered the singers to pay 15 per cent of all their subsequent earnings in Philadelphia to their manager, Ronnie Williams, who sought the injunction.

Williams, gospel concert promoter and manager of numerous popular gospel singing groups, contended the group had suspended his services as their manager despite the fact that he had a five-year contract which does not expire until 1959. Williams told Judge Lewis at a previous hearing in February that the Davis Sisters

had "jumped booking dates" in California, Texas, Florida and Louisiana and were being managed by their accompanist, Curtis Dublin. As a result, Williams charged, numerous promoters and booking agents across the country were demanding that he (Williams) refund deposits. The Davis Sisters had countered that they discontinued the services of Williams because they had grossed less than \$3,000 in earnings during 1955, despite the fact that their contract with him stipulated that they should earn no less than \$15,000 per year. At the hearing, Williams sent his records which showed the Davis Sisters earned more than \$15,000 during 1955.

Judge Lewis said that both sides were to appear in his court this June for a final hearing, at which time he will decide whether the injunction will be permanent. Should the judge decide at that time to impose a permanent injunction upon the group, the Davis Sisters will not be able to perform anywhere except in Philadelphia for the duration of their five-year contract with Williams.

AFM Hearings Tee Off April 7

HOLLYWOOD — A special seven-man congressional subcommittee will conduct hearings here on April 7 into the current dispute between opposing factions of AFM Local 47, with ranking Republican committee member Joe Holt indicating the subcommittee will also "look into the union's trust fund."

Following meetings with Local 47's two chief warring factions, deposed President John te Groen and Acting President Cecil Rad, Holt contacted Washington and arranged for the hearings by the subcommittee of the House Labor and Education Committee.

Congressman Carl Elliott (D., Ala.) was named chairman of the group, composed of Holt, James Roosevelt (D., Calif.), Earl Chudoff (D., Pa.), Phil Landrum (D., Ga.), Sam Coon (R., Ore.) and Orvin Frjve (R., Mont.).

The indications were that American Federation of Musicians President James C. Petrillo would be subpoenaed, and if so, it would mark his first appearance in Los Angeles since the start of the revolt by dissident musicians.

Holt told The Billboard that it appeared as if the insurgent group "had a legitimate complaint with respect to their claim for residual rights," and that the "music performance trust fund should be scrutinized just as other welfare and pension funds are currently being looked into."

He averred that the provisions of the trust fund would be referred to the Justice Department if the committee thought it advisable.

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Beacon St. Blues

• Continued from page 17

cordings while in session, and stopped the show by a vote of 3-2.

Meanwhile editorials and letters to the editor were demanding the banning of all record hops, except those highly supervised. Norman Furman, chief at WBMS, has forbidden his disk jockeys to appear at hops.

The Pilot, official organ of the Boston Catholic Archdiocese, loosed a scathing editorial, calling for the banning of record hops, and other Hub newspapers took up the fight for ending the affairs.

Samuel Marcus, Boston Musicians' Association president, said: "Live musicians play dignified rock and roll, which is much more sensible for teen-agers." He described the stuff dispensed at record hops as "jungle rhythms," and said some deejays serve it as a steady fare because they have the mistaken idea the kids like it.

Marcus reported great success with free dances for teen-agers in Metropolitan Boston, where, he said, the kids evinced great interest in the instrumental performances of the musicians while enjoying the dancing.

One radio station spokesman estimated that there were as many as 100 record hops held in the Hub each week. He said that deejays were getting between \$50 and \$200 per hop and sometimes a cut of the percentages.

Pubs Appeal

• Continued from page 17

ers, inasmuch as the Judge noted that the Copyright Act cries out for correction. "The inequities and inadequacies of the present law cry out for correction," the judge stated. Additionally, Abeles is of the opinion that the publishers, on the appeal, have a strong case based on the angle of unfair competition.

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"Who's Gonna Take You"

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MERCURY 70834

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"LITTLE GIRL OF MINE"
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MERCURY 70835



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B/W
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B/W
"LET'S GET BUSY, TOO"
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B/W
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David Carroll
AND HIS ORCHESTRA
MERCURY 70822

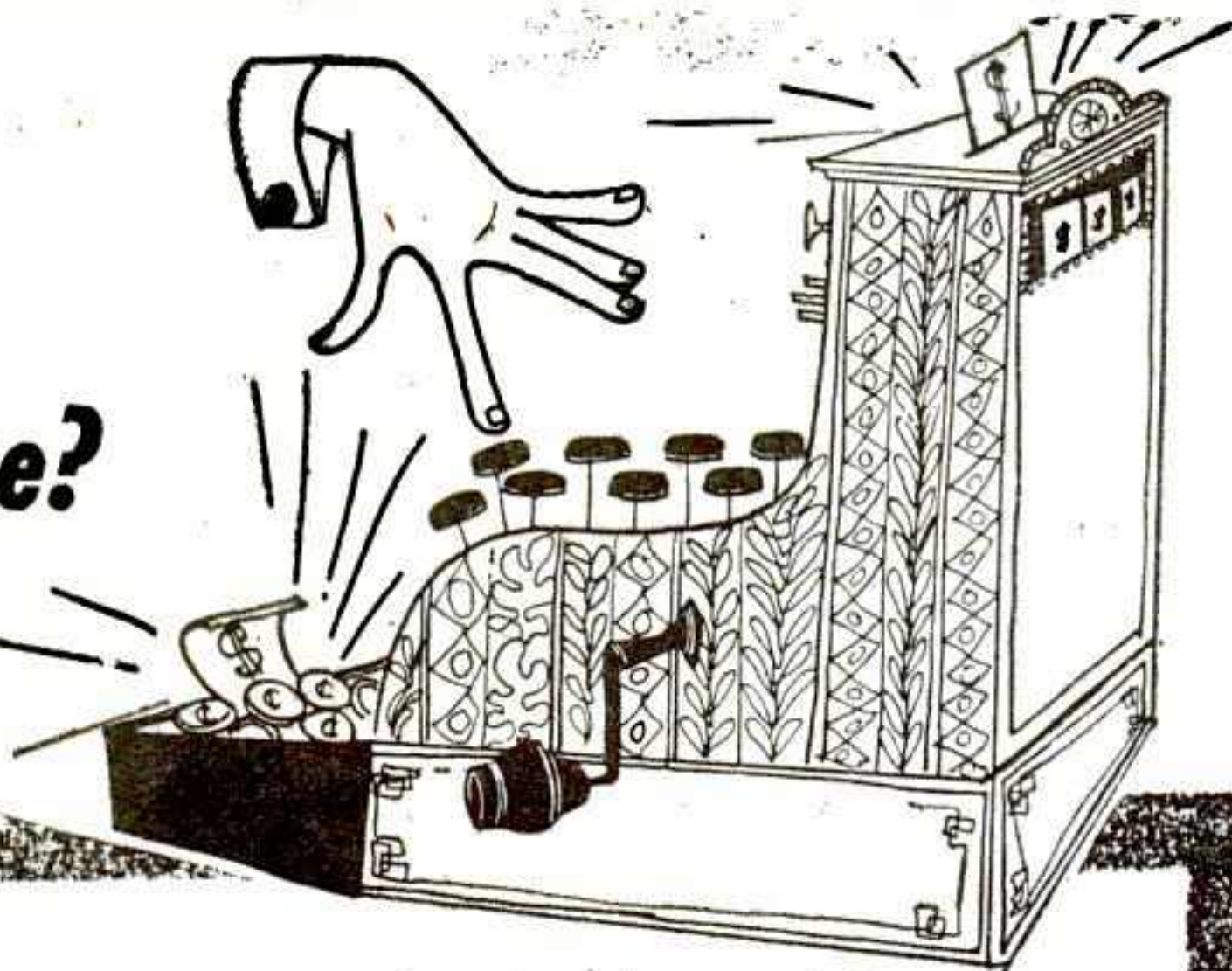


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ORDER BLANK TODAY
TO START YOUR
MERCHANDISING
SERVICES



Buyboard

HITS BY THE CARLOAD ON CAPITOL



LES BAXTER
THE POOR
PEOPLE OF
PARIS
Record No. 3336

NELSON RIDDLE
LISBON
ANTIGUA
Record No. 3287

DEAN MARTIN
MEMORIES ARE MADE OF THIS
Record No. 3295
INNAMORATA
Record No. 3352

FRANK SINATRA
FLOWERS
MEAN
FORGIVENESS
Record No. 3350

STAN FREBERG

He's out again! With a two-sided sales riot

THE QUEST FOR BRIDEY HAMMERSCHLAUGEN

with JUNE FORAY and BILLY MAY'S Music

THE GREAT PRETENDER

with THE TOADS and BILLY MAY'S Music

Record No. 3396



NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW

KATHY LLOYD

... A bright new singing discovery

ONLY WHEN YOU'RE LONELY
YOU ARE MINE

Record No. 3385



EVE BOSWELL

With her smash hit from England

PICKIN' A CHICKEN
WHERE YOU ARE

Record No. 3388

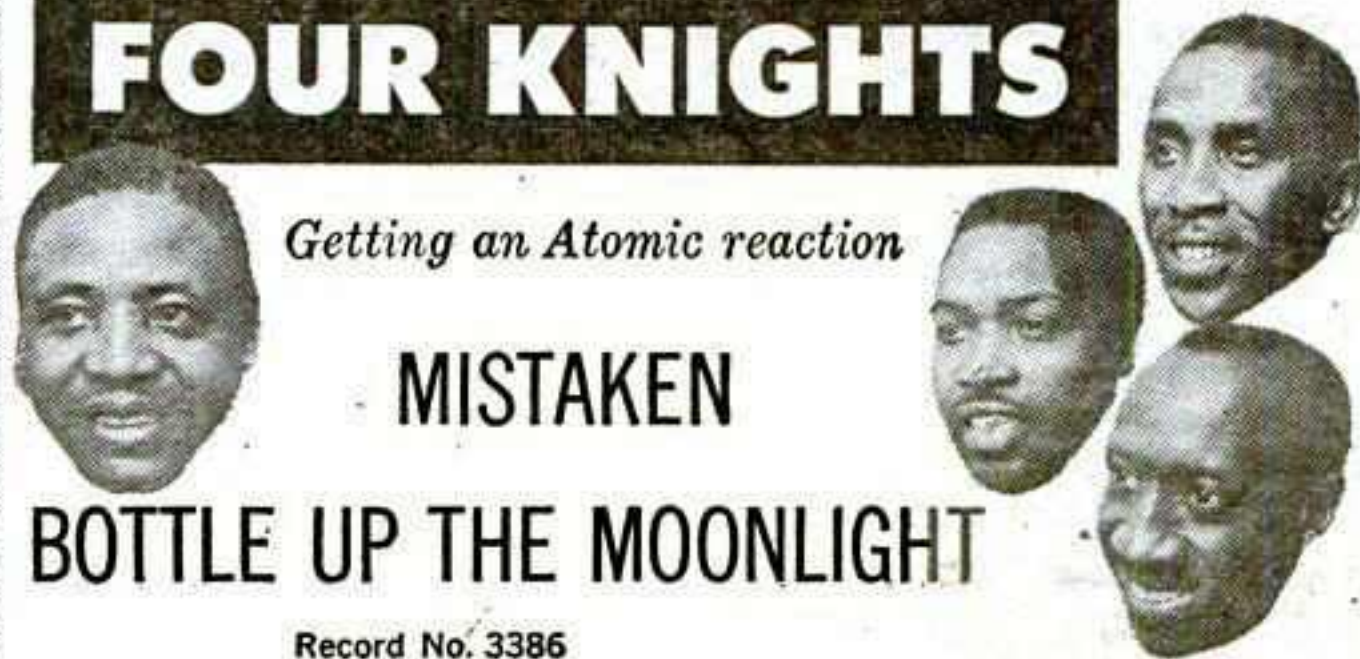


FOUR KNIGHTS

Getting an Atomic reaction

MISTAKEN
BOTTLE UP THE MOONLIGHT

Record No. 3386



MERRILL MOORE

Steaming into big sales

ROCK ISLAND LINE
KING PORTER STOMP

Record No. 3397



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending March 21

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Poor People of Paris (Jean's Song)	2	7	6. Great Pretender	5	16
By La Gaulante de Pauvre-Jean-Marguerite Mannot—Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; L. Welk, Coral 61592.			By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020.		
2. Lisbon Antigua	3	14	7. I'll Be Home	7	8
By Galhardo-Vale-Portels—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595.			By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.		
3. Rock and Roll Waltz	1	13	8. Theme From the Three Penny Opera (Moritat)	6	9
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORDS AVAILABLE: A. O'Day, Verve 2000; L. Welk, Coral 81128.			By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORDS: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70781. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; T. Murphy, Col 40586; L. Paul, Cap 3329; T. Puente, Vic 20-6417; B. Raeburn, Col 40657; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.		
4. No, Not Much	4	10	9. Hot Diggity	11	3
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.			By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.		
5. Why Do Fools Fall in Love?	8	6	10. Eddie My Love	16	4
By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORDS: Teen-Agers, Gee 1002; G. Storm, Dot 15448. RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832.			By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORD: Teen Queens, RPM 543. RECORDS AVAILABLE: L. Briggs, Epic 9151; Chordettes, Cadence 1084; Fontane Sisters, Dot 15450.		
Second Ten					
11. Blue Suede Shoes	15	4	16. Band of Gold	13	18
By Carl Perkins—Published by Hi-Lo Music, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; S. Taylor, M-G-M 12197.			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.		
12. Heartbreak Hotel	16	4	17. Juke Box Baby	21	3
By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.			By Noel Sherman & Joe Sherman—Published by Winneton (BMI) BEST SELLING RECORD: P. Como, Vic 20-6427.		
13. See You Later, Alligator	10	11	17. Mr. Wonderful	18	5
By Robert Guldry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bash, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786.			By Buck Holofcener-Weise—Published by Valando Music (ASCAP) BEST SELLING RECORD: S. Vaughn, Mercury 70777. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; P. Lee, Dec 29834; Mello-Larks, Epic 9146; B. A. Steele, ABC Paramount 9669.		
14. He	11	28	19. Eleventh Hour Melody	19	6
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, Vic 20-6292.			By King Palmer-Carl Segman—Published by Paxton (ASCAP) BEST SELLING RECORD: A. Hibbler, Dec 29789. RECORDS AVAILABLE: L. Busch, Cap 3349; T. Mottola, M-G-M 11885; B. Snyder, Dec 29827.		
15. Memories Are Made of This	9	17	20. A Tear Fell	21	4
By Gilkison-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295 RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436.			By Dorlan Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORD AVAILABLE: I. J. Hunter, Alco 1086.		
Third Ten					
21. Tutti Frutti	20	10	26. Dungeness Doll	23	13
By La Bastrie Tenniman—Published by Venca (BMI) RECORDS AVAILABLE: P. Boone, Dot 15443; Jackson-Harris Herd, Clef 89052; Little Richard, Specialty 561; A. Mooney, M-G-M 12165; M. Torme, Coral 61263.			By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI) RECORDS AVAILABLE: E. Fisher, Vic 20-6337; Rock Brothers, King 4851.		
22. It's Almost Tomorrow	14	21	27. Little Child	-	1
By Buss Adkinson—Published by Northern Music (ASCAP) RECORDS AVAILABLE: D. Carrol, Mercury 70717; Dream Weavers, Dec 296831; S. Lanson, Dot 15424; J. Stafford, Col 40595; L. Welk, Coral 61524.			RECORDS AVAILABLE: E. Albert, Kapp 134; C. & L. Calloway, ABC-Paramount 9671; A. Godfrey, Col 40656; D. & D. Kaye, Dec 29806; F. Laine & J. Boyd, Col 40650; G. MacKenzie, Vik 0189.		
22. Main Title Molly-O (Man With the Golden Arm)	-	1	28. I Was the One	29	2
RECORDS AVAILABLE: E. Bernstein, Dec 29869; L. Elgart, Col 40664; B. May, Cap 3372; Naturala, M-G-M 12158; R. Maltby, Vik 0196; D. Jacobs, Coral 61606; B. Morrow, Wing 90063.			By Schroeder, De Mestrals, Blair and Peppers—Published by Ross Jungnickel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6420.		
24. Bo Weevil	24	3	29. Lipstick, Candy and Rubber Soled Shoes	-	1
By Antoine Domino & Dave Bartholomew—Published by Reeves (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; F. Domino, Imperial 5375; B. Lou, King 4900.			By Bob Haymes—Published by Jimskip Music (BMI) RECORDS AVAILABLE: J. La Rosa, Vic 20-6416.		
24. Innamorata	25	2	30. Lullaby of Birdland	26	5
By Jack Brooks & Harry Warren—Published by Famous (ASCAP) RECORDS AVAILABLE: D. Martin, Cap 3352; J. Vale, Col 40634; F. Verna, Dec			By George Shearing—Published by Patrica Music (BMI) RECORD AVAILABLE: Blue Stars, Mercury 70742.		


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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.

DOT'S GOT THE HOT SINGLES!

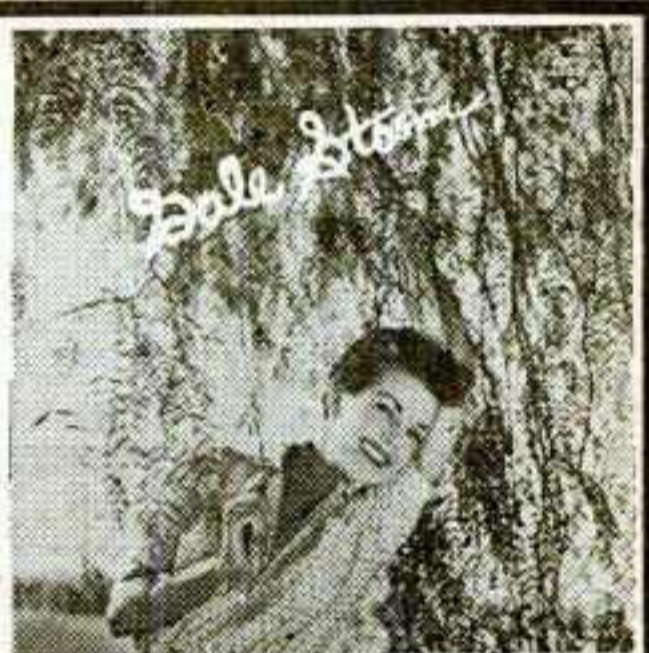
GOING TO NO. 1	PAT BOONE I'LL BE HOME TUTTI FRUTTI 15443	HER 1ST ON DOT!	MOLLY BEE FROM THE WRONG SIDE OF TOWN SWEET SHOPPE SWEETHEART 15453	POPULAR PIANO HIT!	JOHNNY MADDOX FAREWELL TO THEE BOPPIN' 15452
ON THE CHARTS AND CLIMBING FAST!	GALE STORM WHY DO FOOLS I WALK FALL IN LOVE ALONE 15448	BILLY MAKES IT A HIT INSTRUMENTAL!	BILLY VAUGHN TILL I WALTZ AGAIN WITH YOU SLEEP 15454	A DOT ORIGINAL!	JIM LOWE With Norman Leyden's Orchestra (LOVE IS) THE \$64,000 QUESTION BLUE SUEDE SHOES 15456
NOW! THE TOP VERSION	FONTANE SISTERS EDDIE MY LOVE YUM YUM 15450	SNOOKY'S BEST!	SNOOKY LANSON WALK RIGHT IN BY THE LIGHT OF THE SILVERY MOON 15455	ZOOMING!	PAT BOONE Long Tall Sally JUST AS LONG AS I'M WITH YOU 15457
		BIG INSTRUMENTAL MOVING UP FAST!	MARC FREDRICKS MYSTIC MIDNIGHT SYMPHONY TO ANNE 15446		

DOT'S GOT THE HOT ALBUMS!




GALE STORM

I HEAR YOU KNOCKIN'
MY HAPPINESS
BRAZIL
TIRED
GOODY GOODY
THAT'S MY DESIRE
MEMORIES ARE MADE
OF THIS
YOU CAN'T BE
TRUE, DEAR
SWEET GEORGIA BROWN
TEEN-AGE PRAYER
MUSIC, MUSIC, MUSIC
THE THREE BELLS
(The Jimmy Brown Song)
DLP 3011—On Extended Play:
DEP 1050; DEP 1051; DEP 1052



<p>NEW! MELODIC JAZZ! FABULOUS ALTO SAX PERFORMANCE</p> <h3 style="text-align: center;">THE PERSUASIVE SAX OF RUSS PROCOPE</h3> <p><i>Lady of the Evening; Love Walked In; Please Be Kind; Birth of the Blues; Solitude; I May Be Wrong; Baby, Won't You Please Come Home; Mood Indigo; In the Shade of the Old Apple Tree; Say It Again; Persuasion.</i></p> <p style="text-align: center;">DLP-3010</p>	<h3 style="text-align: center;">MELODIES OF LOVE-- BILLY VAUGHN</h3> <p><i>MELODY OF LOVE; SILVER MOON; THE WALTZ YOU SAVED FOR ME; TENNESSEE WALTZ and others</i></p> <p style="text-align: center;">DLP-3001</p>	<h3 style="text-align: center;">JOHNNY MADDOX</h3> <p><i>SUNRISE SERENADE; SOUTH OF THE BORDER; CHICAGO BREAKDOWN; HAWAIIAN SUNSET and others</i></p> <p style="text-align: center;">DLP-3005</p>
<p>BEST SELLING PAT BOONE E.P.</p> <h3 style="text-align: center;">PAT BOONE</h3> <p><i>AT MY FRONT DOOR; TENNESSEE SATURDAY NIGHT; AIN'T THAT A SHAME; TWO HEARTS</i></p> <p style="text-align: center;">DEP-1049</p>	<h3 style="text-align: center;">THE HILLTOPPERS</h3> <p><i>TRYING; P. S.; I LOVE YOU; TILL THEN; TIME WAITS FOR NO ONE and others</i></p> <p style="text-align: center;">DLP-3003</p>	<h3 style="text-align: center;">RUSTY BRYANT AND HIS CAROLYN CLUB BAND</h3> <p><i>CASTLE ROCK; HONEY DRIPPER; ALL NITE LONG; HOT FUDGE and others</i></p> <p style="text-align: center;">DLP-3006</p>
<h3 style="text-align: center;">JOHNNY MADDOX</h3> <p><i>CRAZY OTTO; LITTLE GRASS SHACK; IN THE MOOD; SAN ANTONIO ROSE; CRAZY BONE RAG and others</i></p> <p style="text-align: center;">DLP-3000</p>	<h3 style="text-align: center;">THE FONTANE SISTERS</h3> <p><i>HEARTS OF STONE; SEVENTEEN; HAPPY DAYS AND LONELY NIGHTS; ROLLIN' STONE and others</i></p> <p style="text-align: center;">DLP-3004</p>	<h3 style="text-align: center;">EDDIE PEABODY</h3> <p><i>ST. LOUIS BLUES; BABY FACE; FOUR LEAF CLOVER; TEA FOR TWO; BYE, BYE BLUES and others</i></p> <p style="text-align: center;">DLP-110</p>



Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

• **Best Sellers in Stores**

For survey week ending March 21

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

This Week	Last Week	Weeks on Chart
1. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter	1	7
Theme From "Helen of Troy" (ASCAP)— Cap 3336		
2. LISBON ANTIGUA (ASCAP)— N. Riddle	2	14
Robin Hood (ASCAP)—Cap 3287		
3. ROCK AND ROLL WALTZ (BMI)— K. Starr	3	13
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
4. NO, NOT MUCH (ASCAP)— Four Lads	4	10
I'll Never Know (BMI)—Col 40629		
5. HOT DIGGITY (ASCAP)—P. Como JUKE BOX BABY (ASCAP)— Vic 20-6427	7	4
6. I'LL BE HOME (BMI)—P. Boone TUTTI FRUTTI (BMI)—Dot 15443	6	8
7. BLUE SUEDE SHOES (BMI)— C. Perkins	9	4
Honey, Don't (BMI)—Sun 234		
8. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	8	7
Please Be Mine (BMI)—Gee 1002		
8. HEARTBREAK HOTEL (BMI)— E. Presley	11	4
I WAS THE ONE (BMI)— Vic 20-6420		
10. GREAT PRETENDER (ASCAP)— Platters	5	15
I'm Just a Dancing Partner (ASCAP)— Mercury 70753		
11. A TEAR FELL (BMI)—T. Brewer BO WEEVIL (BMI)—Coral 61590	14	5
12. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley	10	12
Paper Boy (ASCAP)—Dec 29791		
13. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— D. Hyman	12	10
Baubles, Bangles and Beads (ASCAP)— M-G-M 12149		
14. EDDIE, MY LOVE (BMI)— Teen Queens	17	4
Just Goofed (BMI)—RPM 453		
15. BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597	15	17
15. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm	19	2
I Walk Alone (BMI)—Dot 15448		
17. EDDIE, MY LOVE (BMI)— Chordettes	—	1
Whistlin' Willie (BMI)—Cadence 1284		
18. WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds	18	3
You, Baby, You (BMI)—Mercury 70790		
19. MEMORIES ARE MADE OF THIS (BMI)—D. Martin	13	18
Change of Heart (BMI)—Cap 3295		
20. MAIN TITLE (MAN WITH THE GOLDEN ARM) (ASCAP)— R. Maltby	25	1
Heart of Paris (ASCAP)—Vic 0196		
21. EDDIE, MY LOVE (BMI)— Fontane Sisters	—	1
Yum, Yum (BMI)—Dot 15450		
21. ROCK ISLAND LINE (BMI)— L. Donegan	—	1
John Henry (BMI)—London 1650		
23. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— R. Hayman-J. August	16	7
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 12159		
24. MAGIC TOUCH (BMI)—Platters Winner Take All (ASCAP)—Mercury 70819	—	1
25. MR. WONDERFUL (ASCAP)—P. Lee Crazy in the Heart (BMI)—Dec 29834	—	1

• **Most Played in Juke Boxes**

For survey week ending March 21

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
1. ROCK AND ROLL WALTZ (BMI)— K. Starr	1	12
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
2. LISBON ANTIGUA (ASCAP)— N. Riddle	3	9
Robin Hood (ASCAP)—Cap 3287		
2. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter	5	6
Theme From "Helen of Troy" (ASCAP)— Cap 3336		
4. GREAT PRETENDER (ASCAP)— Platters	2	13
I'm Just a Dancing Partner (ASCAP)— Mercury 70753		
5. NO, NOT MUCH (ASCAP)— Four Lads	4	7
I'll Never Know (BMI)—Col 40629		
6. I'LL BE HOME (BMI)— P. Boone	6	7
TUTTI FRUTTI (BMI)—Dot 15443		
7. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley	8	8
Paper Boy (ASCAP)—Dec 29791		
8. HOT DIGGITY (BMI)—P. Como JUKE BOX BABY (BMI)—Vic 20-6427	19	2
9. MEMORIES ARE MADE OF THIS (BMI)—D. Martin	7	15
Change of Heart (BMI)—Cap 3295		
9. TEAR FELL (BMI)—T. Brewer BO WEEVIL (BMI)—Coral 61590	10	3
11. BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597	9	11
12. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen Agers	10	5
Please Be Mine (BMI)—Gee 1002		
13. BLUE SUEDE SHOES (BMI)— C. Perkins	20	2
Honey, Don't (BMI)—Sun 234		
14. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— D. Hyman	14	6
Baubles, Bangles and Beads (ASCAP)— M-G-M 12149		
15. HEARTBREAK HOTEL (BMI)— E. Presley	—	1
I Was the One (BMI)—Vic 20-6420		
16. EDDIE, MY LOVE (BMI)— Fontane Sisters	—	1
Yum, Yum (BMI)—Dot 15450		
17. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— L. Welk	—	1
Stompin' at the Savoy (ASCAP)—Coral 61574		
18. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm	15	4
I Walk Alone (BMI)—Dot 15448		
19. DUNGAREE DOLL (BMI)— E. Fisher	13	12
Everybody's Got a Home But Me (ASCAP)— Vic 20-6337		
19. POOR PEOPLE OF PARIS (ASCAP)— R. Morgan	—	1
Annabelle (BMI)—Dec 29836		

• **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	Weeks on Chart
1. Rock and Roll Waltz (Sheldon)	1	30
2. He (Avas)	3	27
3. Lisbon Antigua (Southern)	4	11
4. Poor People of Paris (Connelly)	2	6
5. No, Not Much (Beaver)	5	7
6. Theme From "The Three Penny Opera" (Moritat) (Harms)	6	6
7. Eleventh Hour Melody (Paxton)	10	7
8. Memories Are Made of This (Montclare)	8	35
9. Hot Diggity (Roncom)	12	3
10. Great Pretender (Southern)	9	11
11. Why Do Fools Fall in Love? (Patricia)	—	1
12. Mr. Wonderful (Laurel)	—	1
13. I'll Be Home (Arc)	11	3
14. It's Almost Tomorrow (Northern)	7	16
15. Dungaree Doll (E. B. Marks)	14	11

• **Most Played by Jockeys**

For survey week ending March 21

RECORDS 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
1. POOR PEOPLE OF PARIS (ASCAP)— L. Baxter	1	7
Theme From "Helen of Troy" (ASCAP)— Cap 3336		
2. NO, NOT MUCH (ASCAP)— Four Lads	2	9
I'll Never Know (BMI)—Col 40629		
3. LISBON ANTIGUA (ASCAP)— N. Riddle	3	13
Robin Hood (ASCAP)—Cap 3287		
4. ROCK AND ROLL WALTZ (BMI)— K. Starr	4	13
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
5. I'LL BE HOME (BMI)—P. Boone Tutti Frutti (BMI)—Dot 15443	5	8
6. HEARTBREAK HOTEL (BMI)— E. Presley	7	4
I Was the One (BMI)—Vic 20-6420		
7. GREAT PRETENDER—Platters I'm Just a Dancing Partner (ASCAP)— Mercury 70753	6	14
8. HOT DIGGITY (ASCAP)—P. Como Juke Box Baby (BMI)—Vic 20-6427	8	3
9. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen Agers	10	4
Please Be Mine (BMI)—Gee 1002		
10. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley	11	9
Paper Boy (ASCAP)—Dec 29791		
11. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— D. Hyman	12	8
Baubles, Bangles and Beads (ASCAP)— M-G-M 12149		
12. WHY DO FOOLS FALL IN LOVE? (BMI)—G. Storm	9	2
I Walk Alone (BMI)—Dot 15448		
13. BLUE SUEDE SHOES (BMI)— C. Perkins	14	2
Honey, Don't (BMI)—Sun 234		
14. EDDIE, MY LOVE (BMI)— Chordettes	23	2
Whistling Willie (ASCAP)—Cadence 1084		
15. JUKE BOX BABY (BMI)—P. Como Hot Diggity (BMI)—Vic 20-6427	13	3
16. WHY DO FOOLS FALL IN LOVE? (BMI)—Diamonds	23	2
You, Baby, You (BMI)—Mercury 70790		
17. MR. WONDERFUL (ASCAP)— S. Vaughan	—	4
You Ought to Have a Wife (ASCAP)— Mercury 70777		
18. A TEAR FELL (BMI)— T. Brewer	25	2
Bo Weevil (BMI)—Coral 61590		
19. EDDIE, MY LOVE (BMI)— Fontane Sisters	22	2
Yum, Yum (BMI)—Dot 15450		
20. MR. WONDERFUL (ASCAP)— P. Lee	21	2
Crazy in the Heart (BMI)—Dec 29834		
21. FLOWERS MEAN FORGIVENESS (ASCAP)—F. Sinatra	—	1
You'll Get Yours (ASCAP)—Cap 3350		
22. BAND OF GOLD (BMI)—D. Cherry Rumble Boogie (BMI)—Col 40597	18	14
23. MEMORIES ARE MADE OF THIS (BMI)—D. Martin	15	17
Change of Heart (BMI)—Cap 3295		
24. I WAS THE ONE (BMI)—E. Presley Heartbreak Hotel (BMI)—Vic 20-6420	—	1
25. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)— R. Hyman-J. August	17	7
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 12159		

THE BIG VOICE

to carry

THE BIG TUNES

tony martin

Sings

**WALK
HAND IN
HAND**

**FLAMENCO
LOVE**

20/47-6493

Orchestra and chorus conducted by HUGO WINTERHALTER

the dealer's choice

RCA VICTOR





NEW ALBUM HITS!

JONI JAMES

DON'T TELL ME NOT TO LOVE YOU

SOMEWHERE SOMEONE IS LONELY

MGM 12175 78 rpm • K 12175 45 rpm



IN THE STILL OF THE NIGHT

E3328, X3328, X1211, X1212, X1213

THE DICK HYMAN TRIO

MORITAT

A THEME FROM "THE THREEPENNY OPERA"

MGM 12149 78 rpm • K 12149 45 rpm



DICK HYMAN'S 'MORITAT'

Also available as one-pocket

EP ALBUM X1214 (45 rpm)

DAN DAILEY

THE GAL WITH THE YALLER SHOES

— and — MY LUCKY CHARM

(Both selections from MGM film "Meet Me in Las Vegas")

MGM 12198 • K12198

CHARLIE APPLEWHITE

I COULD HAVE DANCED ALL NIGHT

(From musical production "My Fair Lady")

— and — SHANGRI-LA

(From musical production "Shangri-La")

MGM 12220 • K12220

ROGER ROGER

THE POOR PEOPLE OF PARIS

and CHINESE BOLERO

MGM 12188 • K12188

LITTLE CHILD

and JOKE

MGM 12196 • K12196

JACQUES BELASCO

and his Orch. and Chorus

WE'LL GO A LONG, LONG WAY TOGETHER

MGM 12192 • K12192

AM I THE GUY

VOCAL BY JOE REYNOLDS

RAY CHARLES SINGERS

EASTER PARADE

MGM 12201 • K12201

A YOUNG MAN'S FANCY

CONNIE FRANCIS

MY FIRST REAL LOVE

MGM 12191 • K12191

BELIEVE IN ME

SAM (The Man) TAYLOR

BLUE SUEDE SHOES

and TO A WILD ROSE
MGM 12197 • K12197

RITA FAYE

E-A-S-T-E-R

MGM 12203 • K12203

ELDO, THE EASTER BUNNY

• Territorial Best Sellers

For survey week ending March 21

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

Atlanta

1. Poor People of Paris, L. Baxter, Cap.
2. No, Not Much, Four Lads, Col.
3. Great Pretender, Platters, Mer.
4. Juke Box Baby, P. Como, Vic.
5. Heartbreak Hotel, E. Presley, Vic.

Baltimore

1. Lovely One, Four Voices, Col.
2. Poor People of Paris, L. Baxter, Cap.
3. Lovely Lies, Manhattan Brothers, Lon.
4. Juke Box Baby, P. Como, Vic.
5. Why Do Fools Fall in Love? Teen Agers, Gee
6. A Tear Fell, T. Brewer, Cor.
7. Strange Love, Native Boys, Mod.
8. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
9. To You, My Love, N. Noble, Mer.

Boston

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. No, Not Much, Four Lads, Col.
4. Great Pretender, Platters, Mer.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Blue Suede Shoes, C. Perkins, Sun
7. Innamorata, J. Vale, Col.
8. Hot Diggity, P. Como, Vic.
9. In a Little Spanish Town B. Crosby, Dec.
10. A Tear Fell, T. Brewer, Cor.

Buffalo

1. Lisbon Antigua, N. Riddle, Cap.
2. Blue Suede Shoes, C. Perkins, Sun
3. Rock and Roll Waltz, K. Starr, Vic.
4. Poor People of Paris, L. Baxter, Cap.
5. Chinese Rock and Egg Roll B. Hackett, Cor.
6. Innamorata, D. Martin, Cap.

Chicago

1. Poor People of Paris, L. Baxter, Cap.
2. Blue Suede Shoes, C. Perkins, Cap.
3. Lisbon Antigua, N. Riddle, Cap.
4. Why Do Fools Fall in Love? Teen Agers, Gee
5. Rock and Roll Waltz, K. Starr, Vic.
6. Eddie, My Love, Chordetes, Cdc.
7. Mr. Wonderful, P. Lee, Dec.
8. No, Not Much, Four Lads, Col.
9. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
10. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.

Cincinnati

1. Poor People of Paris, L. Baxter, Cap.
2. Ivory Tower, C. Carr, Fiy.
3. Heartbreak Hotel, E. Presley, Vic.
4. I'll Be Home, P. Boone, Dot
5. Lisbon Antigua, N. Riddle, Cap.
6. No, Not Much, Four Lads, Cap.
7. Juke Box Baby, P. Como, Vic.
8. Hot Diggity, P. Como, Vic.
9. Tutti Frutti, P. Boone, Dot
10. Why Do Fools Fall in Love? Teen Agers, Gee

Cleveland

1. Blue Suede Shoes, C. Perkins, Sun
2. Lisbon Antigua, N. Riddle, Cap.
3. I Was the One, E. Presley, Vic.
4. Poor People of Paris, L. Baxter, Cap.
5. A Tear Fell, T. Brewer, Cor.
6. Hot Diggity, P. Como, Vic.
7. Main Title & Molly-O ("Man With the Golden Arm"), D. Jacobs, Cor.

Dallas-Fort Worth

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

Denver

1. No, Not Much, Four Lads, Col.
2. Poor People of Paris, L. Baxter, Cap.
3. Lisbon Antigua, N. Riddle, Cap.
4. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
5. Main Title ("Man With the Golden Arm"), L. Elgart, Col.
6. Great Pretender, Platters, Mer.
7. Hot Diggity, P. Como, Vic.

Detroit

1. Blue Suede Shoes, C. Perkins, Sun
2. Hot Diggity, P. Como, Vic.
3. Rock Island Line, L. Donegan, Lon.
4. Ivory Tower, O. Williams, Del.
5. And the Angels Sing Three Chuckles, Vik.
6. A Tear Fell, T. Brewer, Cor.
7. Innamorata, J. Vale, Col.
8. Why Do Fools Fall in Love? Teen Agers, Gee
9. Poor People of Paris, L. Baxter, Cap.
10. Eddie, My Love, Teen Queens, RPM.

Kansas City

1. I'll Be Home, P. Boone, Dot
2. Heartbreak Hotel, E. Presley, Vic.
3. Blue Suede Shoes, C. Perkins, Sun
4. Juke Box Baby, P. Como, Vic.
5. Poor People of Paris, L. Baxter, Cap.
6. Lisbon Antigua, N. Riddle, Cap.
7. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.

Los Angeles

1. Poor People of Paris, L. Baxter, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Main Title ("Man With the Golden Arm"), B. May, Cap.

6. Why Do Fools Fall in Love? Teen Agers, Gee
7. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
8. See You Later, Alligator B. Haley, Dec.

Milwaukee

1. Poor People of Paris, L. Baxter, Cap.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. I'll Be Home, P. Boone, Dot
4. Juke Box Baby, P. Como, Vic.
5. No, Not Much, Four Lads, Col.
6. To You, My Love, N. Noble, Mer.
7. Mr. Wonderful, P. Lee, Dec.

Minneapolis-St. Paul

1. Heartbreak Hotel, E. Presley, Vic.
2. Lisbon Antigua, N. Riddle, Cap.
3. I'll Be Home, P. Boone, Dot
4. Why Do Fools Fall in Love? Teen Agers, Gee
5. Poor People of Paris, L. Baxter, Cap.
6. Hot Diggity, P. Como, Vic.
7. No, Not Much, Four Lads, Col.
8. Blue Suede Shoes, C. Perkins, Sun
9. Rock and Roll Waltz, K. Starr, Vic.
10. Bo Weevil, T. Brewer, Cor.

New Orleans

1. Poor People of Paris, L. Baxter, Cap.
2. Juke Box Baby, P. Como, Vic.
3. Lisbon Antigua, N. Riddle, Cap.
4. Magic Touch, Platters, Mer.
5. No, Not Much, Four Lads, Col.
6. Heartbreak Hotel, E. Presley, Vic.
7. I'll Be Home, P. Boone, Dot
8. Eddie, My Love, Teen Queens, RPM
9. Crazy Little Palace, B. Williams, Cor.
10. Rock and Roll Waltz, K. Starr, Vic.

New York

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. No, Not Much, Four Lads, Col.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Mr. Wonderful, S. Vaughan, Mer.
6. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
7. Why Do Fools Fall in Love? Teen Agers, Gee
8. I'll Be Home, P. Boone, Dot
9. See You Later, Alligator B. Haley, Dec.

Philadelphia

1. Poor People of Paris, L. Baxter, Cap.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. No, Not Much, Four Lads, Col.
4. Lisbon Antigua, N. Riddle, Cap.
5. Blue Suede Shoes, C. Perkins, Sun
6. Rock and Roll Waltz, K. Starr, Vic.
7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
8. Great Pretender, Platters, Mer.

Pittsburgh

1. Hot Diggity, P. Como, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. Magic Touch, Platters, Mer.
4. Lovely One, Four Voices, Col.
5. Poor People of Paris, L. Baxter, Cap.
6. Rock Island Line, L. Donegan, Lon.
7. A Tear Fell, T. Brewer, Cor.
8. She's Gone, Gone, Penguins, Mer.
9. Lisbon Antigua, N. Riddle, Cap.
10. Why Do Fools Fall in Love? Teen Agers, Gee

St. Louis

1. Poor People of Paris, L. Baxter, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. Juke Box Baby, P. Como, Vic.
4. Blue Suede Shoes, C. Perkins, Sun
5. Why Do Fools Fall in Love? Teen Agers, Gee
6. Heartbreak Hotel, E. Presley, Vic.
7. Hot Diggity, P. Como, Vic.
8. I'll Be Home, P. Boone, Dot
9. Eddie, My Love, Fontane Sisters, Dot
10. Eleventh Hour Melody, L. Busch, Cap.

San Francisco

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. No, Not Much, Four Lads, Col.
5. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
6. Great Pretender, Platters, Mer.
7. Band of Gold, D. Cherry, Col.
8. See You Later, Alligator B. Haley, Dec.
9. Why Do Fools Fall in Love? Teen Agers, Gee
10. Memories Are Made of This D. Martin, Cap.

Seattle

1. Heartbreak Hotel, E. Presley, Vic.
2. Why Do Fools Fall in Love? Teen Agers, Gee
3. Poor People of Paris, L. Baxter, Cap.
4. Lisbon Antigua, N. Riddle, Cap.
5. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
6. I'll Be Home, P. Boone, Dot
7. No, Not Much, Four Lads, Col.
8. See You Later, Alligator B. Haley, Dec.

Toronto

2. Poor People of Paris, L. Baxter, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Great Pretender, Platters, Mer.
5. Why Do Fools Fall in Love? Teen Agers, Gee
6. No, Not Much, Four Lads, Col.
7. Why Do Fools Fall in Love? Diamonds, Mer.
8. See You Later, Alligator B. Haley, Dec.
9. Band of Gold, K. Carson, Cap
10. I'll Be Home, P. Boone, Dot

EXCITING

*NEW TALENT!
NEW COLOR!
NEW HIT!*

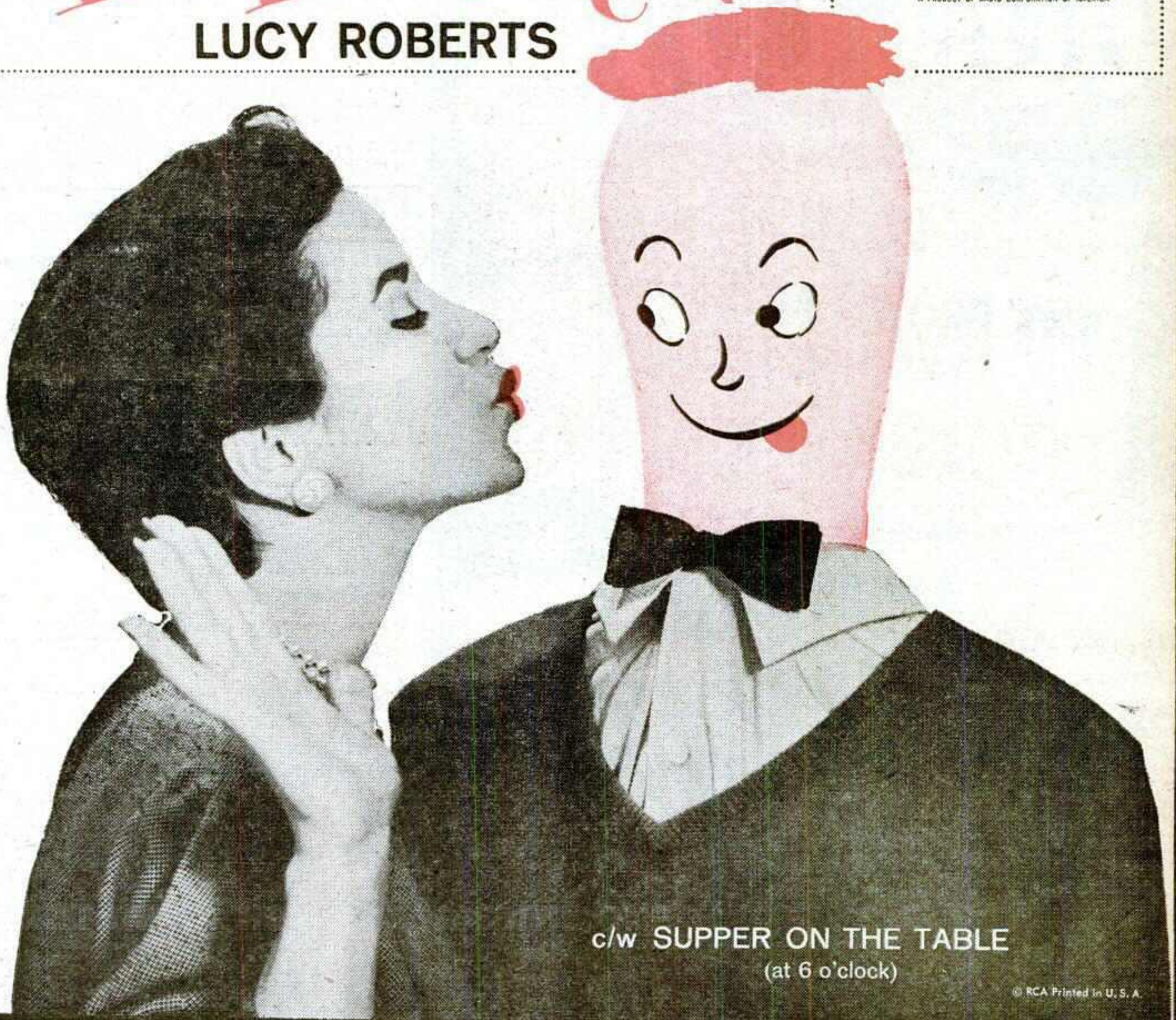
LUCY ROBERTS

"Leap Year Red"

LUCY ROBERTS

X-0201

Vik
A PRODUCT OF RADIO CORPORATION OF AMERICA



c/w SUPPER ON THE TABLE
(at 6 o'clock)

© RCA Printed in U. S. A.

Vik records
A Product of Radio Corporation of America



FLAMENCO LOVE

and

HEART OF PARIS

DON COSTA

9693

SID FELLER

I'VE GROWN ACCUSTOMED TO HER FACE

and

MIDNIGHT BREEZE

9692

BERNIE WAYNE

YOU'RE KINDA CUTE

and

THE NIGHT WAS MADE FOR DREAMERS

9679

EYDIE GORMÉ

TOO CLOSE FOR COMFORT

and

THAT'S HOW

9684

• THIS WEEK'S BEST BUYS

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

MAIN TITLE (Theme From "Man With the Golden Arm") (Dena, ASCAP)—Richard Maltby—Vik 0196—Dick Jacobs—Coral 61606—Elmer Bernstein—Decca 29869—A look at the territorial charts this week reveals the difference of opinion as to which is the top recorded version of this movie theme music. The tune itself is now an established national hit, with the Maltby waxing already on the national retail chart. The Jacobs and Bernstein readings are also gathering strong support and figure to place on the national listings very shortly. These are the leading versions now; it is possible that still others may also take healthy slices of the melon. The Coral record was a previous Billboard "Spotlight" pick.

MR. WONDERFUL (Laurel, ASCAP)—Peggy Lee—Decca 29834—Competition on this tune has been keen. Peggy Lee's version has gained steadily, and this week nudged on to the national retail chart. Sarah Vaughan is close behind, and Teddi King is strong in New England and elsewhere. The flip of Miss Lee's record is "Crazy in the Heart." Regent, BMI. It was a previous Billboard "Spotlight" pick.

IVORY TOWER (E. H. Morris, ASCAP)—Cathy Carr—Fraternity 734—Middle Western markets are agog with the surprising take-off of this disk. Cincinnati, Cleveland, Chicago, Milwaukee and St. Louis all indicated unusually heavy sales. This week the record began hitting in Eastern cities like Baltimore, Buffalo and Providence, and seems certain to spread quickly to others. Flip is "Please, Please, Believe Me" (Windy City, ASCAP). A previous Billboard Spotlight pick.

WITHOUT YOU (Broadcast, BMI)—Eddie Fisher—RCA Victor 6470—After the resounding success of "Dungaree Doll," the reaction to this new release could easily have been predicted. All markets from Los Angeles to Boston, with almost no exceptions, reported excellent turnover. At the rate it is going, it will not be long before it is listed on the charts. Flip is "No Other One" (Meridian, BMI). A previous Billboard "Spotlight" pick.

WILD CHERRY (Hollis, BMI)
I'M STILL A KING TO YOU (Ross Jungnickel, ASCAP)—Don Cherry—Columbia 40665—For a follow-up to "Band of Gold" this is proving to be a highly successful vehicle for Cherry. Boston, New York, Philadelphia, Buffalo, Pittsburgh, Chicago, Milwaukee, St. Louis and Atlanta are among the cities that found the disk an outstanding seller. Both sides are doing well, tho "Cherry" is currently the preferred tune. A previous Billboard "Spotlight" pick.

Note: The publisher of "Port-au-Prince," one of last week's Best Buys, was not listed. It is E. B. Marks, BMI.

• 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. Main Title & Molly-O**
(Themes From "Man With the Golden Arm")
.....*Dick Jacobs*
(ASCAP) Coral 61606
- 2. Ivory Tower***Cathy Carr*
(ASCAP) Fraternity 734
- 3. Main Title**
(Theme From "Man With the Golden Arm")
.....*Elmer Bernstein*
(ASCAP) Decca 29869
- 4. Without You***Eddie Fisher*
(BMI) RCA Victor 6470
- 5. Wild Cherry**
I'm Still a King to You*Don Cherry*
(BMI); (ASCAP) Columbia 40665
- 6. To You My Love***Nick Nobel*
(ASCAP) Mercury 70821
- 7. Held for Questioning***Rusty Draper*
(ASCAP) Mercury 70818
- 8. Port-au-Prince***Nelson Riddle*
(BMI) Capitol 3374
- 9. In a Little Spanish Town***Bing Crosby*
(ASCAP) Decca 29850
- 10. Innamorata***Jerry Vale*
(ASCAP) Columbia 40634

THE

Original

AND THE HOTTEST
RECORD IN AMERICA!

ISLAND

LINE

The Rockin'
Sensation

**LONNIE
DONEGAN**

**AND HIS
SKIFFLE GROUP**

#1650

ROCK

Other Sensational Hot London Pops



**MANTOVANI
CANDLELIGHT**
B/W
**SPRING IN
MONTMARTRE**
1646



**THE STARGAZERS
ZAMBEZI**
B/W
WHEN THE SWALLOWS SAY GOODBYE
1653



**THE FOUR ESQUIRES
LOOK
HOMEWARD
ANGEL**
B/W
SANTO DOMINGO
1652



**LITA ROZA
JIMMY UNKNOWN**
B/W
**MY KID
BROTHER** 1658



**DAVID WHITFIELD
with Mantovani
WHEN YOU LOSE
THE ONE YOU
LOVE** 1617



**TED HEATH
MALAGUENA**
B/W
THE BARBERSHOP JUMP
1621

LONDON
RECORDS



A GREAT PERFORMANCE BY A GREAT ARTIST!



Singing Star of the Steve Allen Show

ANDY WILLIAMS

Orchestra and chorus conducted by ARCHIE BLEYER

singing

WALK HAND IN HAND

and

NOT ANY MORE

Cadence 1288

cadence
RECORDS

THE TOP 100

For survey week ending March 14

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.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	1	
2.	LISBON ANTIGUA	N. Riddle	Capitol	2	
3.	ROCK AND ROLL WALTZ	K. Starr	Victor	2	
4.	NO, NOT MUCH	Four Lads	Columbia	4	
5.	I'LL BE HOME	P. Boone	Dot	6	
6.	GREAT PRETENDER	Platters	Mercury	5	
7.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gea	7	
8.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	8	
9.	BLUE SUEDE SHOES	K. C. Perkins	Sun	12	
9.	HEARTBREAK HOTEL	E. Presley	Victor	11	
11.	HOT DIGGITY	P. Como	Victor	14	
12.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	9	
13.	JUKE BOX BABY	P. Como	Victor	18	
14.	A TEAR FELL	T. Brewer	Coral	17	
15.	BAND OF GOLD	D. Cherry	Columbia	13	
16.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	15	
17.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	9	
18.	EDDIE, MY LOVE	Chordettes	Cadence	21	
18.	EDDIE, MY LOVE	Fontane Sisters	Dot	20	
20.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	23	
21.	TUTTI FRUTTI	P. Boone	Dot	19	
22.	BO WEEVIL	T. Brewer	Coral	23	
23.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	R. Hayman	J. August	Mercury	16
24.	EDDIE, MY LOVE	Teen Queens	RPM	26	
25.	I WAS THE ONE	E. Presley	Victor	29	
26.	POOR PEOPLE OF PARIS	R. Morgan	Decca	41	
27.	DUNGAREE DOLL	E. Fisher	Victor	25	
28.	MR. WONDERFUL	P. Lee	Decca	41	
29.	LIP STICK, CANDY AND RUBBER SOLED SHOES	J. La Rosa	Victor	34	
30.	INNAMORATA	J. Vale	Columbia	32	
31.	MAGIC TOUCH	Platters	Mercury	76	
32.	PORT-AU-PRINCE	N. Riddle	Capitol	80	
33.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	43	
34.	THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE)	L. Armstrong	Columbia	22	
35.	FOREVER DARLING	Ames Brothers	Victor	40	
35.	LULLABY OF BIRDLAND	Blue Stars	Mercury	47	
35.	TO YOU, MY LOVE	N. Noble	Mercury	27	
38.	ELEVENTH HOUR MELODY	L. Busch	Capitol	35	
38.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	27	
40.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	35	
41.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	66	
42.	IVORY TOWER	C. Carr	Fraternity	81	
43.	LOVELY ONE	Four Voices	Columbia	51	
44.	INNAMORATA	D. Martin	Capitol	61	
45.	LOVELY LIES	Manhattan Brothers	London	64	
46.	MISSING	McGuire Sisters	Coral	44	
47.	BO WEEVIL	F. Domino	Imperial	48	
48.	ASK ME	Nat (King) Cole	Capitol	44	
48.	MR. WONDERFUL	S. Vaughan	Mercury	61	
50.	ROCK ISLAND LINE	L. Donegan	London	81	
50.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Welk	Coral	31	
52.	OUR LOVE AFFAIR	T. Charles	Decca	49	
53.	THAT'S ALL	T. Ernie	Capitol	67	
54.	POOR PEOPLE OF PARIS	L. Welk	Coral	53	
55.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Paul & M. Ford	Capitol	57	
56.	ELOISE	K. Thompson	Cadence	39	
57.	MAIN TITLE MOLLY-O (MAN WITH THE GOLDEN ARM)	D. Jacobs	Coral	67	
58.	LISBON ANTIGUA	M. Miller	Columbia	30	
59.	MR. WONDERFUL	T. King	Victor	50	
60.	ARE YOU SATISFIED?	R. Draper	Mercury	52	
61.	ANGELS IN THE SKY	Crew Cuts	Mercury	32	
62.	ROCK RIGHT	G. Gibbs	Mercury	58	
63.	BEYOND THE SEA	R. Williams	Kapp	37	
64.	MAIN TITLE (MAN WITH THE GOLDEN ARM)	B. May	Capitol	78	
65.	SEVEN DAYS	Crew Cuts	Mercury	46	
66.	GO ON WITH THE WEDDING	P. Page	Mercury	74	
66.	TUTTI FRUTTI	Little Richard	Specialty	56	
68.	POOR PEOPLE OF PARIS (JEAN'S SONG)	C. Atkins	Victor	95	
69.	IVORY TOWER	O. Williams	De Luxe	—	
70.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	B. Vaughn	Dot	63	
71.	MAIN TITLE (MAN WITH THE GOLDEN ARM)	E. Bernstein	Decca	77	
72.	HE	A. Hibbler	Decca	73	
73.	NOTHING EVER CHANGES MY LOVE FOR YOU	Nat (King) Cole	Capitol	75	
74.	CRY BABY	Bonnie Sisters	Rainbow	67	
74.	CHAIN GANG	B. Scott	ABC-Paramount	38	
76.	BITTER WITH THE SWEET	B. Eckstine	Victor	85	
77.	AND THE ANGELS SING	Chuckles	Vik	70	
78.	BAND OF GOLD	K. Carson	Capitol	58	
79.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	89	
79.	WHY DO FOOLS FALL IN LOVE?	G. Mann	Decca	86	
81.	TEEN-AGE PRAYER	G. Storm	Dot	65	
82.	SIXTEEN TONS	T. Ernie	Capitol	54	
83.	GET UP, GET UP	J. P. Morgan	Victor	—	
84.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	83	
85.	IF YOU CAN DREAM	Four Aces	Decca	71	
85.	SWEET LIPS	J. P. Morgan	Victor	92	
87.	WHEN YOU LOSE THE ONE YOU LOVE	D. Whitfield	London	72	
88.	INTO THE NIGHT	Dream Weavers	Decca	94	
89.	NINETY-NINE YEARS	G. Mitchell	Columbia	55	
90.	YOU'LL GET YOURS	F. Sinatra	Capitol	—	
91.	APRIL IN PARIS	C. Basie	Clef	90	
91.	MADEIRA	M. Miller	Columbia	78	
93.	WHEN YOU DANCE	Turbans	Herald	97	
93.	SPEEDOO	Cadillacs	Josie	58	
95.	I'LL NEVER KNOW	Four Lads	Columbia	—	
95.	MY FIRST FORMAL GOWN	P. Page	Mercury	—	
97.	APRIL IN PARIS	Modernaires	Coral	—	
98.	SEVEN DAYS	D. Collins	Coral	84	
99.	ONLY YOU	Hilltoppers	Dot	—	
100.	HE	McGuire Sisters	Coral	—	

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.

The Exciting New Greats In **JAZZ**

ARE ON *EmArcy* *The Finest In High Fidelity Jazz*

Thrilling Performances... Dynamic Recordings... Beautifully Packaged

FEATURED ALBUMS OF THE MONTH



SARAH VAUGHAN

In The Land Of Hi-Fi

MG 36058



GEORGIE AULD

In The Land Of Hi-Fi

MG 36060

CURRENT BEST SELLERS



GERRY MULLIGAN

Presenting The Gerry Mulligan Sextette

MG 36056



HELEN MERRILL

A New Sound In Jazz

MG 36057



TERRY GIBBS

Vibes

MG 36047



DINAH WASHINGTON

For Those In Love

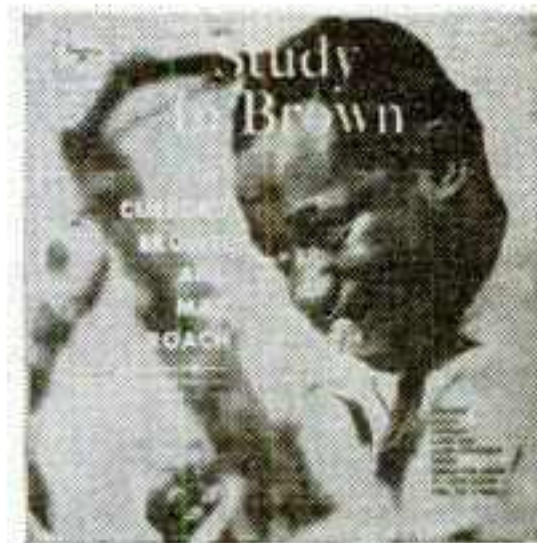
MG 36011



KITTY WHITE

Voice In Jazz

MG 36020



C. BROWN AND M. ROACH

A Study In Brown

MG 36037

HIGH FIDELITY JAZZ



EmArcy . . . A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS

A GREAT
NEW TALENT

JIMMY GAVIN



JOHNNY ROLLIN' STONE

b/w

ROCK ISLAND LINE

Orchestra under direction of NEAL HEFTI

9161/5-9161

ANOTHER BIG ONE

DOLORES HAWKINS



I'LL BE
SEEING YOU

I'VE GOT A
RIGHT TO SING
THE BLUES

9159/5-9159

Epic's Fair Lady of Song With the
Number One Version

FRANCIS WAYNE

I'VE GROWN ACCUSTOMED
TO HIS FACE

(From "My Fair Lady")

b/w Alone In New Orleans 9154/5-9154



EPIC'S MR. HITMAKER

ROY HAMILTON

SOMEBODY, SOMEWHERE

b/w Since I Fell for You

9160/5-9160



THE NEAL HEFTI SINGERS

STANDING ON
THE CORNER

b/w

Joey, Joey, Joey

9158/5-9158



EPIC
RECORDS

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Gene Hogan, KXLJ, Helena, Mont., has a plan, whereby record firms can help solve the juvenile delinquency problem. He writes: "I think you will agree a good share of records are bought by teen-agers. With this in mind, why don't the record companies have the artists appeal to the kids on records? For example, Bill Haley could cut in a few words at the start of 'See You Later, Alligator,' and ask the kids to get in the groove. Don't bug your friends the wrong way, and they'll all want to see you later, 'Alligator,' etc." . . . Over 40 retail record outlets in Milwaukee are now taking part in WRIT's weekly "Top 40 disks" survey of local record preferences, according to WRIT deejay Bill Baldwin. The stores post the survey results each week, and copies are given out to customers.

CRYSTAL BALL: O. L. (Ted) Taylor, KGFL, Roswell, N. M., is starting a new feature tagged "Crystal Ball," whereby listeners will be asked to write in their predictions of new songs they think will appear on the following week's Billboard best-seller chart for the first time. Winners receive free copies of the "first-time-chart" disks. . . . Speaking of the crystal ball set, Ken Rowland, KSAL, Salina, Kan., thinks he's found a bona fide member in 15-year-old Ramona Lopez, winner of his recent contest to select a "Top Picker of Hits." The teen-ager picked 20 out of 31 records that later appeared in the top five on The Billboard's retail best-seller charts during 1955. Commented Rowland, "I can think of only two records picked that did not hit the best-seller chart." Hit-picker Miss Lopez won a free record album for her clairvoyant gift, which would be worth considerably more to the Brill Building inmates.

MORE TERP SESSIONS: Ken Clark, WSAM, Saginaw, Mich., has upped attendance at his weekly teen-age dances from 104 last June to 826 for his latest hop this month. Clark, incidentally, has started a new Sunday show from 11:30 a.m. to 2 p.m. in addition to his regular schedule. . . . Jim Winters, WABI, Bangor, Me., reports that record hops are "going great guns" in Bangor now. Winters says he latched on to a Vox Jox gimmick (submitted by Tom Edwards, WERE, Cleveland) whereby Edwards projected colored slides of artists, while their records were spinning at his dances. The idea, says, Winters, has been a big hit at his own dances, and he is still in the market for colored slides from artists. . . . Gene Phillips, WMAN, Mansfield, O., recently staged the biggest dance in his area, with more than 3,000 teen-agers attending. The hop was also aired over WMAN. . . . George Bannister, WBUD, Trenton, N. J., will present Trenton's first live rock and roll stage show April 6 at the War Memorial Building. . . . Jerry Collins, WJBC, Bloomington, Ill., will air his show from the Illinois State Normal University campus April 7 for a first inter-city, high school dance. Music will be both live and on record, and WJBC will broadcast the event from 10 p.m. to midnight.

CHANGE OF THEME: A new 24-hour-a-day music and news format at KRUX, Phoenix, Ariz., was inaugurated this month with the following "DJ Day" roster: Jack Carney, Frank Pollack, Johnny McKinney, Jim Spar-

row, Don Victor, Lucky Lawrence and Neil Warren. . . . Kent Burkhart, is leaving WNOE, New Orleans, to become program director of KENT, Shreveport, La. . . . Bart Tolleson has left KBAR, Burley, Idaho, to join KDYL, Salt Lake City. . . . Jimmy West, formerly with WNOW, York, Pa., has moved over to WBAL, Baltimore, Md. . . . New spinner at WMBO, Auburn, N. Y., is John J. Koval, formerly with WOSC, Fulton, N. Y.

Joseph Augello has joined WOHO, Toledo, O. . . . Tom Hopkins, ex-program director of WBRW, Welch, W. Va., has joined WCSS, Amsterdam, N. Y., and his "Best on Wax" show is now aired over that station. . . . Ted Crays, KRMD, Shreveport, La., reports that KRMD is now broadcasting 14 hours a day of pop records. . . . Lou Shabott, WCCP, Savannah, Ga., has started a "Bop-Pop" show for teen-agers from 4 to 5 p.m. across the board and a Saturday night jazz show, which Shabott believes to be "the first of its kind in Savannah." . . . Bob Klingler, WDBF, Delray Beach, Fla., is doing a remote from a local shopping center, The Patio Mart, each afternoon. . . . K-TOO, Las Vegas, Nev. (the State's most powerful indie), will be launched April 15, with Len Ross, KONE, Reno, Nev., returning to Las Vegas as music director.

Jack Slattery, WILS, Lansing, Mich., has returned to his "First Call" show, after suffering a minor heart attack last month. . . . "Little Joe" Augello, formerly with WJLB, Detroit, for nine years, has joined WOHO, Toledo, O. . . . Deejay-ventriloquist Al Banks has joined WAGR, Lumberton, N. C., and is piloting a 10-10:30 p.m. show across the board. . . . Ed Rogers has replaced R. H. Peck at KVNU, Logan, Utah. Peck has gone into the Army. . . . Ed Heffington, WHAP, Hopewell, Va., has started a new show, "Hit Kit," which features the top 10 tunes as listed by The Billboard charts. He also has another daily show tagged "Jazzland," and reports good audience response to modern jazz disks. . . . Jack Brush has joined KNOX, Grand Forks, N. D., succeeding Johnny Dark, who joined WHB, Kansas City, Mo. Bob McGonagle, WFUN, Huntsville, Ala., was in Manhattan last week visiting flack Buddy Basch. . . . Jerry Warren has taken over the 5 a.m. to 10 a.m. show spot on Sundays over WNEW, New York.

H.&R. Firm Buys

• Continued from page 17

several chief arguments will be presented to counter this view. One is that the concept of "exclusivity," as applied to renewal copyrights, is illogical. Another argument is that the idea of "convenience," or the advisability of adhering to customary practice, should not diminish the right of the child, if it is ascertained that he has a right equal to the widow. Customary practice, in other words, should be no obstacle to justice.

With regard to the view that exclusivity in renewals is unnecessary, adherents of this position point out that many songs are now published in the renewal period by more than one publisher. This would happen, they note, in the very nature of things, when heirs of collaborators do not see eye to eye on a piece of property and apportion it in different ways.



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IN THE MOOD
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b/w
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BUT YOU

Wing 90060



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TYFER**

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AND SINKER

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RECORDS

NAT (KING) COLE . . . Capitol 3390 **TOO YOUNG TO GO STEADY**
 (Robbins, ASCAP)

NEVER LET ME GO (Famous, ASCAP)

The King comes up with a couple of fine new ballad sides, both of definite hit caliber. First is the tender, poignant tune from the new lighter, "Strip for Action." The Patti Page disk will make it a tussle for honors, but this has what it takes and then some. The flip contains another standout vocal job with backing to match.

THE GAYLORDS . . . Mercury 70834 **WHO'S GONNTA TAKE YOU TO THE PROM** (Bourne, ASCAP)

This one shapes as the group's first big disk in quite a spell. Keyed right to the teen-age angle, the tune rocks and rolls in great style in one of the sharpest jobs in the lads' career. The side has a great chance to cash in. Flip is "Bella Bambinella" (Monument, BMI).

THE CREWCUTS . . . Mercury 70840 **OUT OF THE PICTURE**
 (Lanor, BMI)

The "Cuts" should move off the ground fast with this most infectious opus with a sharp insistent mambo beat. Cut originally in r.&b. by the Robins. One of the most listenable in the outfit's string of big sides. Flip is "Honey Hair, Sugar Lips, Eyes of Blue," a tune with commercial appeal all its own (Mellin, BMI).

NOVELTY

STAN FREBERG . . . Capitol 3396 **THE GREAT PRETENDER**
 (Southern, ASCAP)

Freberg outdoes himself in a chuckle-packed take-off on the great smash by the Platters. He does a devastating job on the group's lead singer, and his spoken bits with the piano player will break up the cogniscenti. Other side is "Bridey Hammerschlagen," a take-off on the Murphy matter.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-59, Satisfactory
- 50-49, Limited
- 0-48, Poor

GEORGE CATES ORK

Moonglow 81

CORAL 61618—The tune seems headed for revival due to the "Picnic" flick. This disk, featuring the tune woven into the particularly appealing theme melody of the show, is likely to get solid support. (Mills, Columbia Pic, ASCAP)

Rio Batucada 70

The Cates crew weaves its way thru a pleasant Latin piece but the flip will get the attention. (Panorama, ASCAP)

COLUMBIA PICTURES ORK

Moonglow and Theme From "Picnic" 79

DECCA 29888—Waxing is taken from the sound track of "Picnic" and the addition of "Moonglow" to the theme, played in an intimate jazz style, adds interest. Should get spins. (Mills, Columbia Pic, ASCAP)

Theme From "Picnic" 72

Sound track excerpts from the title movie is pretty to listen to, but could easily get lost among more identifiable wax current in the market. (Columbia Pic, ASCAP)

LES PAUL AND MARY FORD

Send Me Some Money, Honey 78

CAPITOL 3389 — There's the flavor of blues in this opus, plus a touch of country and also the reminder that Paul can play great jazz guitar. Material is thin but the team does a great job, and it could click with rock and roll partisans.

Say the Words I Love to Hear 75

Miss Ford goes into the multi-track harmony routine here, but the material is slight. A lesser Paul-Ford effort.

RICHARD HAYMAN

Flamenco Love 78

MERCURY 70837 — This haunting melody, with its Latin rhythm, is circulating well in the Al Caiola and Don Costa versions. Hayman's lush harmonica and gimmicked harp or piano give this a positive flavor all its own. Could grab a good share of the play if the tune takes off. (Bregman, Vocco & Conn, ASCAP)

The Perfect Song 70

The well-trodden radio theme sounds fine from Hayman's mouth organ, tho the out-of-tune harp (?) is a detracting feature. Should get play nevertheless. (Chappell, ASCAP)

THE FOUR ESQUIRES

Look Homeward Angel 77

LONDON 1652—A mighty pretty piece of material, with a haunting melody. It's showcased effectively here by the chanters who are backed with great sympathy and tonal beauty by the ork. A quality waxing that should win ample exposure.

Santo Domingo 72

Latino item is awarded a listenable performance.

JERRY SAMUELS

Puppy Love 77

VIK 0197—Jerry Samuels is quite effective with this r.&b.-flavored item. Lyrio is in the teen-age love groove and likely to get good acceptance. (Town & Country, BMI)


The Chosen Few 71

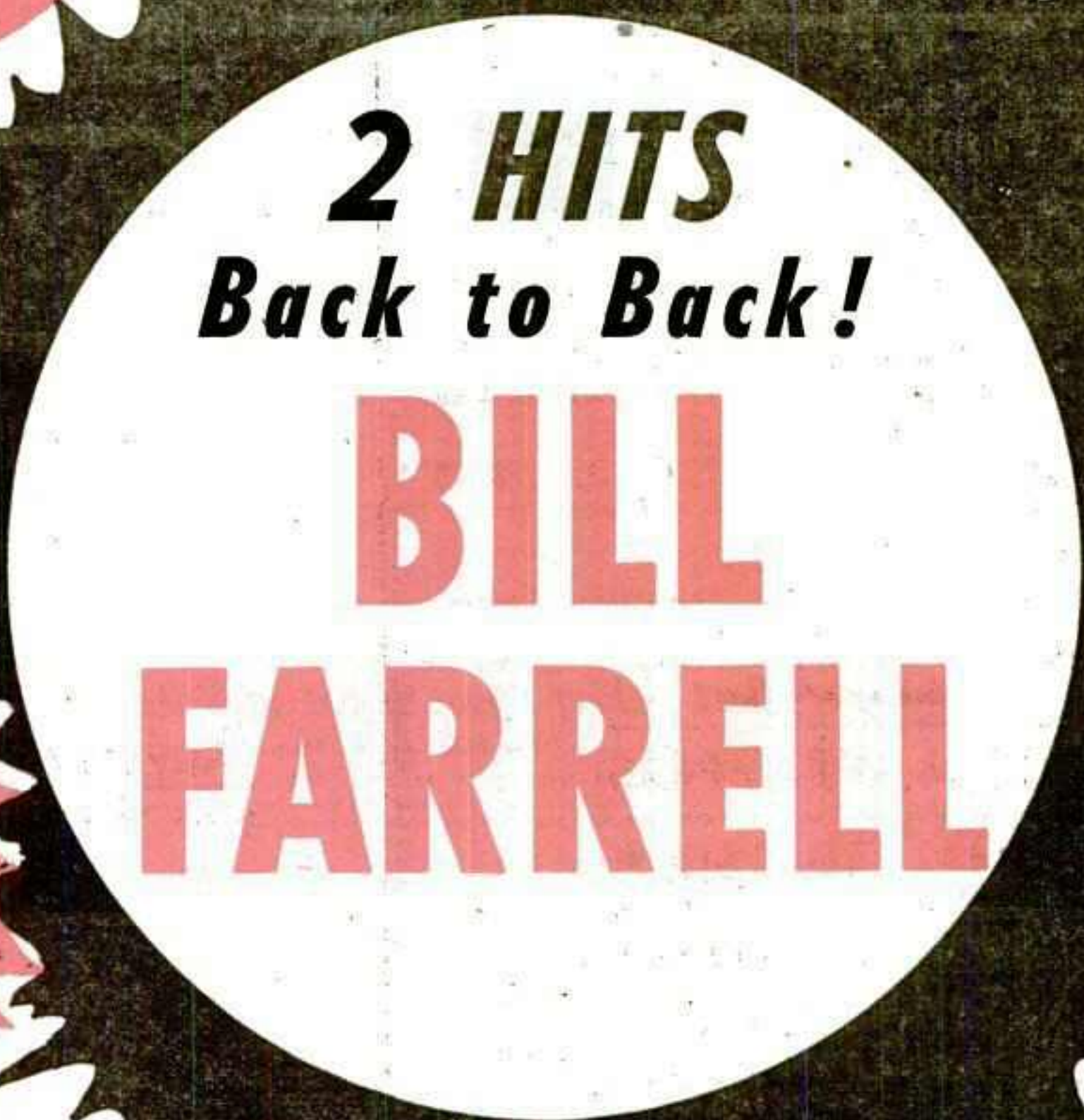
This sacred song has a strongly-marked beat and a dramatic lyric. An okay chanting job by Samuels. (Movietown, BMI)

(Continued on page 54)

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

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

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EARL BOSTIC BUGLE CALL RAG I'LL STRING ALONG WITH YOU King 4905

JACK DUPREE OVERHEAD SO SORRY, SO SORRY King 4906

KING RECORDS

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 And the Angels Sing (R)—Bregman, Vocco & Conn—ASCAP Ask Me (R)—ABC—ASCAP Band of Gold (R)—Ludlow—BMI Flamenco Love (R)—Bregman, Vocco & Conn—ASCAP Gal With the Yaller Shoes (R)—Miller—ASCAP Good Will (R)—Thunderbird—ASCAP Heart of Paris (R)—B. F. Wood—ASCAP Hot Diggity (R)—Roncom—ASCAP I Could Have Danced All Night (R) (M)—Chappell—ASCAP If You Can Dream (R)—Feist—ASCAP Innamorata (R)—Paramount—ASCAP I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP Lisbon Antigua (R)—Southern—ASCAP Lullaby of Birdland (R)—Patricia—BMI Most Happy Fella (R)—Frank—ASCAP Mr. Wonderful (R) (M)—Laurel—ASCAP Never Let Me Go (R)—Famous—ASCAP No, Not Much (R)—Beaver—ASCAP Poor People of Paris (R)—Connelly—ASCAP Rock and Roll Waltz (R)—Sheldon—BMI Rock Island Line (R)—Hollis—BMI Serenade (R) (F)—Harms—ASCAP Small Town (R)—American Academy—Stars Fell on Alabama (R)—Mills—ASCAP Tender Trap (R) (F)—Barton—ASCAP Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP Too Young to Go Steady (R)—Robbins—ASCAP Valley Valparaiso (R)—Broadcast—BMI We All Need Love (R)—Remick—ASCAP Wild Cherry (R)—Hollis—BMI Without You (R)—Broadcast—BMI

- Television All at Once You Love Her (R)—Williamson ASCAP All the Way Around the World (R)—United ASCAP Ask Me (R)—ABC—ASCAP Band of Gold (R)—Ludlow—BMI Beyond the Sea (R)—Chappell—ASCAP Blue Suede Shoes (R)—Hill & Range—BMI Dugaree Doll (R)—E. B. Marks—ASCAP Great Pretender (R)—Southern—ASCAP Heartbreak Hotel (R)—Tree—BMI Hot Diggity (R)—Roncom—ASCAP I Could Have Danced All Night (R) (M)—Chappell—ASCAP In the Wild, Wild West (R)—Robbins—ASCAP Juke Box Baby (R)—Winnerton—BMI Lisbon Antigua (R)—Southern—ASCAP Mr. Wonderful (R) (M)—Laurel—ASCAP No, Not Much (R)—Beaver—ASCAP Nothing Up My Sleeve (R)—Desilu—ASCAP Poor People of Paris (R)—Connelly—ASCAP Rock and Roll Waltz (R)—Sheldon—BMI See You Later, Alligator (R)—ARC—BMI Shamrocks, Shillelaghs and Shenannigans (R)—Tee Kaye—ASCAP Small Town (R)—American Academy—ASCAP Tender Trap (R) (M)—Barton—ASCAP Too Young to Go Steady (R)—Robbins—ASCAP Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP Tutti Frutti (R)—Venice—BMI Valley Valparaiso (R)—Broadcast—BMI Walk Hand in Hand With Me (R)—Republic—BMI What a Heavenly Night for Love (R)—Tee Kaye—ASCAP Without You (R)—Broadcast—BMI

Best Selling Sheet Music in Britain

For Week Ending March 17

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

- Memories Are Made of This—Montclare (Montclare) Robin Hood—New World (Official) Pickin' a Chicken—Berry (Connelly) Love Is the Tender Trap—Connelly (Barton) The Poor People of Paris—Berry (Connelly) Love and Marriage—Barton (Barton) When You Lose the One You Love—Bradbury (Chappell) The Dambusters March—Chappell (Chappell) The Theme From "The Three Penny Opera"—Arcadia (Harms) The Great Pretender—Bron (Panther) My September Love—Campbell, Connelly Sixteen Tons—Connelly (American)

Best Selling Pop Records in Britain

For Week Ending March 17

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

Table with 2 columns: This Week, Last Week. Lists top 20 pop records in Britain.

Reviews of New Pop Records

Continued from page 52

GORDON MacRAE I've Grown Accustomed to Your Face...76 CAPITOL 3384—MacRae warbles the tender ballad from the new hit musical, "My Fair Lady," with warmth and sincerity. There are several other versions out on the tune, but this is the first by a male singer, and should grab off plenty of jockey spins. Who Are We?...74 An expressive vocal job on a moving ballad with thoughtful lyrics. However, flip will probably pull most of the initial play. ROBERTA SHERWOOD In a Strange Pair of Arms...75 DECCA 29882—The new Decca artist, well known in Miami nitery circles, packs an emotional wallop on this tender ballad. Gal shapes as a worthwhile talent find. I Got Lost in His Arms...74 The appealing Irving Berlin tune gets a warm and lustrous reading. Gal has a husky pathos that really sells. JIMMY GAVIN Johnny Rollin' Stone...75

EPIC 9161—Gavin, a newcomer to disks, shapes up as a distinctive, ingratiating performer of folk-type material. He cuffed this one himself and it merits attention as he does it. (Emperor, BMI) Rock Island Line...68 Despite a good job by Gavin, the Lonnie Donegan version is too far down the track. (Hollis, BMI) BERNIE KNEE City Boy...75 M-G-M 12193—An intriguing piece of material, bluesy in nature and with a terrific lyric. Knee chants it excitedly. One to watch. Theme From "Indian Fighter"...73 Lush melody from the film. Bernie Knee sings it well, to a fancy backing with tom-toms and wind effects. BERNIE WAYNE ORK The Night Was Made for Dreamers...75 ABC-PARAMOUNT 9679—A tender ballad, with appealing sentiment, is performed with fine tonal blend by ork and chorus. It's eminently satisfying listening, and the 'side ought to come in for frequent programming

use. (Sunbeam, BMI) You're Kinda Cute...71 This Bernie Wayne original is a sprightly bit of spoofing that is projected with a refreshing bounce by ork and chorus. (Meridian, BMI) MANTOVANI ORK Spring in Montmartre...75 LONDON 1646—Francophile instrumentals have been doing mighty well lately, and there is no ork around today which can phrase a tune as compellingly as Mantovani's. His strings bow this one with great elegance. Lots of plays due. Candlelight...72 Another attractive side, this one a flowing waltz with plenty of listener appeal. EDDIE BARCLAY We All Need Love...75 MERCURY 70829—Here's the lush, melodic original instrumental version of the lovely ballad, currently covered by five Columbia artists. French bandleader Barclay should grab off considerable jockey play. (Remick, ASCAP) Samba Fantastico...71 A rhythmic, swingy instrumental with a dance-worthy Latin-American beat. (Contemporary, ASCAP) DAVE ROSE ORK Serenade...74 M-G-M 30887—Beautiful melody is the title song of the Warners flick. Rose's instrumental performance is outstanding, with lush and brilliant strings. Pam Pam...73 Typical Dave Rose instrumental, with brilliant and lush string effects. Fine for deejays. THE LANCERS A Man Is as Good as His Word...74 CORAL 61616—Sound-track ballad from "The Comanche" flicker, now (Continued on page 56)

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- MARCH 30, 1946 1. Oh! What It Seemed to Be 2. Personality 3. Doctor, Lawyer, Indian Chief 4. You Won't Be Satisfied (Until You Break My Heart) 5. One-Zy, Two-Zy (I Love You-Zy) 6. Symphony 7. Day By Day 8. Shoo-Fly Pie and Apple Pan Dowdy 9. Atlanta 10. I'm Always Chasing Rainbows 11. I Can't Begin to Tell You 12. Let It Snow! Let It Snow! Let Snow! 13. Seems Like Old Times 14. I'm Glad I Waited for You 15. Some Sunday Morning MARCH 31, 1951 1. If 2. Mocking Bird Hill 3. Aba Daba Honeymoon 4. Be My Love 5. Tennessee Waltz 6. My Heart Cries for You 7. Would I Love You? 8. You're Just in Love 9. Sparrow in the Tree Top 10. A Penny a Kiss, a Penny a Hug

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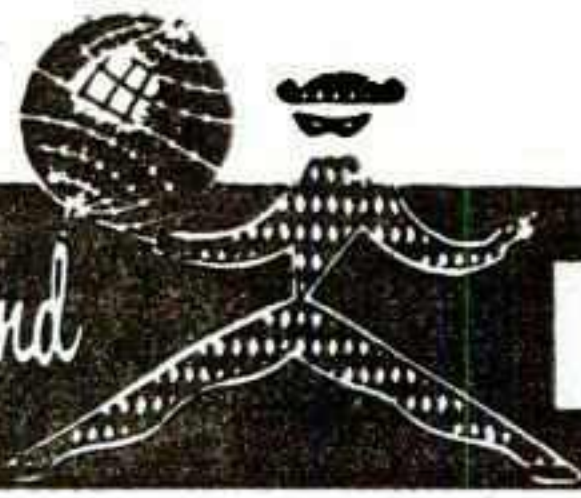
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(Without a Paddle)

B/W IN THE MOOD



A New World of Sound

DECCA records

● Reviews of New Sacred Records

● Continued from page 56

as well as on c.&w. shows in this Lenten season.

THE SPER FAMILY

Let Me Be Worthy76
VICTOR 6468—A fine sacred side. The stately, dignified melody gets that kind of vocal reading. (Hill & Range, BMI)

I Was There When It Happened....75
This sacred side, co-written by Jimmie Davis, has an infectious rhythm; and it's sung with zest by the Family. (Vern, BMI)

JIMMY WAKELY

That's What the Lord Can Do75
DECCA 29875—Wakely belts out a rousing sacred tune. He's backed by

a chorus and an arrangement featuring the banjo. Side has a gang-sing spirit and is likely to get strong deejay play. (Riverside, ASCAP)

Folsom Prison Blues....69

Jimmy Wakely on this side covers this ditty that got considerable play on Johnny Cash's Sun record several months ago. Fair reading. (Hi-Lo, BMI)

● Reviews of New Childrens Records

BOB KEESHAN (CAPTAIN KANGAROO)

Captain Says: Happy Birthday83
COLUMBIA JS 4-273—The popular CBS-TV kiddie character, with his delightful childrens chorus, has a new twist on that most popular of moppet themes, Happy Birthday. Captain says is the time-honored party game, and the captain makes it real fun. The birthday gimmick, the big TV

name and the pretty packaging should make this an outstanding seller.

RIN TIN TIN TV CAST

Poisoned Water (Part 1 and 2)79
COLUMBIA JS 4-266—An adventure to hold kids close to their phonos for essentially the same kind of entertainment they get on TV. This original cast waxing is professionally done, and it should prove a good seller in the market. Also released at this time is a companion disk, "Rinty Breaks Through" (JS 4-267).

BOB KEESHAN (CAPTAIN KANGAROO)

Knife, Fork and Spoon78
Two Little Magic Words78
COLUMBIA JS 4-272—The popular CBS-TV character offers an entertaining "good manners" coupling here. Like most successful TV properties these days, this will sell if exposed where family shopping is done. Attractive cover will help. Keeshan's buffoon air and charming childrens chorus make for pleasant sound.

Remington Must Pay Damages

● Continued from page 17

entitled to royalties at the rate of 2 cents per record, plus damages computed at the rate of 8 cents per record. Thus, Shapiro-Bernstein, for the tune, "Be Anything But Be Mine," is awarded royalties of \$256.68 plus damages of \$770.04; Oxford Music, on behalf of "There's a Pawnshop on the Corner in Pittsburgh, Pennsylvania," is awarded royalties of \$256.68 and damages of \$770.04; St. Nicholas Music, on behalf of "Rudolph, the Red-Nosed Reindeer," \$183.60 and damages of \$550.80, and Meridian Music, for

"Blue Velvet," \$436.16 and \$1,308.48.

Remington, it is known, had assumed that inasmuch as it had requested a rate on the different tunes and had had correspondence with the publishers, it had in effect filed notice of its intention to record the songs. Remington expressed the view that this was trade custom. In the findings of the Master, however, such an assumption is incorrect. The trade interpretation of the Master's findings is that a record manufacturer must either get a license, or definitely file notice of user.

It is true, of course, that many songs are recorded first, and a license obtained afterward. This practice will continue, but publishers point out that this is permitted strictly at the discretion of the publisher.

Also of much interest was the attempt of the plaintiffs to present expert evidence to aid the Master to compute the amount of royalties and damages. Al Berman, of the office of Harry Fox, publisher's agent and trustee, testified before the Special Master that in his opinion Remington manufactured a minimum of 30,000 records on each of the tunes. This evidence was objected to by defendant's counsel, and was stricken out, the Master claiming such testimony was speculative. However, Julian Abeles, attorney for the plaintiffs, has filed a motion that the court admit Berman's evidence. Abeles and the plaintiff publishers take the position that in the event an infringing manufacturer fails to produce any statistics on the number of copies manufactured and sold, why should the damaged parties suffer for the failing?

Should the court uphold this point of view, publishers feel that the validity of expert opinion will have been established — thereby giving them a stronger and more accurate control in securing royalties and damages in infringement cases.

Abeles has moved to confirm the Special Master's findings generally.

NEW YORK — Don Gabor, head of Remington Records, late last week stated he would protest some of the findings of the Master's report. Attorneys for Gabor state that Gabor will argue that he was not a deliberate infringer; that he was lulled into a false sense of security inasmuch as he had correspondence relative to his intention to record the tunes; and that, therefore, he should not be required to pay 8 cents per record, but rather, 2 cents.

Action Due

● Continued from page 17

agreement was made. The tune was written in 1923, prior to the existence of the Songwriters' Protective Association, which later, via its agreements with publishers went a long way toward insuring a fair shake for writers on their tunes.

Ultimate decision in the case will have wide significance to many writers whose songs were originally set with publishers before SPA came into being. If the court decides in favor of the writers, the trade looks for numerous other court actions involving the same question.

Victor to Push

● Continued from page 17

not include any Red Seal programs. The diskery will release only new recordings in that category in April. It is expected, that in several more months this year Victor will feature similar conversion issues on the same mass scale.

Who's handling public relations for you behind the Iron Curtain?

It's not an easy assignment—or the kind you'll find many people volunteering for.

But there is an important "public relations" job to be done behind the Iron Curtain—for you . . . for America . . . for the whole concept of freedom, free enterprise and individual rights. This job is an opportunity and a challenge as well as a serious responsibility for American business. Fortunately, with your help, there is an agency that can do the job—*Crusade for Freedom*, which supports Radio Free Europe and Free Europe Press.

Both these powerful, privately operated organizations continually challenge the barrage of Communist misstatements and false truths. Using saturation radio broadcasts and mass newspaper drops from message balloons, Radio Free Europe and Free Europe Press are constantly on the offensive against the Red campaign to annihilate right, reason and national pride.

Continued and heated Communist protests testify to the tremendous effectiveness of Radio Free Europe and Free Europe Press. Support freely given by free American business and private citizens will increase this effectiveness and the scope of their operations. A contribution now is perhaps the best investment you can make towards a peaceful, prosperous world.

Give generously. It's your future!

Check list for business executives in the Crusade for Freedom

- Order display material for your company bulletin board.
- Plan a paycheck stuffer to fully acquaint your employees with the importance of the Crusade for Freedom.
- Plan to conduct an in-company solicitation.
- Match employee funds with your Truth Dollars.



For campaign material and information write **CRUSADE FOR FREEDOM**, 345 East 46th St., N. Y. C. 17

• Best Sellers in Stores

For survey week ending March 21

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

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	5
I WAS THE ONLY ONE (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	3	7
Honey, Don't (BMI)—Sun 234		
3. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	2	29
MYSTERY TRAIN (BMI)—Vic 20-6357—Sun 223		
4. YES, I KNOW WHY (BMI)—W. Pierce	5	4
'CAUSE I LOVE YOU (BMI)—Dec 29805		
5. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	4	15
Missing You (BMI)—Dec 29755		
6. LOVE, LOVE, LOVE (BMI)—W. Pierce	6	28
IF YOU WERE ME (BMI)—Dec 29662		
7. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	8	10
In the Middle of Nowhere (BMI)—Cap 3300		
8. YOU AND ME (BMI)—R. Foley & K. Wells	9	10
No One But You (BMI)—Dec 29740		
9. SO DOGGONE LONESOME (BMI)—J. Cash	10	7
FOLSOM PRISON BLUES (BMI)—Sun 232		
10. YOU'RE FREE TO GO (BMI)—C. Smith	6	16
I Feel Like Cryin' (BMI)—Col 21462		
11. WHY, BABY, WHY? (BMI)—G. Jones	—	12
Seasons of My Heart (BMI)—Starday 202		
12. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner	10	18
Let's Squiggle (BMI)—Vic 20-6289		
13. SIXTEEN TONS (BMI)—Tennessee Ernie	12	21
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
14. WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE? (BMI)—P. Wagoner	—	1
How Can You Refuse Him Now? (BMI)—Vic 20-6421		
15. THESE HANDS (BMI)—H. Snow	—	6
I'm Moving In (BMI)—Vic 20-6379		

• Most Played in Juke Boxes

For survey week ending March 21

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	1	20
MYSTERY TRAIN (BMI)—Vic 20-6357, Sun 223		
2. HEARTBREAK HOTEL (BMI)—E. Presley	3	3
I WAS THE ONE (ASCAP)—Vic 20-6420		
3. BLUE SUEDE SHOES (BMI)—C. Perkins	4	4
Honey, Don't (BMI)—Sun 234		
4. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner	5	16
Let's Squiggle (BMI)—Vic 20-6289		
5. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	2	12
Missing You (BMI)—Dec 29755		
6. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	10	3
In the Middle of Nowhere (BMI)—Cap 3300		
7. 'CAUSE I LOVE YOU (BMI)—	9	2
Yes, I Know Why (BMI)—Dec 29805		
8. SO DOGGONE LONESOME (BMI)—J. Cash	7	3
Folsom Prison Blues (BMI)—Sun 232		
9. LOVE, LOVE, LOVE (BMI)—W. Pierce	8	26
If You Were Me (BMI)—Dec 29662		
10. WHY, BABY, WHY? (BMI)—G. Jones	—	18
Seasons of My Heart (BMI)—Starday 202		
10. THESE HANDS (BMI)—H. Snow	—	5
I'm Movin' In (BMI)—Vic 20-6379		

• Most Played by Jockeys

For survey week ending March 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL E. Presley	3	5
Vic 20-6420—BMI		
2. BLUE SUEDE SHOES—C. Perkins	2	6
Sun 234—BMI		
3. YES, I KNOW WHY—W. Pierce	4	5
Dec 29805—BMI		
4. WHY, BABY, WHY?—R. Sovine & W. Pierce	13	16
Dec 29739—BMI		
5. YOU AND ME—R. & B. Foley	5	7
Dec 29740—BMI		
6. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers	1	12
Cap 3300—BMI		
7. I FORGOT TO REMEMBER TO FORGET—E. Presley	8	25
Vic 20-6357, Sun 223—BMI		
8. FOLSOM PRISON BLUES—J. Cash	10	8
Sun 232—BMI		
9. SO DOGGONE LONESOME—J. Cash	7	6
Sun 232—BMI		
10. LOVE, LOVE, LOVE—W. Pierce	11	27
Dec 29662—BMI		
11. THESE HANDS—H. Snow	6	9
Vic 20-6379—BMI		
12. I'VE CHANGED—C. Smith	—	1
Col 21439—BMI		
13. I WAS THE ONE—E. Presley	—	1
Vic 20-6420—BMI		
14. EAT, DRINK AND BE MERRY—P. Wagoner	—	17
Vic 20-6289—BMI		
14. 'CAUSE I LOVE YOU—W. Pierce	—	1
Dec 29805—BMI		

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Ernest Tubb and His Texas Troubadours and the Wilburn Brothers, Doyle and Teddy, have been set by personal manager Gabe Tucker for an extended tour of the South, opening April 20 at the Armory in Louisville and winding up May 13 at the Auditorium, Pensacola, Fla. Other dates already set for the trek are Atlanta or Albany, Ga., April 22; Greenville, S. C., 24; Montgomery, Ala., 25; Memphis, 26; Birmingham, 27; Atlanta or Albany, Ga., 29; Miami, May 1; Orlando, Fla., 2; Tampa, 3; Savannah, Ga., 4; Charleston, S. C., 6; New Orleans, 8; Tallahassee, Fla., 9; Jacksonville, Fla., 10-11, and Jackson, Miss., 12. Several dates are still to be set.

Carl Smith returned to Nashville last weekend after a successful week's stand at the Casino Theater, Toronto, with Lew Childre, Goldie Hill and the Tunesmiths, during which they played to a mess of snow and a heap of people. This week Smith begins a busy film schedule in Nashville for Flamingo Films, makers of the "Stars of the Grand Ole Opry" flick series. When shooting is completed, Carl and the Tunesmiths will take a 10-day rest. Next Saturday (31) Smith heads up the "Grand Ole Opry" network show radiowise, with guest star Hank Thompson slated to bring in his entire band.

Doc Hopkins, formerly of WLS, Chicago, has signed a five-year contract as featured gospel singer for Father Roberts, well-known evangelist,

and begins a nationwide tour June 1. While en route Hopkins will continue to do his transcribed radio show, heard on a number of stations. Hopkins, who records on the Alma label, is under the personal management of Slim Turner. . . . Jim Edward, Maxine and Bonnie Brown bumped into a mess of ill luck last week when their nitery, The Trio, in Pine Bluff, Ark., was destroyed by fire. Maxine and Bonnie were on tour at the time. Jim Edward is undergoing basic training at Fort Carson, Colo. The Browns' initial RCA Victor release, "Goo-Goo-Dada," hit the music stores last week. Tune is published by Earl Barton Music, and Dee Kilpatrick also has released it on Mercury with the Carlises.

Faron Young and His Country Deputies, along with Jimmy and Johnny, Mitchell Torok, Arlie Duff, Ray Price and others, concluded a tour of the Pacific Northwest at Portland, Ore., Sunday (25). According to Hubert Long, Faron's personal manager, the unit chalked fat grosses on the tour in the face of sub-zero weather. Plans are being formulated for the filming of Faron's next feature film beginning May 21. This week he's working on Flamingo Films' shooting of "Stars of the Grand Ole Opry" in Nashville. . . . Jim Coleman has been added to Red Foley Enterprises, Springfield, Mo., to handle publicity and promotion. . . . Cowboy Howard Vokes' Smokey Valley Boys will do the backing for Dunver Duke and Jeffrey Null on their appearance on "Circle Theater

Jamboree," Cleveland, next Saturday (31).

Jimmy Wakely, Rita Robbins and Mimi Roman guested on "Ozark Jubilee" from Springfield, Mo., Saturday (24), when Webb Pierce again piloted the TV network proceedings. "Ozark" feature March 31 will be "Junior Jubilee," starring Red Foley, with 10-year-old Libby Home and an all-little-folks cast. . . . Lloyd Wright and His Radio Rangers are heard regularly on radio and TV over CFPL, London, Ont., while doubling on dance dates in the territory. Group comprises Lou Wahl, accordion; Tex Starr, fiddle; Mickey McDougal, sax; Art Lemery, guitar; Clar Nickels, bass; and Wright, guitar and emcee.

Don Larkin and Lyle Reed, c.&w. deejays at WAAT, Newark, N. J., will present another in their series of country and western shows in the Terrace Room of the Mosque Theater, Newark, April 1. Featured will be Ernest Tubb and his West-

(Continued on page 63)



NEW SOUND! NEW SONG!
NEW HIT!



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EDDIE BOND

MERCURY 70826



"Goo Goo Da Da"

AND

"Pickin' Peas"

The Carlisles

MERCURY 70828



"Have I Told You Lately That I Love You?"

AND

"In The Heart Of A Fool"

Lulu Belle and Scotty

MERCURY 70824



CHICAGO 1, ILLINOIS

• This Week's Best Buys

LITTLE ROSA (Cedarwood, BMI)—Red Sovine and Webb Pierce—Decca 29876—Buying of this disk has been almost automatic. Wherever it has been delivered in the South and in many Middle Western and Northwestern markets, too, customers have purchased them like the proverbial hot cakes. Chart action can be expected soon. Flip is "Hold Everything" (Starrite, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

CARL SMITH

My Dream of the Old Rugged Cross (Driftwood, BMI) Columbia 21507—Smith offers up a wonderful, tender and sincere styling on a great piece of sacred material. Bound to get played again and again by the singer's own clique of fans as well as those who dig a class piece of sacred wax. Big things should happen fast. Flip is "Answers." (Cedarwood, BMI).

• C & W Territorial Best Sellers

For survey week ending March 21

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. Heartbreak Hotel, E. Presley, Vic.
2. I Forgot To Remember to Forget E. Presley, Vic.-Sun
3. What Would You Do If Jesus Came to Your House? P. Wagoner, Vic.
4. You and Me, R. & B. Foley, Dec.
5. Tall Men, R. Maddox, Col.

Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. I Forgot to Remember to Forget E. Presley, Vic.-Sun
3. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
4. Blue Suede Shoes, C. Perkins, Sun
5. 'Cause I Love You, W. Pierce, Dec.
6. I Was the One, E. Presley, Vic.
7. Baby, Let's Play House, E. Presley, Sun
8. Mystery Train, E. Presley, Vic.-Sun
9. You and Me, R. & B. Foley, Dec.

Dallas-Fort Worth

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. You and Me, R. & B. Foley, Dec.
4. I Was the One, E. Presley, Vic.
5. I Forgot to Remember to Forget E. Presley, Vic.-Sun
6. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
7. Baby, Let's Play House, E. Presley, Sun

Houston

1. Heartbreak Hotel, E. Presley, Vic.
2. For Rent, S. James, Cap.
3. Blue Suede Shoes, C. Perkins, Sun
4. I Was the One, E. Presley, Vic.
5. What Am I Worth? G. Jones, Sdy.
6. Yes, I Know Why, W. Pierce, Dec.

Memphis

1. Blue Suede Shoes, C. Perkins, Sun
2. So Doggone Lonesome, J. Cash, Sun

3. Heartbreak Hotel, E. Presley, Vic.
4. I Was the One, E. Presley, Vic.
5. Blackboard of My Heart H. Thompson, Cap.
6. 'Cause I Love You, W. Pierce, Dec.

Nashville

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. So Doggone Lonesome, J. Cash, Sun
4. I've Changed, C. Smith, Col.
5. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
6. Yes, I Know Why, W. Pierce, Dec.
7. 'Cause I Love You, W. Pierce, Dec.

New Orleans

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. I Forgot to Remember to Forget E. Presley, Vic.-Sun
4. I Was the One, E. Presley, Vic.
5. Sixteen Tons, T. Ernie, Cap.

Richmond, Va.

1. Heartbreak Hotel, E. Presley, Vic.
2. I Forgot to Remember to Forget E. Presley, Vic.-Sun
3. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
4. Love, Love, Love, W. Pierce, Dec.
5. I'm Eatin' High on the Hog M. Wiseman, Dot
6. I've Got 55, F. Young, Cap.
7. You're Free to Go, C. Smith, Col.

St. Louis

1. Blue Suede Shoes, C. Perkins, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. Blackboard of My Heart H. Thompson, Cap.
4. Why, Baby, Why? G. Jones, Sdy.
5. I've Got 55, F. Young, Cap.

• Reviews of New C & W Records

ANITA CARTER

- A Tear Fell**77
VICTOR 6482—The tune started by Ivory Joe Hunter in r.&b. and by Theresa Brewer in pop gets the country edition here. The material fits nicely and the thrush has one of her better entries here. (Progressive, BMI)
- One Heartache at a Time**70
A less likely side here. (Tree, BMI)

THE PICKARD FAMILY

- Keep on the Sunny Side**76
CORAL 61602—A happy, optimistic moralizer, this has some pop as well as country and sacred appeal. Group sings mighty sweetly and could register in its field. (Peer, BMI)
- Tell Me Who**75
A sweet, gentle three-beat item with homey, old-fashioned flavor. (Marmor, BMI)

DON GIBSON

- The Road of Life Alone**76
M-G-M 12194—This is a weeper that is written with unusual understanding. It's powerful material, and Don Gibson hands it a reading full of sincere and touching warmth.
- Sweet Dreams**74
Another mighty good waxing—good weeper stuff and expert delivery.

MINNIE PEARL AND GRANDPA JONES

- Kissin' Games**76
VICTOR 6474—One of the rare disk entries of the "Opry" stars. Should do well with their many fans, tho the novelty doesn't have too much to say. (Tree, BMI)
- I'm Getting Gray Hair**71
Jones handles this one solo in his usual down-home manner. He's getting grey hair waiting for his woman to come home. (Tunesmiths)

BETTY AMOS

- Last Night**75
MERCURY 70825 — Three-beat

weeper is affecting in this fine multi-dub etching. Deejays should hand it ample spin attention. Cleefer-warbler Betty Amos can be right proud of this entry. (Acuff-Rose, BMI)

- Gotta Have Some Lovin'**71
A cute bouncer sung appealingly by Betty Amos. (Studio, BMI)

DANNY DILL

- My Girl and His Girl**74
ABC-PARAMOUNT 9681 — Danny Dill belts out an effective—and affecting—country blues. There's plenty of the weeper in the song, too. (Driftwood, BMI)

Geisha Sweetheart

-73
An American boy loved a Geisha girl. That's the theme, and, of course, it's a sad story. Dill's vocal is very competent. (Cedarwood, BMI)

GLENN DOUGLAS

- Let It Roll**74
DECCA 29815—A swingin' piece of Class A material which offers a philosophical observation to the lady with her Cadillac. Douglas sells it well. (Copar, BMI)
- Tonight**73
Douglas fairly quivers with emotion on this declaration that the past will be forgotten tonight. Guy churns up a load of appeal. (Cedarwood, BMI)

BOB GALLION

- My Square Dancin' Mama**74
M-G-M 12195—The gal has learned how to rock and roll, chants Gallion in this lively rhythm cutting. This side should pull some juke coin.
- Your Wild Life's Gonna Get You Down**69
A competent job of clefting and chanting.

SMOKEY MAC

- Second Chance**73
ABC-PARAMOUNT 9682 — This powerful weeper gets a strong vocal
(Continued on page 63)

**TORRID
&
TANTALIZING**

Vee-Jay #166
"ZING, ZING, ZING"
The Dells
Vee-Jay #179
"MY DARKEST NIGHT"
b/w
"I'VE GOT NEWS
FOR YOU"
by
Priscilla Bowman
and
Jay McShann

Best Sellers in Stores

For survey week ending March 21

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

This Week	Last Week	Weeks on Chart
1. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers	1	7
Please Be Mine (BMI)—Gee 1002		
2. DROWN IN MY OWN TEARS (BMI)—R. Charles... MARY ANN (BMI)—Atlantic 1085	2	6
3. EDDIE, MY LOVE (BMI)—Teen Queens... Just Goofed (BMI)—RPM 453	3	7
4. BLUE SUEDE SHOES (BMI)—C. Perkins... Honey, Don't (BMI)—Sun 234	5	3
5. GREAT PRETENDER (BMI)—Platters... I'm Just a Dancing Partner (ASCAP)—Mercury 70753	4	16
6. BO WEEVIL (BMI)—F. Domino... DON'T BLAME IT ON ME (BMI)—Imperial 5375	6	8
7. DEVIL OR ANGEL (BMI)—Clovers... HEY, DOLL BABY (BMI)—Atlantic 1083	7	9
8. AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed... Baby, Don't Say That No More (BMI)—Vee Jay 168	10	8
9. SPEEDOO—Cadillacs... Let Me Explain (BMI)—Josie 785	8	13
10. DOWN IN MEXICO (BMI)—Coasters... Turtle Dovin' (BMI)—Atco 6064	—	1
11. I'LL BE HOME (BMI)—Flamingos... Need Your Love (BMI)—Checker 830	14	6
12. IN PARADISE (BMI)—Cookies... Passing Time (BMI)—Atlantic 1084	—	1
13. SMOKESTACK LIGHTNING (BMI)—H. Wolf... You Can't Be Beat (BMI)—Chess 1618	11	2
14. NEED YOUR LOVE SO BAD (BMI)—Little Willie John... Home at Last (BMI)—King 4841	12	12
16. TRY ROCK AND ROLL (BMI)—B. Mitchell... No, No, No (BMI)—Imperial 5378	14	2

Most Played in Juke Boxes

For survey week ending March 21

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. DROWN IN MY OWN TEARS (BMI)—R. Charles... Mary Ann (BMI)—Atlantic 1085	4	5
2. GREAT PRETENDER (BMI)—Platters... I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1	11
3. DEVIL OR ANGEL (BMI)—Clovers... HEY, DOLL BABY (BMI)—Atlantic 1083	3	6
4. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers... Please Be Mine (BMI)—Gee 1002	2	4
5. BLUE SUEDE SHOES (BMI)—C. Perkins... Honey, Don't (BMI)—Sun 234	7	3
6. EDDIE, MY LOVE (BMI)—Teen Queens... Just Goofed (BMI)—RPM 453	—	3
7. SEVEN DAYS (BMI)—C. McPhatter... I'm Not Worthy of You (BMI)—Atlantic 1081	5	11
8. TUTTI FRUTTI (BMI)—Little Richard... I'm Just a Lonely Guy (BMI)—Specialty 561	6	15
8. AIN'T THAT LOVIN' YOU BABY? (BMI)—J. Reed... Say That No More (BMI)—Vee Jay 168	9	7
10. WHO? (BMI)—Little Walter... It Ain't Right (BMI)—Checker 833	—	1

Most Played by Jockeys

For survey week ending March 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. WHY DO FOOLS FALL IN LOVE?—Teen-Agers... Gee 1002—BMI	3	5
2. EDDIE, MY LOVE—Teen Queens... RPM 453—BMI	5	5
3. DROWN IN MY OWN TEARS—R. Charles... Atlantic 1085—BMI	1	6
4. GREAT PRETENDER—Platters... Mercury 70753—ASCAP	2	14
5. BO WEEVIL—F. Domino... Imperial 5375—BMI	6	7
6. BLUE SUEDE SHOES—C. Perkins... Sun 234—BMI	15	4
7. AIN'T THAT LOVIN' YOU, BABY?—J. Reed... Vee Jay 168—BMI	4	8
8. TUTTI FRUTTI—Little Richard... Specialty 561—BMI	7	18
9. DEVIL OR ANGEL—Clovers... Atlantic 1083—BMI	9	9
10. SPEEDOO—Cadillacs... Josie 785—BMI	12	11
11. HEARTBREAK HOTEL—E. Presley... Victor 20-6420—BMI	—	1
12. NEED YOUR LOVE SO BAD—L. W. John... King 4841—BMI	—	6
13. MY HAPPINESS FOREVER—L. Baker... Atlantic 1087—BMI	—	3
13. SEVEN DAYS—C. McPhatter... Atlantic 1081—BMI	10	13
15. ONE NIGHT—S. Lewis... Imperial 5380—BMI	—	1

NEW ATLANTIC HITS!

His Greatest POP rock 'n' roller since Shake-Rattle and Roll
JOE TURNER
Boss Man of the Blues
CORRINE-CORRINA
and
Boogie Woogie Country Girl
ATLANTIC 1088



The Fabulous "Miss Rhythm" at her best
RUTH BROWN
SWEET BABY OF MINE
and
I'm Getting Right
ATLANTIC 1091



Headed for the Charts!
THE DRIFTERS
YOU PROMISE TO BE MINE
and
Ruby Baby
ATLANTIC 1089



The Teen-Agers flip for...
THE CARDINALS
OFF SHORE
and
CHOO CHOO
ATLANTIC 1090



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"OPEN UP THAT DOOR"
Smashing Thru the HIT BARRIER!
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ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

Reviews of New R & B Records

Continued from page 62

- with an exotic, tropical tempo. (Trianon, BMI)
- THE DELLTONES**
My Special Love . . . 77
Baton 223—The refreshing youthful voices harmonize in a pretty item. It's pleasant listening and the side should repay promotion via commercial play. (Dare, BMI)
- Believe It . . . 75
An engaging beat, cute lyrics and convincing delivery by the group add up to an effective waxing. This one should attract many repeat spins. (Marlyn, BMI)
- THE CADILLACS**
You Are . . . 77
JOSIE 792—A touching rendition of a tender devotional ballad. A powerful entry by the excellent group. (Benell, BMI)
- Zoom . . . 74
Group turns in a great job here, but the material is inadequate as a follow up to "Speedoo." (Benell, BMI)
- THE HEARTS**
Going Home to Stay . . . 75
Baton 222—The group handles the ballad, which drives home a romantic lesson in sincere style. A good side, deserving of spins. (Dare, BMI)
- Disappointed Bride . . . 74
Another confessional piece of material, also sung with expression, while the orchestra sets an appealing musical backdrop. (Dare, BMI)
- THE FOUR TUNES**
Hold Me Closer . . . 75
JUBILEE 5329—Performance has pop potential. The vocal gets particularly strong support from the Sid Bass orking, altho the material doesn't stand out. (Benell, BMI)
- I Gotta Go . . . 70
Riff novelty is for the rock and roll set. Lightweight stuff done in professional style. (Benell, BMI)
- T-BONE WALKER**
Ain't . . . 74
IMPERIAL 5384—The veteran blues shouter shows a lot of authentic quality with this Southern-styled number. His moody chanting is backed with flavorful instrumentation. (Commodore, BMI)
- Say! Pretty Baby . . . 73
Another nice side, with particularly smart instrumentation backing the chanter. (Commodore, BMI)
- RED KLIMO**
Box Car Letters . . . 74
KING 4910—This new blues shouter belts out a satisfying vocal. Side merits deejay exposure. (Jay & Cee, BMI)
- Grandma Loves to Rock and Roll . . . 70
A novelty blues, with a chorus chant-

- ing the refrain. Not as effective as the flip. (Lois, BMI)
- FI TONES**
Love You Baby . . . 74
ATLAS 1052—There's a swinging rhythm to the Fi Tones' reading of this ditty. Group shows a good potential and merits deejay play. (Mac-Avery, BMI)
- I Call to You . . . 69
This ballad gets a conventional, tho good, reading by the Fi Tones. (Mac-Avery, BMI)
- THE CADETS**
Church Bells May Ring . . . 72
MODERN 985—The group covers the Willows' version of the tune with a free-swinging, happy job. The tune is strong and some of the loot should come this way. (Maxwell, BMI)
- Heartbreak Hotel . . . 68
The Presley disk will grab most of the interest on the tune, but this Cadet version stacks up okay in its league with an effective deep down solo. (Tree, BMI)
- SHEPHERD SISTERS**
Gone With the Wind . . . 71
MELBA 101—The Sisters display nice harmonizing and a swingy style with this side. (Bourne, ASCAP)
- Rock'n Roll Cha, Cha, Cha . . . 65
This hybrid is more Latin than rock and roll; but in any event, it lacks impact. (Fifth Avenue, BMI)
- BOOGIE RAMBLERS**
Such as Love . . . 69
GOLDBAND 1130—The Ramblers stir up some vocal excitement on an intriguing tropical ditty with a hypnotic beat.
- Cindy Lou . . . 68
The boys sing with uninhibited sincerity on a bouncy rhythm item.
- DORIAN BURTON**
Flyin' Home to My Baby . . . 68
PRESIDENT 1008—This has a standard blues pattern and Burton sings it with an acceptable swingy appeal. (Wemar, BMI)
- Two Little Candles . . . 63
A slow sad story of those candles in the window. Opus never quite gets off the ground. (Wemar, BMI)
- THE BELL HOPS**
Please Don't Say No to Me . . . 62
TIN PAN ALLEY 154—The boys pour what they have to offer into the pleader. Enthusiasm is there, but little more. (Juke Box Alley, BMI)
- Merchant Street Blues . . . 60
A most diluted form of r.&b., as the Hops work out on a strictly lukewarm blues job. (Juke Box Alley, BMI)

Rhythm & Blues Notes

Continued from page 62

four different time segs. According to General Manager Charlie Parish, the cats have been caught short for good new r.&b. disks, and we hereby pass that on to whom it may concern.

The Fi-Tones, who wax for Atlas, have been signed by Shaw Artists. Atlas, says Tom Robinson, has inked a new group called the Parakeets (what, another bird group?), from Newark, N. J. . . . Atlantic's veepees, Jerry Wexler and Ahmet Ertegun, flew to New Orleans last week to cut the first dates with their newly signed veteran artist, Guitar Slim. Atlantic tells us that they have finally taped the stuff that hundreds of old-line jazz cats have been pleading for — a reunion of Joe Turner with his old Kansas City piano-playing crony, Pete Johnson.

The gals are coming back, it seems. Atlantic's Cookies joined RPM's Teen Queens on the charts this week, and Stan Pat reports that his Dell-Tones, a baton act, have been picking up some great bookings. They'll tour Canada starting the first week in April, and they already have been signed for 11 weeks this summer in Atlantic City.

Screamin' Jay Hawkins (Wing) is currently wrapping up a two-week stand at the Carnival in Pittsburgh. Hawkins' manager, Stan Pat, has signed up the Castelles (Atlantic) and the Dreams, a quintet formerly on Savoy. The Gale office is now booking the Castelles.

Reviews of New C & W Records

Continued from page 60

- by Smokey Mac. Solid programming. (Cedarwood, BMI)
- Be Faithful . . . 70
Smokey Mac has a pleasant, plaintive quality as he voices this plea. (Cedarwood, BMI)
- JIM EDWARD, MAXINE BROWN AND BONNIE**
Goo Goo Dada . . . 72
VICTOR 6480—This is the second version to appear on this baby-talk item that riffs in the manner of "Sh-Boom." Good country group gives it some potential in the market. (Barton, BMI)
- I Take the Chance . . . 72
Another fine job by the gals and guy in weepy country style. (Acuff-Rose, BMI)
- DALLAS WILSON**
You'll Never Know . . . 72
PEP 104—Wilson sings with warm appeal on this tender ballad of the hurt heart. (Pamper, BMI)
- The Fire Has Done Gone Out . . . 72
The title here tells the tale and it gets the same effective selling job. Both sides rate action. (Pac, BMI)
- BOB BLUM**
Thanks to You . . . 72
ORBIT 101—A moving hymn of despair dripping offered. Blum has a great way with the ballad stuff. (Myrtle Mountains, BMI)
- Where Are the Stars Tonight? . . . 71
Brother Blum shows a first-rate feel for the confessional style of tune. Certainly rates spins. (Myrtle Mountains, BMI)
- BUCK OWENS**
It Don't Show on Me . . . 72
PEP 105—Guitarist Owens makes his first vocal slicing and a commendable job it is. Tune has a typical country heartache theme. (Pamper, BMI)
- Down on the Corner of Love . . . 70
Guy with wooing ideas sings of his intentions. Idea has its appeal but the flip looks stronger. (Pamper, BMI)
- ROY HALL**
Luscious . . . 70
DECCA 29880—This sophisticated ditty is getting a lot of attention. Hall's reading is fair. (Tannen, BMI)
- Blue Suede Shoes . . . 68
Another cover of the Carl Perkins smash on Sun. Roy does it zealously, but nobody can catch the original. (Hi, Lo, BMI)

FOLK TALENT AND TUNES

Continued from page 59

ern combo and Porter Wagoner and his hillbilly crew. . . . Everett Huddleston is manager of the Shady Hill Kentucky Trio, c.&w. group now in its 50th week at Childre's Dance Hall, Gary, Ind. Comprising the trio are Rocky Mountain Bill, Sweet Kentucky Rose, and Speed, bass guitarist.

Recent record releases by WSM artists include the following: "On My Mind," b/w "Randy Lynn Rag," on Columbia; the Jordanaries, "House of Gold," b/w "Blow, Whistle, Blow," on Capitol; T. Tommy Cutrer, "Come, Sweet Chariot," b/w "Sing and Shout," on Mercury; Slim Whitman, "Serenade," b/w "I'm a Fool," on Imperial, and Moon Mulligan, "Seven Nights to Rock," b/w "Honolulu Rock-A Roll-A," on King.

Merle Travis' new instrumental album, "The Travis Guitar," made up of pure country guitar—no gimmicks, echoes or trick recording—hit the music racks last week. While some of the sides from the original album made in 1947 were released as singles, such is not the case with the new album. None of the sides are available in single form. The new album is a 12-inch LP and is available in its entirety on EP, four selections to the side. Among the tunes in the newest work are "Walkin' the Strings," "Blue Smoke," "The Sheik of Araby" and "Memphis Blues."

Hank Snow is reported negotiating with Hill & Range Songs, Inc., to launch his own music firm. On April 12 Hank and His Rainbow Ranch Boys begin a week's stand at the Casino Theater, Toronto, their third engagement there in two years. Snow's new Song Book No. 4 is slated to hit the music racks in two weeks. Hank packed 'em in in the snow on his recent tour of the Pacific Northwest and Canada for A. V. Bamford, on which he was accompanied by his Ranch Boys; Marvin Rainwater, of "Ozark Jubilee"; Myrna Laurie, Fort Francis, Ont., and Autry Inman. The tour was originally skedded to run from February 15 thru March 1, but the exceptional business chalked in the face of sub-zero temperatures brought on a six-day extension. As a result, Hank is reported to have come away with one of the largest chunks of lucre ever netted by a "Grand Ole Opry" star on a 22-day trek.

Ray Odum, bossman of "Arizona Hayride," Phoenix, is finalizing plans for his new Phoenix station, on which he will feature c.&w. music around the clock. Latest additions as regulars on "Arizona Hayride" are Jimmy and Duane, 17-year-old country singers billed as the Coolidge Kids, and Stanford Clark, country blues singer. Jimmy and Duane recently cut their first session for Viv Records, with release slated for April 15. Other "Arizona Hayride" regulars with recent Viv releases are Loy Clingman, with "Uranium Blues" b/w "Time Wounds All Heels," and Jimmy Spellman, with "It's You, You, You" b/w "That's All I Need." Al Casey and the "Arizona Hayride" band recently backed Skeets McDonald, Tom Tall and Joahnnie Hall on recording sessions.

Bub (Goodwick) and His Boys, Western stage and dance band featured on WLBK, De Kalb, Ill., the last two years, now originates each Saturday,

11-12 noon, C.S.T., on the new Livewire Network from Grade School Auditorium in Bub's home town of Leland, Ill. Program is carried by WLBK, De Kalb; WMRO, Aurora, Ill., and WCMY, Ottawa, Ill., sponsored by four Leland business firms. Bob Brown, program director at WLKB, is commercial announcer. Played before a live audience comprised largely of high school youngsters, program offers participation in community singing and modern and square dancing. Leo Greco's Pioneers, of WMT-TV, Cedar Rapids, Ia., guested on the program recently while Bub and the lads were on vacation. On the same night Leo's Pioneers were guests on the Pee Wee King show over WBBM-TV from the Garrick Theater, Chicago.

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CONKLIN TO BUILD 200G KIDDIELAND

German Carousel Imported for Spot; Son to Manage 16-Ride Super Layout

TORONTO—Plans for a \$200,000 Kiddieland to be built at Sunnyside here by J. W. (Patty) Conklin were announced last week, and the new fun spot is scheduled to open on April 28.

Heart of the Kiddieland will be a newly imported German Carousel, which Conklin said was priced at \$18,000. On this model, standard horses are replaced with such things as a full-sized German bus, racing cars, a six-seat fire engine, European motor scooters and other vehicles. Capacity will be 68.

Announcement of the plans brought objection from some sources and strong support from others, including a Toronto newspaper and the Harbor Commission, from whom the land is leased.

Lloydminster, Alta., Winds Up Okay Despite Weather

LLOYDMINSTER, Alta.—The wet weather marred the summer fair, 1955 as a whole was a good year for the Lloydminster Exhibition, George K. Ross, manager, reported at the annual meeting.

Entries at the fair, the 50th annual, were up 23 per cent and prize money paid out was \$5,190, an increase of 19 per cent. Rain forced cancellation of the fair's horse races.

Major construction last year was a multi-purpose building that is used as a sales pavilion, exhibit building and curling rink. Sewer and water facilities and modern rest rooms were also built.

Ward, Los Angeles Sign Polack Pact

LOS ANGELES—Contract between Sam Ward and the Los Angeles Shrine for the presentation of Polack Bros.' Circus here for four years was signed Tuesday (20).

The contract calls for the circus to appear under Ward's promotion from 1957 thru 1960. Next year the dates will be April 22 thru 28, and in 1958.

Ward has promoted the Shrine Circus for this temple for 15 of the 16 years it has played this date. The show opens Monday (2) for its annual seven-day run.

Plans for the construction were progressing. The site is where Sunnyside Park was located until it was torn down recently.

Along with the German device will be a standard American-built Merry-Go-Round. The other rides will include a Miniature Train, Kiddie Handcar, Kiddie Ferris Wheel, Wild Mouse, Kiddie Coaster, Turnpike, Buggies, Jeeps, Boats, Space Chaser, Tanks, Sky Fighter and Swings as well as live ponies.

There also will be two picnic shelters, a novelty stand, and a building for combined shop and train shelter use. The entire area will be paved and an eight-foot fence will be erected around it.

A 10-cent gate will be used. Tickets for rides will be 10 cents or six for 50 cents. Layout will be operated from 2 p.m. to 11 p.m. daily rain or shine. Manager will be Conklin's son, Jim.

Voters Reject Oklahoma Fair Bond Issue

OKLAHOMA CITY—A bond issue which would have given the Oklahoma State Fair here \$1,100,000 to pave streets, hard-top parking lots, and winterize buildings Tuesday (20) was nixed by Oklahoma City voters.

The vote was close, 14,160 balloting in favor, 17,175 against the bond issue. The defeat marked the second within less than four months of a bond issue for the fair. On December 11 the voters turned thumbs down on an issue of more than \$7,000,000, which, if passed, would have enabled the fair to construct many additional, planned buildings and to pave some streets, hard-surface parking lots and winterize present buildings.

An initial bond issue of \$4,750,000, plus the fair's own surplus, enabled the fair to abandon its old site and move into a new plant in 1954.

Ky. State Fair Faces Attraction Shuffle

LOUISVILLE—The Kentucky State Fair, which this year moves into a new multi-million dollar plant here, will have to revamp its stadium attraction program if Gene Autry is to come in as originally announced.

Autry originally was penciled in for four shows the first three days of the September 7-15 event, but subsequently was contacted by the Canadian National Exhibition for the full run of the Toronto expo, thus conflicting with the opening days of the fair here.

In an effort to have Gene Autry and the Cremer rodeo appear here, Dan Baldwin, fair manager, is trying to have "Super Circus," the ABC-TV network show, featuring Jerry Colonna, switch its dates.

Baldwin has proposed that "Super Circus" give up Thursday and Friday, September 13-14, to Autry and the rodeo, and instead take over the first three days of the fair. Under this arrangement, both "Super Circus" and the rodeo would get in four performances.

Grid Tilt

While working to achieve this

switch, Baldwin reported that negotiations had been completed for the appearance of two top professional football teams, the Baltimore Colts and the Chicago Cardinals, on Sunday afternoon, September 9.

Baldwin said that the Dave (Continued on page 81)

Cristiani Opens in Florida With New Equip't, Tops

WEST PALM BEACH, Fla.—The new Cristiani Bros.' Circus arrived here Sunday (11) in advance of its first stand, a Shrine-sponsored date.

Equipment included 22 trucks back, plus two ahead. Big top is white and uses four center poles and one line of quarter poles. Inside are three rings, blues, bandstand and chairs on both the front and back sides. Marquee, also new, is blue and orange. General admission is \$1.25 and inside tickets are \$1.25.

Show gets started with a spec that includes three girls on horses, two flagbearers, five elephants, girls, five more elephants and six clowns. Following in order are:

Unicycle pedestal, wire act, balancing act; baby elephant and pony; Happy Davis on trampoline; clown walkaround; Cristian's Aerial Bears, with a polar bear, three black bears and a brown bear; the Ortans, teeterboard; clowns; display with six web girls and Miss Delilah, trapeze; high school horse; clown fight; Manual Barragan, cloud swing, and ladder girls; clowns; Canestrelli, balancing; Cristiani Family, bareback riding; Norma Cristiani's Elephants; Zacchini cannon act.

Side Show, Stands
Side Show has a three-pole top, eight double banners and a five-man band. It contains the 10 elephants and cages, with kodiak bear, sun bears, alligator and monkeys. Platform acts are Punch, snakes, sword box and fire eater. Tickets are 50 cents.

Concession stands include floss, popcorn, peanuts and grease joint.

MIAMI 'INTERAMA' HOPES

Long Run Clue to World Fair Profit

NEW YORK—Within the next two weeks a \$70,000,000 bond issue will be offered here by the investment houses of Lehman Bros. and Van Alstyne, Noel & Company. In addition to this money, development investments at the 1,600-acre Graves tract near Miami are expected to bring to \$200,000,000 the value of its contemplated Inter-American Cultural and Trade Center—"Interama" (The Billboard, March 3).

The Biscayne Bay site is some 10½ miles north of the city and is intended to house a permanent fair which will draw 15,000,000 paying visitors in its initial year—expected to be 1958. The governing Inter-America Center Authority is an agency of the State of Florida.

In analyzing three previous world's fairs—Chicago Century of Progress Exposition, 1933-'34; New York World's Fair, 1939-'40, and San Francisco Golden Gate International Exposition, 1939-'40—the Ebasco Services consulting firm came up with several conclusions.

Long Run Profitable

A prime fact was that the management of all three events said they could have been self-liquidating and profit-making if allowed to run past the two years they were in existence. The Miami endeavor will be the first attempt at a permanent world's fair, with the assurance to investors that a long-term run will enable the huge initial outlay to be overcome.

The survey prediction is for 15,000,000 persons the first year, dropping off to a yearly 10,000,000 attendance in the third year of operation. First-year income is seen as follows: Gate receipts, \$14,250,000; building rentals, \$10,000,000; concession receipts, \$7,500,000, and ground rental, \$1,800,000 for a total of \$33,550,000. Operating expenses will be \$9,129,000, leaving an operating profit of \$24,421,000. This will drop to \$20,681,000 and will level off in the third year to \$18,218,000, it is expected.

The figures are based on the premise that the event will not be subject to State or federal tax.

Showman to Be Named

While the full gamut of exhibits will be offered, some phases of the operation are still in doubt. While there will definitely be an amusement element, including rides and carefully screened other attractions, it has not been decided whether to (Continued on page 81)

Dallas Fair Adds 13 Acres

DALLAS—State Fair Park, home of the State Fair of Texas, will be expanded by the addition of approximately 13 acres to the fairgrounds some time within the next two years.

Park improvement bonds recently voted in Dallas include \$600,000 for expansion of the fairgrounds. A four-block area covering 10.1 acres will be acquired first, and an additional one-block area of 2.7 acres will be purchased later, said L. B. Houston, Dallas director of parks.

Most of the new acreage will be used for parking, in all probability. Additional parking space has been sadly needed by the Texas fair for a number of years.

The additional acreage is expected to be cleared, graded and surfaced in time for the 1957 State Fair of Texas. The addition will increase the size of the fairgrounds to about 200 acres. It will be the first enlargement of the park since the Texas Centennial Exposition in 1936.

THRESHING SHOWS

Steam Engine Rallies Pull Midwest Crowds

• Continued from page 1

be June 28-30, the Blaker organization is preparing a steam directory, which lists all the known engines, and it, too, will be for sale.

Last year, Mrs. Blaker reports, the event drew 30,000 people, 23 large engines and a large number of small ones. The association numbers 5,000 members in 32 States and Canada and Puerto Rico. Edgar Bergen, a steam fan, attended the Montpelier reunion in 1954. Harry Truman was expected another time. Events include tractor tests on a steep incline, demonstrations by an old steam fire wagon and concerts by a steam calliope.

Among the other steam reunions are those at Kalamazoo, Mich., which is among the biggest; Fort Wayne, Ind.; Davenport, Ia.; Mount Pleasant, Ia., and Luxemburg, Wis.

Kinzing estimates that there are 15 or more reunions between Pennsylvania and Nebraska with more on the West Coast. In Illinois alone there are about 150 steam engines surviving. One man in Missouri owns a big group of engines but won't let other engine men on the place. But there are others, like Joe Rynda, of Minnesota, with 12 and 15 engines apiece. Two magazines are published monthly for steam enthusiasts, who not only restore old engines but also build all new ones in half and one-quarter sizes.

Steam engines began to appear about 1860 and manufacturing of them had pretty well ceased by 1924. Brands included the Avery, Case, Baker, Gaar-Scott, Sawyer & Massey, Advance Straw Burner, Reeves and White.

FINANCE EXPERT GOES

Comptroller Powers After 9 Mos. on R-B

NEW YORK—James Powers is out as comptroller of the Ringling show, after having served in that capacity since joining last June in Montreal. The item was rumored here this week and was confirmed yesterday by publicity chief Zac Freedman, but there were no immediate reports as to the reasons behind the dismissal or about a successor.

Powers, whose last job before joining was with a San Antonio department store, was chosen following announcements that the show was seeking a financial expert to streamline the payroll and bookkeeping systems. He had also

been auditor for a motion picture studio.

With Powers on the road, Lorin Russell assisted him in charge of the Sarasota office, as he has been for several years.

When the Sarasota operation was merged last year with the finance department on the show train, Fred McKenna left Ringling and went with the Montgomery and Roberts department store in Sarasota, rather than go on the road. The resultant Florida office then contained only a skeleton staff with the bulk of the work being done on the train.

Powers succeeded James Conant, who was taken on in 1954 as an economy expert but who failed to last more than one season.

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ARENAS & AUDITORIUMS

Hammond's Heaps Plays Halls, Could Make More

By TOM PARKINSON

A CO-OPERATIVE promotion by national manufacturer and local retailers which now means business for some arenas and auditoriums and could mean new bookings for more buildings is that of the Hammond Organ Company and its Dealers.

For six years, the company has sponsored the tour of Porter Heaps, concert organist with a personality that sells people on how easy it is to play the electric organ.

Judd Taylor, director of sales for the Hammond company, estimates that 40 per cent of Heaps' appearances now are in some type of auditorium or arena. Most of the others are in hotel ballrooms.

In all cases, arrangements for his appearances are made by the local organ dealer, who also pays the organists' fee. The Hammond company pays the traveling expenses and supplies a packet of promotion material and suggestions to the dealers on how they might get the most from the program.

ATTENDANCE AT THE various stands, behind local promotions of various capacities, ranges from 400 or 500 to 1,100, Taylor reports. He says that interest is high in electric organs for the home. Hammond's job is to demonstrate to possible customers that it is easy to play the instrument. The high of 1,100 was scored in Pasadena.

Heaps recently appeared at Municipal Auditorium at Atlanta, under the auspices of the Cable Piano Company there. Building manager H. H. Niebrugge reports an attendance of 400. He goes on to state that the entire audience remained for a full three hours' demonstration by Heaps. Also door prizes were given as a means for the dealer to obtain addresses of those attending. (Hammond reports some dealers chose appropriate door prizes, such as albums of organ music, but others range far afield.)

RESULTS ARE GOOD with Taylor reporting many prospects and several sales are traceable to each appearance.

Advance route for the Porter Heaps promotion includes Worcester and Springfield, Mass.; Elgin, Ill.; St. Louis; Scottsbluff, Lincoln and Omaha, Neb.; Sioux City, Ia.; Sioux Falls, S. D.; Moline, Evanston, Chicago and Oak Park, Ill.; Hammond, Ind.; Dayton and Columbus; South Bend, Ind., and Fort Dodge, Ia., in April, plus Albert Lea, Minn.; Mason City, Ia.; Madison, Wis.; Minneapolis; Elizabeth, N. J.; Washington; Philadelphia, and Portland, Me., in early May.

Altho Taylor does not know where each program is held, his estimate would indicate more than a third of these dates are for arenas and auditoriums. He not only believes many of the other two-thirds could be added to the local building bookings but also that other recital and demonstration events by the dealers could be steered into the structures.

ARENA RECAP

Calgary Makes Ready For 3rd Sports Show

CALGARY, Alta. — Calgary Sportmen's Show will be May 15-19 under multiple auspices. Roy Lisogar's package show will be seen for the third year here. Show started in 1953 when Maurice Harnett, of the Calgary Exhibition and Stampede, and Lloyd Turner, Stampede Corral manager, contracted Lisogar to produce it. Show suffered an attendance set-back last year because of conflicting events.

Lake Whitney Expo Using Tents, Rides

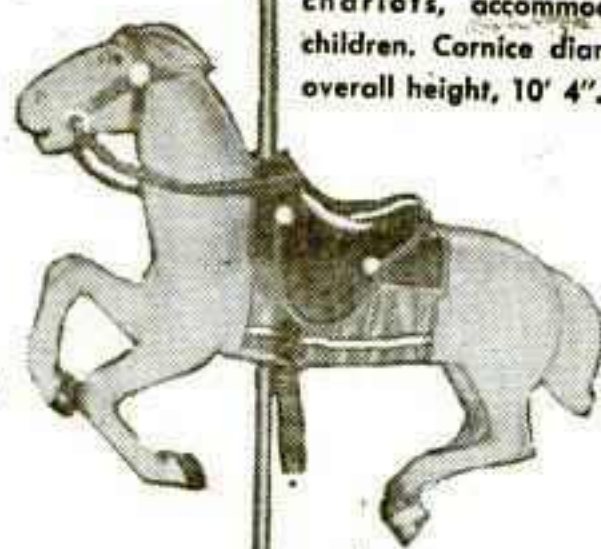
WHITNEY, Texas — Lake Whitney Sports Show here April 13-22 will feature two large tents and several outside exhibits of sports equipment. Clyde (Barefoot) Chesser's hillbilly band will be among the attractions. Daily TV shows will be carried from the grounds by KWTX-TV, Waco, and a carnival has been booked for the show grounds.

Daytona Beach Home Show OK

DAYTONA BEACH, Fla. — The Volusia County Home Show, under Pilot Club sponsorship, closed a successful showing Wednesday (21). Exhibit space at the National Guard Armory on Ballough Road was a sellout, with 90 local and national firms represented.

Jean MacDuff, show chairman, stated that because of the free admission policy, precise attendance figures were not available, but that the 8,500 patrons clocked on Sunday (18) would indicate an excellent degree of public interest. Entertainment features included various guest artists and musical groups and a "Miss Daytona Beach Home Show" competition, directed by Al Stern.

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20 jumping horses and 2 chariots, accommodating 24 children. Cornice diameter, 20', overall height, 10' 4".

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**Daytona Aud
Sets Legit
During July**

DAYTONA BEACH, Fla.—Henry DeVerner, manager of the 2,500-seat air-conditioned Peabody Auditorium this week announced a probable legit summer policy for the municipally supported show place. Negotiations are in progress with a producer to present Broadway plays from early July thru Labor Day.
Schedule would call for a change of play and cast each week for six night performances and two matinees. DeVerner also disclosed that he has booked the musical, "Pajama Game," for a January, 1957, showing thru Southern Attractions, Inc. Winter season at the auditorium has been active.

In France Jerome Medrano is being aided in operating his new tent circus by Alexis and Andre Gruss and L. Jeannet, formerly with the Radio Circus. They brought their Liberty horses and cage acts, including 12 panthers presented by Phillipe Gruss. Featured aerialist is Maryse Begary, trapeze. Cirque Medrano, under canvas, opened in Rheims with an innovation, an elevated ring presenting a better view of ground acts.

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**Name Vinson
Full-Time Mgr.
At Newport**

NEWPORT, Tenn.—The Cocke County Fair here named Jack Vinson, long-time secretary, to a position of full-time manager, changed its name and scheduled a spring festival in addition to the regular fair.

New title is the Tennessee-Carolina Fair, with dates set for September 3-8. The spring event, to be called the Tennessee - Carolina Spring Festival, is scheduled to be held May 1-5. School children will play a big part in the event in addition to home exhibits, art, crafts, commercial, flower shows, grandstand entertainment and Gold Medal Shows as the midway attraction.

Fair is currently constructing a new half-mile race track. In the recent election of officers, Col. M. M. Bullard was named president; Tom Stokely and Ike Dawson, vice-presidents, and Mazie Knight, assistant secretary. Everette Freshour and Mrs. Earl Murrell will handle the treasurer chores. These officers and Charlie Shipley, retiring president, make up the fair's executive board.

Carnival Routes
Send to
**2160 Patterson St.
Cincinnati 22, O.**

American Midway: Robstown, Tex.; Otero April 3-7.
Babcock United: El Monte, Calif., 27-April 1.
Big City: Covington, Ga.
Burke, Harry: Baton Rouge, La.
Capital City: Valdosta, Ga., 31-April 7.
Crafts Expo.: Cooldidge, Ariz.
Drew, James H. (Rides): Augusta, Ga.
Evans United: (18th & Kansas) Kansas City, Kan., 30-April 16.

Gentsch, J. A. Vicksburg, Miss.; Macomb 2-7.
Gold Medal: Logan, W. Va.
Hill's Greater: Artesia, N. M.
Hottle, Buff. No. 1: Baton Rouge, La., 20-April 7.
Hottle, Buff. No. 2: Marrero, La.
Mighty Interstate: Albany, Ga., 30-April 7.
Moore's Modern: Beaumont, Tex., 28-April 8.
Penn Premier: Petersburg, Va., 31-April 7.
Raley Bros.: Ridgeland, S. C.; Beaufort April 2-7.
Rocky Mountain Empire: Hobbs, N. M.
Stephens, C. A.: (Fair) Mulberry, Fla.; Lake City 2-7.
Sugar State: Galliano, La.; (Fair) Houma 7-8.
Sylvester, Ernie: Gaffney, S. C., 29-April 7.
Tatham Bros.: Springfield, Ill., 30-April 7.
Tidwell, T. J.: McGregor, Tex., 30-April 7.
United Expo.: Clarksville, Tenn.
Wade, W. G.: Ecorse, Mich., 29-April 9.
Wolfe Am. Co.: Greer, S. C.

Circus Routes

Beatty, Clyde: Los Angeles, Calif., 27-April 1; Long Beach 2-3; Lakewood 4; Bellflower 5; Hawthorne 6; East Los Angeles 7-8.
Cristiani Bros.: Starke, Fla., 27: Live Oak 28; Quincy 29; Marianna 30; Chipley 31.
Davenport, Orrin: Columbus, O., April 2-7; Port Williams, Ont., Can., 9-14.
Hamid-Morton Circus: Buffalo, N. Y., April 2-7; Harrisburg, Pa., 9-14.
Polack Bros. Eastern: Albany, N. Y., April 4-7; Clarksburg, W. Va., 10-11; Canton, O., 13-14; Akron 16-21.
Polack Bros. Western: Los Angeles, Calif., April 2-8; Spokane, Wash., 13-15; Tacoma, 19-21.

Ice Shows

Holiday on Ice: Birmingham, Ala., 27-April 1; Memphis, Tenn., 2-8; Nashville, 9-15.
Holiday on Ice (European): Kiel, Germany, 27-29; Berlin 31-April 15; Hamburg 17-29.
Ice Capades of 1956: Fort Worth, Tex., 23-April 1; Chicago, Ill., 4-13; Kansas City, Mo., 17-22.
Ice Capades International: Bangor, Me., 27-April 1; Kitchener, Ont., 3-7; Lansing, Mich., 9-14.
Shipstads & Johnson's Ice Follies of 1956: Pittsburgh, Pa., 27; Minneapolis, Minn., 29-April 15; Milwaukee, Wis., 18-22.

Miscellaneous

Hitler's Personal Armored Car, Jack W. Burke, Mgr.: (Home Show) Miami, Fla., 27-April 1; Portsmouth, Va., 5-7; Virginia Beach 8; Suffolk 9-10.

**Brooks Show Sets
Personnel for '56**

SARASOTA, Fla.—Maude Tomlinson Brooks, owner of the Brooks Stock Company, this week announced the signing of a number of personnel for the show's 45th season. Already signed are the Musicals Grays, the George Klebers; Dan Wedge, back for his fourth season; Bess Garn, re-signed, and Ad Augler, returning to handle the show's booking and advertising.

Mrs. Brooks has been wintering in the South, her vacation including a five-day cruise to Cuba, Nassau and the Bahamas. She and Neil and Caroline Schaffner, owners of the Schaffner Players, recently motored to Ruskin, Fla., to see the "Voice in the Wind" production and visit with members of the cast, some of whom are former members of the Schaffners and Brooks shows. Mrs. Brooks visited with such well-knowns as Vincent and Gertrude Dennis, the Val Balfours and Ed Sawyer, a member of the Brooks show last year.

Cristiani Opens
Continued from page 64

sound equipment, sleeper, stringers and props, sleeper, power plant, five horses and four ponies, ring curbs and seats, two elephants, three elephants, five elephants, cookhouse, props, band, and cage animals. Vehicles other than show-owned include the Zacchini cannon.

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DUbar 1-6450 PLaza 7-2800 Central 6-8761 Chestnut 1-0443 Hollywood 9-5831

THE FINAL CURTAIN

ANNETT, George W.—

85, known in circus business as Pony Wilson, a long-string driver, at Peru, Ind., March 12, of a heart condition complicated by injuries sustained when his clothing caught fire while he was sitting in a chair smoking. He had driven 10 and 12-horse teams for the Great Wallace Show, and later for the several shows of the American Circus Corporation for such famed hostlers as Jake Posey, Charles Rooney, Henry Brown and Tom Lynch. Burial in Showmen's Rest, Mount Hope Cemetery, Peru, March 17.

BARKER—Mrs. Clara McGraw, 61, veteran concessionaire, March 18 in Deaconess Hospital, Buffalo. For many years she and her husband, Gerald Barker, operated concessions at various fairs and celebrations in the New York and Pennsylvania area.

BLACKBURN—Marie, February 28 in New Orleans. Survived by two granddaughters, Frieda and Bonnie DeWold.

In Loving Memory
of my wife and dearest friend,
Elsie Murphy Brown
who passed away
April 1, 1951
Gone but always in our hearts.
W. S. BROWN
MISS BILLIE REED

CASS—Ray, veteran tent show operator, March 20 in Veterans' Hospital, Iowa City, Ia.

EMERSON—Ralph W., 75, a leading showboat captain for 35 years, at his Chicago home March 22. Born Ralph W. E. Gaches in Pittsburgh, his family soon moved to Letart Falls, O., from where he left to become a riverboat employee in 1891. Later he became a master and pilot. After working as pilot and then advance man for Price's Water Queen, Emerson bought half interest in it. Next he bought the New Era, followed by the New Grand Floating Palace, for which he had Bill Menke as advance man. For a short while he owned the American Showboat; then he acquired the original Cotton Blossom. In 1914 he added the Goldenrod to his list of properties. The Goldenrod was sold to Menke in 1931, and Emerson planned to retire. However, he soon had the Mantou in operation. This was followed by the fourth showboat to bear the name Cotton Blossom. Emerson operated this at Chicago's Century of Progress in 1933 until it burned. He then had a new boat, the Dixiana, built and brought to Chicago for a brief run. Surviving are his widow, Louise; a son, Robert William, both of Chicago, and a sister, Mrs. Florence Quillen, Letart Falls, O. Services in Chicago March 24, with burial in Showfolks of America section at Glen Oaks Cemetery, Chicago.

HARRISON—Mrs. Floyd E., 75, former cyclist, March 12 in McPherson, Kan. For many years she and her husband worked together as a trick bicycle act. They retired from show business in 1930. In addition to her husband, she is survived by a son, Gordon; a daughter, Mrs. Yetta Irwin, and a brother, W. F. Hanna. Burial in McPherson Cemetery.

HARRIS—Roxie,

owner-manager of Royal Midwest Shows, March 17 at his home in Van Buren, O., following a three-year illness. He was a veteran in the midway business, having started at Midway Park, Arcadia, O., in 1926. Harris was later with Power-Dam Park, Defiance, O., and Seakam Park, Bucyrus, O. He later joined with John Polly and John and Lawn Dale to organize Mighty Midwest Shows. During World War II he operated a ride unit called Victory Shows, which later was changed to Ohio Valley Shows. For the past seven years he operated Royal Midwest Shows with his son, Bill.

RICHARDS, J. J.—

78, former bandmaster for the Ringling Bros. Circus, at Long Beach, Calif., March 16. A native of Wales, he came to this country as a youth and studied music in Chicago and Pittsburg, Kan. He was with the circus a number of years in the period before 1919. He also operated a music store in Pittsburg, and directed the municipal band at Sterling and Mount Morris, Ill., until 1938. He also directed high school and company bands there. Moving to Long Beach in 1945, he directed the municipal band until retirement in 1950. He was a prolific composer of band music and a director of the American Bandmasters' Association. Surviving are his widow and a nephew.

IN MEMORY
Of Our Beloved Husband and Father
CHARLES L. SWAIN
who passed away March 26, 1956.
Life's not the same without you, Dad.
On you we could depend.
We realize it more and more
We lost our dearest friend.
Some say time heals all sorrow,
That soon we will forget.
But two long years have only proved
How much we miss you yet.
Sadly missed by Children, Grandchildren
and Wife,
Elizabeth Swain

TAYLOR—Mrs. Mabel Lucy, 79, whose act, "Zira's Night in Jungleland," was featured with circuses and in vaude, Thursday (22) in a Los Angeles hospital. After trouping with the Al G. Barnes, Ringling Bros., Bullafo Bill Shows and on the Keith-Orpheum Circuit, she retired to her Southern California home in 1917. Survived by a son, Robert, and three grandchildren. Burial Saturday (24) in Forest Lawn Memorial Park, Glendale.

TOWNSLEY—Everett W., 78, president of the Cincinnati Zoo, March 23 in Holmes Hospital, Cincinnati. Survived by a daughter, Mrs. Kathryn M. Whiting; a brother, O. W., and three grandchildren. Services March 26 and burial in Spring Grove Cemetery, Cincinnati.

WARREN—George (Curly), 70, widely known cookhouse operator at Southern Illinois fairs and on various carnivals, March 15 in Herrin, Ill., of a heart attack. Survived by his widow, Martha, and three children, Lee, Imogene and Ella Mae. Burial in Herrin Cemetery.

WILLIAMS—Phillip Dewey, 58, half brother of Harry E. Wilson, special representative for Amusements of America, March 20 in Woodside, L. I., N. Y. Other survivors include his widow, Lillian; a son, Harold, his mother and a brother, Irving.

FOOD DEVELOPMENTS:

Soft Drink Dispenser Occupies Little Space

BOSTON—A soft drink dispenser that occupies only 1 3/4 square feet of counter space is being produced here. Unit has a transparent agitator bowl and colorful dispensing unit that's electrically refrigerated. According to the manufacturer, a string of 122 service stations have been strategically located thruout the country for the convenience of customers. The unit is being offered on a 30-day, money-back, trial offer. Outside measurements are 15 by 17 inches.—Jet Spray Corporation, 12 Henley Street, Boston 29, Mass.

Introduce Fountain Line . . .
CHICAGO—A completely redesigned line of fountain equipment has been introduced here that consists of seven basic models, allowing 25 combinations for varied peak-hour service and menu change needs. All models of the new line fit all standard freezer cabinets, even double-lid models, without need for a divider bar. They are made of satin-finish stainless steel and feature fast lever-action pumps, plastic shock-resistant bowls and round corner construction for easy cleaning. Fruit wells, milk tanks and pumps interchange on all models.—Helmeo, Inc., 7400 West Lawrence Avenue, Chicago.

Three-Flavor Shake Maker . . .
NEW YORK—A new three-flavor milk shake machine is currently in production here. Unit has two-flavor jars built in. The operator puts desired flavor into the container, holds the container to the head of the freezer for three seconds and serves. The flavor is whipped into the drink as the milk shake comes out of the freezer. According to the manufacturer, a completed shake is dispensed within four seconds.—Port Morris Machine & Tool Works, 712 East 135th Street, New York 54.

Paperboard Serving Trays . . .
NEW YORK—Three dimensional paperboard trays that are designed to hold a complete meal have been designed here for casual food service. They are available in a variety of colors and patterns as well as in silver foil and plain white. The trays wipe clean with a damp cloth and are said to be easily assembled. Cutouts can be made to accommodate various sizes and styles of plates and cups.—Cramer Products, 99 Hudson Street, New York.

Chicagoans Arguing Expo Hall Location . . .
CHICAGO—Groups of civic leaders acted this week in behalf of the movement to place a proposed exhibition hall at the old world's fair lakefront site. They favor putting the big building in another location, preferably one in which the construction would

remove old buildings and serve to upgrade the city. Jockeying among factions in an effort to settle on a location for the building has been going on for many months, and considerable opposition exists against the lakefront site, altho leaders in the Metropolitan Fair and Exposition Authority seem to favor that spot.

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Sked Palisades for Network TV Easter

Funspot, Industry to Benefit From Role In NBC Wide, Wide World Telecast

NEW YORK—Palisades (N. J.) Amusement Park will be featured on the Easter Sunday (April 1) presentation of the National Broadcasting Company's major network offering Wide, Wide World (4-5:30 p.m., EST). The stanza, tagged the "Awakening of Spring," will picture the major funspot on the second day of its new season.

The screening of Palisades and the timing of the show will likely add up to the best single national introduction to a new season that the amusement park industry has ever achieved, since the script calls for the picturing of a number of units common to all major fun centers. It is estimated that about 15 minutes of the one-and-one-half-hour program will be devoted to Palisades. Wide, Wide World is one of the highest rated daytime shows, pulling an estimated 26,500,000 viewers.

Some exciting viewing is promised with the script calling for the first-time mounting of a television camera in one of the cars of a major Roller Coaster, the park's Cyclone. A special generator will power the camera and the result will be micro-waved to one of the two mobile units which NBC will move into the park on opening Saturday (31) for make-ready and rehearsals which will continue thru Sunday morning. Park superintendent Joe McKee aided with the engineering.

The script calls for the summoning of operator Irving Rosenthal to the park office by Anna Cook, manager, over the public-address system. Rosenthal will then point the way for the cameras with numerous rides and other units scheduled for screening. Lenny Carluccio, fun house operator, and Hy Mallek, guess-your-weight operator, are scheduled for interviews.

The shots from the moving Coaster car are expected to be particularly exciting since the big dip, from a peak of 85 feet, overlooks the Manhattan skyline across the Hudson River. Arrangements for Palisades' participation were made by Bert Nevins, park publicist.

Producer Norman Frank has also scheduled shots from the Birds of Prey Farm, a new tourist attraction recently opened at Ocala, Fla., where operator John Hamlet has collected undomesticated animals used in hunting, such as cheetahs, vultures and condors.

Scheduled for the same program are the first free-flying pick-up from a helicopter, the hatching of baby chicks on an experimental farm in Indiana, dances by New Mexican Indians; a choral group from Natchez, Miss., and botanical gardens from the New York metropolitan area, all tied in with the theme of spring.

PROMISE MORE PARKING

'Official Opening' This Year at Coney

NEW YORK — Opening business at Coney Island should be materially better than in recent years, it is felt, due to the area's profiting from its first full weekend of operation. Rather than the individual units opening with no fanfare, this year there is an official announcement that the Island will be set for full-scale operation tomorrow.

This promoting of opening day was put forth by public relations man Milton Berger and accepted by the Chamber of Commerce. Berger, who also represents Steeplechase Park on an account basis, succeeded Monroe Ehrman, who died last year.

Altho enthusiasm over the planned opening of the new Coney Aquarium was dampened with the announcement that it will not open until next spring, Berger's proposal for special events was looked on as a magnet for added patronage.

San Antonio Adds Rides for Opening

SAN ANTONIO — Since Playland Park opened here on St. Patrick's Day, a new feature of the park's varied novelties is the "bump-car" ride. The ride is enclosed in its own building with 24 new midget autos. Another added attraction is a kiddie stagecoach.

A special addition to the grounds is a fountain located in the center of the park. Colored lights play on cascading water giving a rainbow effect to the fountain display.

Most of the ideas are in the planning stage, too soon for public announcement.

He has, however, acquired assurance by the city that municipal-owned lots will be made available for parking this summer in several Coney areas. The feeling is that this will go a long way toward solving the aggravating traffic jams that tie up the Island's streets on summer weekends.

In past years, Steeplechase was the only amusement element at Coney to hold a formal opening. Last Sunday the local press carried the word that the Island is officially open. Steeplechase opens May 19. Its Parachute ride will open Easter Sunday. Last week all major units, including the Wonder Wheel, Cyclone and Thunderbolt operated.

New this year will be a Hot Rod unit at C. P. Krimes' New Luna Park, the Garto Brothers' boat channel at Wonderland (formerly Feltman's), and a Fun-A-Rama ghost ride owned by Freddie Garms at the Bowery and Jones Walk.

A fire last week at 1017 Surf Avenue destroyed Joe Shisoff's custard and did damage to the following units: Frank Russo's shooting gallery, Andy Melillo's two games, Ben Gaskowitz' photo gallery, and Andy Tomasino's pizza.

Fireworks will be held offshore under dual sponsorship of the C. of C. and Shaefer Beer, every Tuesday night from June 26 to August 28, plus July Fourth and Labor Day. They will be shot off by Interstate Fireworks of Springfield, Mass.

MORTON FINK:

TV Name Appearances Pep Attendance at Kid Spots

By MORTON FINK
Manager, Kiddytown, Chicago

THE strength which television holds with children is well known, and it can be diverted easily to include kiddielands. We found that to be most effective our advertising should be aimed primarily at children ranging from 2 to 8 years. This is, of course, a unique problem in that these children cannot be expected to read and cannot be approached thru printed matter.

Television on the other hand offers a strong approach. Children watch it from an early age and their association with the TV personalities is powerful.

We contacted some of the better known TV people who appeal to children and booked them for personal appearances at Kiddytown.

In the past two years we have used Two-Ton Baker five times, Bob Atcher once and Nicky Francis once. Booking prices ranged from \$100 to \$300 for 90 minutes. This fee also includes spot announcements on the individual's program the week preceding his coming to Kiddytown.

These spot announcements were given at the first and last of each program, and we found they were more effective than any other single factor tried. We also posted signs thruout the park three weeks in advance.

THE APPEARANCE ITSELF consisted of 20 to 30 minutes of actual entertainment. We built a platform in an open area near our train and supplied a piano and mike. After the performance, the personality distributed autographed photos, which he supplied, and candy and balloons, which we supplied.

In trying to determine when to schedule these appearances, we decided first not to have them closer to each other than six weeks. Then we tried various times of the weekend—3 p.m. Saturday, 7 p.m. Friday and 6:30 p.m. Sunday. The time that proved best was 3 p.m. Saturday.

ORDINARILY, THIS IS A poor time for us. But on the afternoons the TV names appeared, our 2 to 6 p.m. business was increased considerably. Our promotion thereby served a two-fold purpose. It increased our business for a particularly slow period and it also built our good will.

We made contact directly with the TV stars rather than an agent or the station. We found them easy to work with and cooperative, as well as beneficial to business at Kiddytown.

Dallas Fair Park Sets Up Disneyland Promotion

DALLAS — The amusement park at State Fair Park will open Saturday, April 7, for the summer season and will be open nightly and Sunday afternoons until the weekend after Labor Day.

The midway opening will be kicked off with a three-week promotion offering a free trip to Disneyland for a child and adult chaperon. The trip is being awarded jointly by the State Fair Midway and the Pepsi-Cola Bottling Company of Dallas. North American Airlines is providing transportation for the winner. Pepsi-Cola sponsors the free acts on the midway during the summer.

Contestants will register at the Pepsi-Cola booth on the midway starting April 7 and a drawing to determine the winner will be held Sunday night, April 29.

Free Acts Weekly

A 14-week free act season will start May 28, with acts to be presented twice nightly all thru the summer. Acts change each Monday.

Promotional, advertising and publicity plans will follow the successful pattern of previous years, with the bulk of newspaper advertising during the summer being



FINK

concentrated on Mondays, when the new acts open.

A number of special promotions and parties for companies and organizations are being worked out by Al Jones, assistant concessions manager, under the supervision of Arthur K. Hale, concessions and midway manager.

The line-up of concessionaires on the midway is virtually the same as last year's. Concessionaires at the park operate under contracts with the State Fair of Texas.

The whole melting and thawing-out process now holds only the promise of mud with resultant bad footing and soggy parking.

Mud a Deterrent

Few parks are paved to the extent that they need only be concerned with the melting of the snow. Those that lack hard parking areas and paved walkways, especially the latter, know that mud is the poorest attraction they can offer, especially for the groups decked out in their Easter finery.

The deep frost, which seemed to be lasting overly long before the snow, seems destined to be even slower in departing, since it will have to await the melting of the snow. The whole melting and thawing-out process now holds only the promise of mud with resultant bad footing and soggy parking.

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200G Kiddie Zoo Planned For Philly

PHILADELPHIA—A revival of the Children's Zoo is planned for this summer, according to an announcement last week by the Zoological Society of Philadelphia. Popular during the war, the reconstruction of the moppet zone will cost an estimated \$200,000.

A space 384 by 224 feet has been set aside for the project. Features will include a "contact area" where children may pet small, harmless animals, a pony ride, an island for chimpanzees, a baby elephant; Noah's Ark, where animals will be shown in pairs; a Pennsylvania Dutch barn filled with young domestic animals and a trading post.

The original kiddie zoo here, which operated from 1938 thru 1944, attracted more than 600,000 visitors during its difficult wartime existence. Present plans call for a 15-cent admission fee.

Make-Ready In East Hit by Frost, Snow

NEW YORK — A number of parks are battling the weather in advance of their scheduled openings. The heavy snow, up to 18 inches in depth, which blanketed much of the East last week, fell on deep-seated frost in many areas.

The snow aggravated the make-ready headaches that many parks were already encountering in their efforts to prepare for Easter weekend openings. Generally cold weather preceded the snowfall and hampered refurbishing plans, including painting. The snow put an end to virtually all efforts outside the shops.

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Beatty Opens, Starts Los Angeles Run; Cisco Kid in Top Spot With Trainer

Acts Include Zacchini, Hannels, Ivanovs, Poodles, Lenares, Boginos, Webers, Scoules

By SAM ABBOTT

LOS ANGELES — Top talent acts pepper the 1956 edition of the Clyde Beatty Circus, which opened on a new lot near the Coliseum here Wednesday (21) for a 12-day run. The outward appearance of the show is the best in years and the location offers ample and better parking, which

should build crowds that were conspicuous by their absence at both of the opening-day performances.

For the first time, Beatty is sharing top billing with another performer. Duncan Renaldo, who has portrayed the Cisco Kid on television for the past six years, is advertised as the co-star. He and his horse, Diablo, appear about mid-way the show. His turn is dramatized in a sequence of bandits robbing an old prospector, adequately played by Poodles Hanneford.

The performance itself has more spectacle and color than in former years. The costuming is first rate. Aerial ballet numbers, staged by Jane Beatty with the Beattyettes, are well executed and display a freshness that is certain to be appreciated by ticket buyers.

Beatty again opened in the face of strong competition—the Motion Picture Academy Awards event. Here at home-base of the movies, the crowds that were unable to get into the Pantages Theater huddled around television sets in their homes. At least, they were not at the circus, for on opening night there was a scant quarter house. The matinee that afternoon drew even less.

The show opened Thursday (15)

in Deming, N. M., with a matinee that pulled well. Two performances in Tucson and Casa Grande were only fair drawers but Yuma, on Sunday (18), had a strong matinee and the usual Sunday night crowd. Palm Springs the following day pulled approximately half houses for the two shows. The crowds were reduced because of wind and cold on the first California spot. The show was en route on Tuesday and readying for the Wednesday local debut, complete with six 60-inch searchlights and a cocktail party for radio, press and television people.

The performance on opening night ran 2 hours and 30 minutes. Altho the space of time is right, there is some tightening up to be done. This seems to be a relatively simple assignment for John Cline, the equestrian director. One spot where tightening can well be done is in the presentation of Hugo Zacchini and his cannon act. Between the first announcement and the actual firing, several minutes are allowed to elapse, distracting from what would be a strong finale.

Over-all in the production is the circus styled music under the able direction of Victor Robbins and his 10 seasoned tanbark tooters, and the announcing by Charles

(Continued on page 81)

CONLINN CFA PREXY; 152 AT SARASOTA MEET

SARASOTA, Fla.—Gil Conlinn, long-time secretary-treasurer of the Circus Fans' Association, was elected president of CFA for 1956. The voting took place at the association's convention at the Orange Blossom Hotel starting here Sunday (18).

Mrs. Eva Conlinn, his wife, was elected to succeed him as secretary-treasurer. They are residents of Hartford, Conn.

Vice-presidents elected by CFA include William H. Day, New Britain, Conn.; Orlo J. Rahm, Davenport, Ia.; L. Wilson Poarch, Colonial Heights, Va., and Herman M. Quinius, Wichita, Kan.

Twenty-six States were represented in the registration of 152 members. Marcus Ritger Jr., Newport News, Va., took top honors in the CFA photograph contest.

Gil Gray Plugs Disneyland Link; Talent Named

SIOUX CITY, Ia.—Gil Gray's Circus, playing here Monday (19) thru Sunday (25), is stressing its connections of last fall with Disneyland in advertising and the performance. Show uses Municipal Auditorium here. Following Sioux City is Tulsa.

Performance includes Joe Horwath's six lions; the Flying Alexanders, with Fay Alexander; Hazel King and John Herriott, ponies; Herriott and GeeGee Engresser, elephants; Jimmie Reynolds and Dick Berg, seals; Jackson Family, Aerial Gibsons, GeeGee Engresser's Alaskan Dogs, Cycling Sydneys, Wong Troupe, Natal the Monkey Man, and Adolf DelBosq with his horse, Serenado.

Specs come just before intermission and at the finale. Cleo Plunkett again is equestrian director. Skinney Goe has a five-man band.

Ringling Names Some New Acts

SARASOTA — Names of acts being imported and some of the others being signed by the Ringling-Barnum circus have been announced here.

Included are Trevor Bale, lions and tigers; Albert Rix, bears; the Harold Alzana high wire act; flying acts trained by Billy Ward, and Roberto de Vasconcellos, dressage rider.

New importations that are scheduled include a new Canestrelli troupe, trapeze and balancing; Titos, wire; Five Verdus, rolling globe; Della Chiesas, jugglers; Les Arturos, tumbling, and Three Rebertes, comedy acrobatics.

Museum Show Plans Opening; Uses Paper, Press, Phones

NEWPORT NEWS, Va. — A banquet April 13 at the Hotel Francis-Marion at Charleston, S. C., will launch the first tour of the National Circus Museum, it was announced by John P. Yancey Jr., president of the National Circus Foundation, Inc.

More than 10,000 circus relics and antiques are included in this traveling museum. Another feature is a 110-foot scale model of a 1906 circus street parade with three dimensional background. A miniature railroad layout will be oper-

ated with four circus trains on the tracks.

About 200 persons are to attend the banquet and later see the first exhibition of the museum, which then will be at County Hall, Charleston.

More Press Agents

General Manager William M. Cullen and company manager Robert McMahon have been busy on the project since January. Ora O. Parks, general press agent, was joined March 1 by William H.

(Continued on page 73)

R-B Looser on Passes, Sets Closer Press Hq.

NEW YORK — This year's Ringling press crew will operate out of the 49th Street side entrance of Madison Square Garden, rather than follow the practice of taking hotel suites. With most of the Broadway-recruited publicists being housed in New York, the resultant hotel nut will likely be the lowest in years.

The crew will set up shop as close to the show as possible this year, Zac Freedman said this week, thereby forsaking many of the traditional hotel headquarters of the past.

It was noted that Atlanta, for one, offers fine press quarters at the permanent fair buildings at Lakewood Park. Freedman cited the Cow Palace in San Francisco as an example of breaking with tradition last year. The office at the Cow Palace was a departure from downtown hotel suites, it was pointed out.

The general approach to publicity will utilize a "local level" philosophy, Freedman said, with

an emphasis on newsworthy happenings in which the circus can participate. Altho the typical artwork and story material will be distributed, the aggressive attitude will be emphasized. This year's concept will not vary greatly from last year's when Ed Knoblauch, a veteran newsman, undertook to inject a news-consciousness into press relations, and play down the flamboyance.

Radio-TV Spot Open

This week there remained one press spot to fill in Freedman's staff. The crew—Lorella (Val) Val-

(Continued on page 73)

Opening Dates Told for Both Tom Packs Units

ST. LOUIS—Dates for opening of both units of the Tom Packs Circus were announced by Jack Leontini here Wednesday (21).

The Western unit will get started at Texas City, Tex., April 27, using a ball park there. Four other Texas Gulf stands will follow. This is the first season for the Western unit.

Date of the Eastern unit's opening is June 6, first of three days at Nashville. Packs will be playing Nashville for the 11th year under Shrine auspices. The Eastern show's second stand will be Jackson, Miss., June 11-12. This is the show's second year in Jackson.

Leontini also announced that the Western show has contracted to use the Portland Beaver's ball park, Multnomah Park, when the show appears at Portland, Ore., July 6-8.

Mills Names Acts, Staff for New Tour

Namedils, Gaona, Dubskys, Bakers, Jung, Nelson, Carreon, Jojo Join Out

JEFFERSON, O.—Make-up of the staff and performing personnel for Mills Bros.' Circus this season, was announced here last week by Manager Jack Mills.

Details of his new plans came shortly after the arrival from England of a delegation of ballet girls, press agent and electrician. The group was delayed in arrival by a storm in the Atlantic, which caused some damage to their ship.

Scheduled to land at New York, the ship went instead to Hoboken because of weather. Heavy snow in the area then made it impossible for the chartered bus to meet the group and new arrangements were made by Mills for them to come to quarters here by train. They were met by a group of city officials, county officers, circus brass and a senator.

New, Returning Acts

The circus will open on April 21 at Jefferson.

Performers, several of them new to this country and several others returning to the Mills show after a season or more elsewhere, include:

The Four Namedils, perch; the Seven Hungarians, Risley; Victor Gaona Troupe, casting and wire; Four Lindemanns, balancing; Four Dubskys, acrobatics; 12 Mellits, acrobatics; Teresa Palencia, head balancing; Francisco Esparge, head balancing; Two Bakers, juggling. Also Rudolph Jung, heavyweight juggling; Reynosa Trio, iron jaw; Grecos, one-finger stand; Flying Rudis, blindfold breakaway; Rolon, cloud swing and head balancing; Jesus Cordona, cloud swing; Three Schmitz, head-to-head balancing over 10-foot ladder; Two Lindeman Brothers, hand balancing; Rebecca Drougett, barrel kicking; Edith Beketow, dog acts; 14 girls in aerial ballet, web, ladder, aerial spec, and 12-horse menage act.

Key Staffers Return

Staff and department heads include:

Jack Mills, manager; Jake Mills, assistant manager; Rose Mills, treasurer; Ida Mills, secretary; Harry Mills, concession manager; June Mills, checker; Mark Jones, press and TV agent and personal secretary to Jack Mills; Paul Nelson, equestrian director and chief horse trainer; Count Beketow, assistant horse trainer; Felix Brazon, buyer and time keeper.

Also Mayme Ward, wardrobe mistress; Paul Hudson, transportation; Ida Taylor, ticket wagon; Bill Lee, front door and painter; John Walker, head mechanic; Eddie Kendall, electrician; Charles Brady, superintendent; Charles Brown, prop boss; Hazel LeBouf, head ticket taker; Frenchy LeBouf, bandmaster; J. H. Simpson, steward; K. Y. Sgraves, elephants;

Peggy Baker, choreography; Harry Baker, producing clown; Jojo Lewis, clown cop; June and Jeff Hinchcliffe, midget clowns; Pipi, clown; Drougett, clown; Buck Leahy, contortion clown, and Carlos Carreon, chief of the cowboys.

Polack Eastern Bucks Blizzard

ERIE, Pa. — Eastern unit of Polack Bros.' Circus weathered blizzards in Bangor and Lewiston, Me., and moved here despite heavy snow for Thursday thru Saturday (22-24).

Business for the show has been good at most spots so far. At Wilkes-Barre, with an extra show on Saturday morning, the show set a new high. In both of the two Maine spots, each a two-day stand, Polack got one day of capacity business and one day of light business in snow.

The arrival in Erie was about 12 hours behind schedule since the storm which plastered the East forced a long layover in Boston for the baggage car and the portion of the personnel that moves by rail. Trailerites found it rough going on snow-blocked highways. Sufficient time was allowed between stands, however, that the show could open in Erie on time.

Advance sale was good and promotion chiefs Al and Esther Perry, has a big program booked. A kids' clown contest in The Erie Times drew a lot of competitors. Winners were made up in clown alley by Gene Radow and Larry Benner, and heavy publicity resulted.

Program Set For Richmond

RICHMOND, Va. — A 21-act program has been set for the Grotto Circus in the Arena here April 5-8, according to Harry Cooke, of the Cooke & Rose Agency, Lancaster, Pa.

Talent will include Capt. Eddie Kuhn's wild animals, James M. Cole elephants, Torelli's Circus, Frank Cook, aerialist; Betty Pasco, aerialist; Bill Barton, cloud swing; Happy Holmes, table rock; Andrew's dogs and ponies; Buck Leahy, contortionist; Bedell Troupe, teeterboard; Sparton Family Circus, Wilfred Mae Trio, juggling, and six clowns.

MIDWAY CONFAB

Homer R. Sharar writes from San Antonio that he'll go out with Buddy Spain's Cookhouse on 20th Century Shows this season where he'll handle the stock, grab joints and a front end concession.

Ernest and Flossie Fitzgerald, of the Foley & Burk Combined Shows, left San Francisco recently for a two-week visit with friends and relatives in New York.

Three carnival agents recently crossed paths in Macon, Ga., where they were arranging area stands. Seen at the Central Hotel lobby were Lester McGee, Big City Shows; Bobby Miller, Lou Rill Dumont Shows, scheduled to open in Macon March 26, and...

Gerry Ibberson, game operator, is seriously ill at Cooper Hospital, Camden, N.J., having recently suffered a stroke in Baltimore. He is in New York from the And recently were Sidney Sowalt, Jack Agree, Ward Nes, Ben Hoff and Charles Tucker, all of whom dropped in at the showmen's clubrooms.

Sport fans all over Canada kept close tabs on the activities of a carné when the five-day competition for the Canadian curling championship was held recently in Moseton, N. B. Alfie Phillips, long associated with Patty Conklin as a producer of water shows, skipped the Toronto Granite Rink, which lost out to a Winnipeg rink in a playoff thriller after the two rinks had tied for top place.

New members of the showmen's club in Miami are Mark Lynch, Charles Miller, Edward Holtz, Donald Baiani, Otha Caudill, Emmett Travis, Jack Kreag, George Ankrum, Frank Dasant, Albert Chiloreas, M. D. Burselson, Jack Rimler, John H. Bond, Fernando Asua, Harold Risch, Alfred Kaye, Joe San Filippo, Simon (Cy) Pfeiffer, John Feulner, Harry Herman, Martin Brynes, Morris Gold, J. M. Gluck, Arthur E. Davis, Sol Grant, Anthony De Lauro, Richard Lewin, Anthony Marzullo, Joseph Rains, Joseph Wilkins, James Beachamp, Robert Reeves, Johnny Gilbert, J. Edward Jarreau, James Christmas, Frederick B. Dawson, Forrest Riggs, Norman Acker, Alfred Fisher, Earl Herring, Arthur Sweet, Jack Harris, John Lemfart, William Holly, George Pierce, Floyd Lewis, Edward Odekirk, Albert Allgaier, Walter Crisanti, James V. A. Peck, Joseph Rossi and Frank MacClean.

Dave Endy has left Miami for Alexandria, Va., to prepare the opening of his park operation there. A similar journey was made by Barney Tassell for his park opening in Deep Creek, Va., and by Johnny Keeler, who went to St. Augustine, Fla.

NEW WORLD OF PLEASURE SHOWS
OPENING SATURDAY, MARCH 31, AT 9 MILE ROAD AND PRENTISS ST., in Dynamic St. Clair Shores (Detroit Suburb)—Everybody is working here.
WE HAVE 7 CELEBRATIONS, 11 GOOD FAIRS AND OUTSTANDING JULY 4 AND LABOR DAY SPOTS.

CARNIVAL SKATING CAN ORATION TENT America of Fine Field Repres... live G. C. Mitchell. Theatrical Selling Agents

BILL SANDERS

NOTICE MERRIAM'S MIDWAY SHOW opening in downtown Albia, Iowa, May 9. Closing at the Greenfield, Iowa, Centennial, Sept. 23.

HUBERT'S MUSEUM 228 W. 42nd St. New York, N. Y. Open all year round

ATTENTION, SHOWMEN Sixteen Fairs and Celebrations—Northern Montana Circuit of Fairs. Working conditions—good and cool this summer.

SUNSET AMUSEMENT COMPANY WINTER QUARTERS NOW OPEN Want Octopus Foreman, 2nd Men on Dodgem, Tilt, Caterpillar, Rock-a-Plane, Merry-Go-Round, Kid Rides, Man for Front Gate and Towers, Operator for King Fun House.

JAMES H. DREW SHOWS Cleanest Finest Most Dependable
First & Last Call 1956 Season Opens Hickory, N. C., April 5th. Followed by busy Industrial Centers until June 1st, then Celebrations and Fairs Solid Until November.

DON FRANKLIN SHOWS FIRST CALL—FOR 1956 SEASON—FIRST CALL OPENING, RIDES ONLY, BATTLE OF FLOWERS, SAN ANTONIO, TEX., APRIL 16. FOLLOWED BY BUCCANEER DAYS, CORPUS CHRISTI, APRIL 21-29.

WANTED DOWN RIVER WANTED AMUSEMENT COMPANY Michigan's Cleanest Midway FOR RIVER ROUGE SPRING OPENING APRIL 26

CAN PLACE AT LONG BEACH, CALIF., FOR SNAKE FARM EXPERIENCED REPTILE MAN Who can handle poisonous and lecture on all species.

HARRISON GREATER SHOWS Opening March 29 through April 7. Big army payday—50,000 soldiers. Positively white. Lot 3 blocks from Jefferson Hotel in heart of Columbia, S. C.

FOR SALE 7 TUB TILT-A-WHIRL

Good Upholstery, new Bull Plates, Intermediates, Cat Walks, just painted, mechanically perfect, gas or 10 hp. electric motor, Seat Covers, Ticket Box. A real buy at \$5,500.00 without transportation, \$7,000.00 with transportation. Also set of 12 No. 5 Eli Ferris Wheel Wooden Seats. Will make a season. \$300.00, painted white. Interested parties contact

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(Altoona, Pa.) Average attendance past
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CLUB ACTIVITIES

National Showmen's Association

NEW YORK—One of the club's nicest affairs in a long time was the Barn Dance held at the clubrooms on Saturday (17). Chairman Charley Davonport and his committee had plenty of Irish-color decorations, and guests received shamrock and pipe favors on entering. Larry Neumann handled tickets at the door.

Emcees were John S. Weisman and Jack Stern, and entertainers included Charley Frank, comic; Viola Winston, vocalist, and Mildred Ford and Chappie Sharpel, entertainer and dancer. Joe Gilbert again procured some of the talent. Costume judges were Danny Thaler and Dave Brown. A four-piece band played for dancing.

President Gerald Snellens had some 20 guests at his table. Door prizes were offered, and it was a financially successful evening as well as an entertaining one.

Easter gifts are being sent out by the shut-in committee.

Recent club visitors included David Solomon, James Peterson, Al Crane, Ben Levine, Julius Roth, Andrew Stryker, Edward McKeon, Al Keating, Harry Levine, Dan Thaler, Arthur Sicard, Al Janpol, Joe Amico, Ike Wekenberg, George Bovino and others. Next regular meeting will be Wednesday (28), and the final meeting of the season will be April 11.

The Ladies' Auxiliary held an affair in the parent organization's section on Thursday (22).

Miami Showmen's Association

MIAMI—Whitey Tara reported at the last meeting that 490 bloods are on hand in the blood bank. Bill Moore noted that 120 names of \$50 donors have been secured, the

money to go toward a bronze plaque on the cemetery grounds.

The clubrooms were saddened to hear of the death of two well-known members. They were Johnny Glynn, whose body was viewed by many friends at the Ben Lanier Funeral Home, and Frank L. McMillan, vice-president of the Little River Bank & Trust Company.

Plans are progressing for re-decorating the bar and installing a large lounge and foyer.

Monday night meeting snacks consisting of fried chicken, boiled beef, celery stalks with roquefort cheese and radishes are handled by Charlie Wright, house committee chairman.

Shep Blumberg is well armed with membership blanks and booster name sheets and promises to be very active in the club's behalf along the East Coast. Recent club visitors included Al Shapiro, of Philadelphia; Sambo Peterson, Johnny Canole and Fred Holtzman.

Missouri Show Women's Club

ST. LOUIS—Forty-six members were on hand for the regular meeting, with President Rose Brown in the chair.

Award books for the summer season were reported ready with the top award being a three-piece luggage set. It was announced that

the monument fund contained \$75. Attendance prize at the recent St. Patrick's Day party, held with the men's club, was a quilted bed spread donated by Mrs. Euby Cobb.

Named to assist Virginia Von Brehren on the ways and means committee were Helen Germain, Clara Campbell, Jen Germain, Catherine Giuliani and Germain,erson, Nora Gdynia, Ven Rob-charge of food and Arlene in lizzeri in charge of the del-Emelie Koch and Joyce Gev, were named to the card party ception committee.

Frank Winsted, brother of Helene and Josie Germain, died recently.

Greater Tampa Showmen's Association

Ladies' Auxiliary

Sixty-seven members were present for the Wednesday (21) meeting, which was called to order by President Esther Young. Also on the platform were Vera Hawk, Olive Sprague and Mickey Wenzik, first, second and third vice-presidents respectively; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Ella Stophel reported the sick list included Gertrude Wallace, Jeanne Frisbee, Helen Serlen, Kiki Dolan, Edith Sullivan, Anna Skie, Flora Pontico, Rosie Hunter, Virginia Gallagher and Clover Fogle.

The Auxiliary volunteered to assist in the up-coming sale of Easter lillies for the benefit of the crippled children. A donation of \$100 to the Damon Runyon Cancer Fund was made by the Auxiliary, with President Young making the presentation on a local television station.

Mary Cain, chairman of refreshments, served lunch following the meeting.

CHEROKEE AMUSEMENT COMPANY

Opening April 25, Chanute, Kan., Farm Show, with Coalgate, Okla., May 3 to 5, and Broken Arrow, Okla., May 18-19, to follow.

Want Concessions for the above celebrations: Cookhouse, Fish Pond, Coke Bottles, Cigarette Cork Gallery, Long or Short Lead Galleries, Blower, String Scales, Novelties, Heart Pitch, Basketball. Contact

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G-12 Train, 3 coaches
track, transportation for sa
cludes a 24 ft. Fruehauf I
Trailer, 1948 Spitfire, botto
International U-4 power uni
metal on tube. Ride in excell
tion. Will sell ride with or with
transportation, which includes a 10
K-7 International tractor and a Sprin
field 28 ft. trailer. Sixty passenger 1948
Mack Bus, first class condition. Will
trade for Merry-Go-Round, #5 Eli Wheel
or a 32 or 34 ft. Low boy Van trailer.
Equipment can be seen at my winter
quarters. All replies
JOHN PORTEMONT
Box 105, Ganff, Ala. Phone 23

WANTED

CANDY BUTCHERS AND AGENTS
For Shrine Indoor Dates

Hunt's Armory, Pittsburgh, April 14;
Altoona, Pa., April 23; Hartford, Conn.,
April 23; 2 more to follow. Apply:

A. HYMES
455 Schenckland Ave. Brooklyn 3, N. Y.
P. Resident 4-5961



OPENING LEXINGTON PARK, MARYLAND

BIG NAVY PAY WEEK

April 14-21 - - - 2-Saturdays-2 - - - April 14-21
Then Lelperville, Pa., and 8 weeks in Jersey till July, then our route of
Top Fairs until middle of November. Can place

CONCESSIONS

Hankies of all kinds, Age and Scales, Hats and High Striker.

SHOWS

High-class Grind Shows. John Dempsy wants Geek who can glom. (Taddy, have big deal for you.) Tony Mason can place Girls for Revue and Dancing Show. Speedy Lunquist can place Drome Riders. Want Operator for Fun House, good deal. Marie LeDoux wants working Acts for Side Show. Monkey Show with or without equipment.

HELP

Second Men on all Rides. Must drive semis. Wives as Ticket Sellers.

Address **JOHN VIVONA**, P. O. Box 1562, Sumter, S. C.

WANTED FOR JAMES E. STRATES SHOWS

Side Show People. Can place feature Freak, also working Acts. Canvas Help, salaries guaranteed by office.
Opening in Washington, D. C., April 19.

Write **ART CONVERSE**

STRATES SHOWS

ORLANDO, FLA.

Phones 5-9176 or 5-8834

FOR SALE

1945 Chevrolet Truck, good condition, living quarters—two Roman Targets on trailer; one good Photo Machine—two size pictures; two 8x10 Tents with frames.

MRS. WAYNE REX

Phone: 2697 Pocahontas, Iowa

FOR SALE OR LEASE

Eli Wheel, 32 ft. Merry-Go-Round, Car Ride, transportation. Will sell separate. Takes \$1500.00 to handle lease deal. Organ 150 W, \$150.00. One 32 ft. Merry-Go-Round, used one season, extra nice, \$3500.00 cash. Call, wire or write quick.

C. A. GOREE

Ph. 167 P. O. Box 37, Azle, Texas

CONCESSIONS

Hanky Panks, April 2-8, during the annual Shrine Circus.

H. REED

Cincinnati Gardens Cincinnati, O.

WANTED

Active Partner or will sell Ferris Wheel & Kiddie Ride and book same free. Also for sale—1 set of Venetian Boat Swings.

SHAMROCK SHOWS

Little Falls, New Jersey

ROD LINK WANTS HANKY AGENTS

Opening March 30 in Detroit. No time to write—come on.

WANTED

Three Major Rides and three Kiddie Rides for
CENTENNIAL CELEBRATION, May 21-26

T. R. COMBS

TRI-TOWN FIRE CO. NO. 1
Piedmont, W. Va.

GOLD MEDAL shows

CAN PLACE FOR WILLIAMSON, W. VA., APRIL 2-7, FOLLOWED BY OUTSTANDING SPRING ROUTE AND 17 FAIRS

CONCESSIONS

Ball Games, Fish and Duck Pond, Basket Ball, Scale and Age, Hanky Panks of all kinds. Can place some P.C. if you have Hanky Panks.

SHOWS

Snake Show, Monkey Show, Class House, Fun House or any Grind Show of merit with own equipment.

HELP

Capable Mechanic with own tools, Help on all Rides who drive semis.

Contact **JOHN J. DENTON**, GOLD MEDAL SHOWS, Logan, W. Va.

Can place capable Ride Superintendent immediately for Joyland Park. Must be able to keep park rides in A-1 condition. Contact **MARSHALL L. GREEN**, JOYLAND PARK, Charleston, W. Va. Phone: Walnut 51531.

UNITED EXPOSITION SHOWS

LAST CALL—NOW—OPENING CLARKSVILLE, TENN., MARCH 29

Soldiers' Payday. Location: On Highway 41 West of Clarksville. Can place a few more Hanky Pank Concessions, such as Photos, Ball Games (have none booked), Novelties, Bird Pitch, Coke Bottles, Candy Floas and Frozen Custard. Want Nail Joint Agents (Carl Pierce, come on), also Ball Joint Agents. Want Man to run Fun House, also Snake Show. (Sandy, wire.) Need Second Men on Rides (all must drive Semis and stay sober). Address: **C. A. VERNON, MGR., CLARKSVILLE, TENN.**

WANTED EXPERIENCED CARNIVAL SECRETARY AND BOOKKEEPER
BOX D-199, Billboard, Cincinnati 22, O.

WANT AT ONCE
Experienced Ride Superintendent.
Show opens April 7.
F. C. BOGLE
Arma, Kansas

F. C. BOGLE SHOWS
OPENING SATURDAY, APRIL 7
Can place Hanky Panks, Kiddie Rides, Foremen and Second Men on all Major Rides.
F. C. BOGLE
Arma, Kansas

VALLEY EXPOSITION SHOWS CAN PLACE
Concessions of all kinds. Rides not conflicting. Address:
ROSCOE BOYD, Mgr.
Plaza Hotel Bldg., Harlingen, Texas

AMERICAN MIDWAY SHOWS WANT
Ferris Wheel Foreman and Ride Help for other Rides, also Electrician. (All must drive and stay sober.) Address: **Robstown, Tex., this week; Stock Show, Cuero, Texas, April 3-7; Strawberry Festival, Poteet, Texas, April 10-14.**

FOR SALE MINIATURE TRAIN, ALL ALUMINUM
Loaded on two-wheel trailer, track enough for park, engine, four coaches; very nice, bring tow car; \$1,500.00.
H. C. Swisher
Box 125, Caney, Kansas Phone 468

ELECTRICAL POWER CABLE
42 new 150' Reels—2 2 stranded 3-wire, rubber covered cable with male and female connectors, \$60.00 per reel. Lot \$50.00 per reel.
Atlanta Hardware Co.
93 Pryor St., S.W. Atlanta, Ga.
Phone: MAin 2457

WANTED 3 to 5 Rides
For 29th Annual Moose Lawn Party. One week in either June, July or August. What have you?
A. L. BYRD, Co-Chairman
Gravelly Waynesboro Co. Box 19, Waynesboro, Va.

WANT ROCK-O-PLANE FOREMAN
Due to sickness. Must be able to report to winter quarters now. Non-drinker and semi driver.
SUNSET AMUSEMENT CO.
701 N. Main Excelsior Springs, Mo.

RIDE FOREMEN!!
Thoroughly experienced in setting up and tearing down Rock-o-Plane and Caterpillar. Able to drive semis and have license. Sober and trustworthy. Good salary if qualify. Wire or call
MADRID SPARKS
577125
916 Bess Rd. Birmingham, Ala.

FOR SALE ALLAN HERSHELL SKY FIGHTER
Used but few weeks. Like new-condition. Save \$1,500.00. Address all inquiries:
PAUL A. GORMAN
Box 143 Talcottville, Conn.

THIRD ANNUAL CIVIL DEFENSE EXPOSITION

ONE OF THE LARGEST SPRING DATES IN THE COUNTRY. OPENING APRIL 11, WILLARD PARK, STATE & WASHINGTON STS., INDIANAPOLIS, INDIANA
 Can place following Concessions—Novelties, Sno, Pronto Pups, French Fries, Scales & Age, Diggers, Arcade, Derby, African Dip, Punk Rack, Basketball, Balloon Darts, Huckley Buck, Coke Bottles, Fish Pond, Long Lange, Hoop-La, Archery, Shiv Rack, Cork Gallery, String Games, Hi-Striker, Jewelry Pitch Concessions, Gadgets, Coils, Cards, Auction. Concessions listed have not been booked as yet. Space is limited. If interested, call, write or wire
PAUL MILLER
 1006 FLETCHER AVE. INDIANAPOLIS, IND.
 Phone: Melrose 4-8551 before 6 p.m. and Melrose 2-1978 after 6 p.m.
 Can also place reliable Agents. Joe Axel, call me.

PENN PREMIER SHOWS

LAST CALL—in City Limits of—LAST CALL
PETERSBURG, VA., Saturday, March 31. (Big Army Pay Day)—2 Saturdays
 CONCESSIONS: Can place Custard, Jewelry, Derby Racer, Short Range, Glass, Fish Pond, Duck Pond, Novelties and any other legitimate Concessions. Can place some P.C. if you have Hanks Panks.
 SHOWS: Can place immediately Manager for Monkey Drome. Everything ready to go. Colonel Jeffries can place Freaks to feature for big Side Show. Can also place any other good Shows not conflicting.
 RIDES: Can place Caterpillar, Flyplane or Scooter. Can give you real good proposition. Interested in buying good used Rockplane. Must be in perfect condition.
 HELP: Can always place good, sober, reliable Ride Help. W. Fritz, scenic artist, contact me immediately, very important. All mail and wires to
LLOYD D. SERFASS, PENN PREMIER SHOWS, Petersburg, Va.

WANT FOR SAVANNAH, GA.

OPENING APRIL 12
 Pope Pius School grounds, in town, Quantico, Va., week April 30. Four big pay days, Marines, Officers, Civilians and Women Checks.
 Rides not conflicting. Shows of merit and strictly legitimate Concessions. Open house, no grift. Also opening Sunset Lake Park, May 15, Deep Creek, Va., 8 miles from Norfolk, 7 miles from Portsmouth, 10 miles from Suffolk and 20 miles from North Carolina line. Played to 265,000 people last year. Everybody works on commission basis. Wire, write
BARNEY TASSELL SHOWS
 General Delivery or Western Union, Savannah, Ga.

RIDE HELP WANTED

OPEN APRIL 6, SPRING GROVE & COLERAIN AVES., CINCINNATI, O.
 Foreman for Merry-Go-Round, Foreman for #12 Eli Wheel, Foreman for S & S Swing, Second Men on all rides. Must be licensed truck and semi drivers. Useful Help in all departments, Agents for office-owned Concessions.
LEE BECHT SHOWS
 P. O. Box 92, Mt. Healthy 31, Ohio Phone: Jackson 1-3686
 P.S.: Elmer Putney, let me hear from you at once.

BILL HAMES SHOWS

BIG ABILENE DIAMOND JUBILEE
APRIL 7 THRU 14, ABILENE, TEX.
 CONTACT: BILL HAMES, MGR., P. O. Box 1377, Fort Worth, Texas
 Phone: Northcliff 5512. After April 1 new number will be Market 6-5512

Want—AMERICAN BEAUTY SHOWS—Want
—OPENING DE SOTO, MO., APRIL 11—
 SHOWS: Monkey Show and Girl Show (Joe and Betty, answer). CONCESSIONS: Can use some Hanks Panks, especially Short Range. RIDE HELP: Foremen and Second Men on Ferris Wheels and Merry-Go-Round. Second Men on Tilt-a-Whirl and Rock-o-Plane. Must drive and have Missouri chauffeurs' licenses. COOK HOUSE HELP: Peaches Tooley wants Griddle Man and all round Cook House Help. AGENTS: Man to take charge of Bingo, also Long Range Gallery, Ball Games, Bear Pitch and Pea Pool. Winterquarters now open. Plenty of parking space for trailers.
All replies H. W. BARTHOLOMEW
 BOX 29, PERRYVILLE, MO. (Phone: Old Appleton 2116)

C. A. STEPHENS SHOWS

WANT FOR LAKE CITY, FLORIDA
 Concessions working for stock, Photo Gallery, Long and Short Range, Balloon Store and Custard Machine. SHOWS: Place any worth-while Grind Shows.
 MULBERRY, FLORIDA, THIS WEEK.

SAMMY LEWIS
\$100.00 REWARD
 For location of Girl Show—Spider Boy Sammy. Last with Jake Moore, Moore's Modern and Blue Ribbon. For reward call collect.
GEORGE TURNER
 Phone: Victor 3-9888, Oklahoma City, Okla.
 1115 HEMSTEAD PLACE OKLAHOMA CITY, OKLA.

GREAT NORTHERN SHOWS
WANT FOR COMPLETE SEASON
 Rides—Rolloplane, Coaster, Comet or any high or new ride not conflicting. Shows—Fun House, Glass, Snake, Animal, 5 or 10-in-1, Miniature, etc. Will place for 5% above committee money. Can place a few more legitimate Concessions—we book only one of a kind. Opening May 8, Escanaba, Mich., under strong auspices. All Fairs and Celebrations from the 4th of July until closing in Upper and Lower Michigan. Contact **EUGENE W. SKERBECK, Mgr.**, Dorchester, Wisc., until April 8; then Box 218, Escanaba, Mich., or **PAUL PITTMAN, Gen. Rep.**, Ruskin, Florida.

RALEY BROS.' EXPOSITION
WANTS FOR PARRIS ISLAND MARINE PAY DAY, BEAUFORT, S. C., APRIL 2-7
 Followed by choice lots in Charleston and Columbia, S. C.
 Can place any Shows with or without outfits. Stock Concessions all open. You will get your B. R. here.
HAROLD RALEY, Mgr.; **ESTHER RALEY, Secy.**; **FRANK DICKERSON, General Agent.**
 All replies to Ridgeland, S. C., this week.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANT FOR BIG OPENING—APRIL 14, GREENVILLE, S. C.
AUSPICES SERTOMA CLUB
 SHOWS: Monkey, Mechanical, Fun House, Glass House or any Grind Shows.
 CONCESSIONS: Hi-Striker, Hoop-La, Cork Gallery, Balloon Darts, Diggers, Nut Bar, Custard, Age and Weight, Long and Short Range Galleries, Jewelry Sales and Spindle, any Hanks Panks.
 RIDE MEN: Ferris Wheel Foreman and Second Man, must drive semi. Man to handle Front Gate and Light Towers. Ride Superintendent who does not drink or tolerate drinking. Address:
JOHNNY T. TINSLEY, MGR.
 22-A E. COURT ST., GREENVILLE, S. C. (PHONE: 3-0436)

BLUE GRASS SHOWS

OFFICIAL OPENING 1956 SEASON, OWENSBORO, KY., Thursday, April 19

CONCESSIONS

Hanks Panks, Prize-Every-Time Games of all kinds.

HELP

Foremen and Second Men for all Major Rides, Wheel, Octopus, Rolloplane, Titawhirl, Rockplane and Merry-Go-Round. Operator for Glass House mounted on trailer. All must be licensed semi drivers.

RIDES

Will book for season good set of factory-built Kiddie Rides, such as Kiddie Auto, Boats, Sky Fighter or any Kid Ride except Trains, Bulgy and Hobby Horse.

SHOWS

Will book any good Grind or Bally Show with own transportation and equipment.

CONCESSION HELP: Men to up and down Concessions. Must be licensed semi drivers. Good pay and treatment to all Concession Help. All Concession Help reply to **Wm. O. Parrott, 1314 Carmen, Phone 875483, Tampa, Fla.**

Show will leave Largo, Fla., Winter Quarters for Owensboro, Ky., Monday, April 9. All wires to
C. C. GROSCURTH, BLUE GRASS SHOWS
 WINTER QUARTERS, FAIRGROUNDS, LARGO, FLA., OR PHONE TAMPA, FLA., 749362

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

MIDWAY OF MIRTH SHOWS
OPENING APRIL 7—TWO SATURDAYS
JONESBORO, ARKANSAS
 Want Electrician, Ride Help that drive, Concessions, Hanks Panks, Slum Stores of all kinds.
 3111 East Nettleton Rd., Jonesboro, Ark.
 Phone: Webster 2-8274

LAST CALL
OPENING APRIL 9
 Want Merry-Go-Round Foreman and Second Men on Tilt, Octopus, Merry-Go-Round and Spiffire. One good Mechanical or Side Show. No Girl or Athletic Show. Want Popcorn and Peanut for the season. Can use a few more Hanks Panks. Winterquarters now open in Turrell, Ark. Can phone me till March 30 at Plano, Ill., 8-5693. John, Lee, Olie, Tex, let me hear from you. **CARL BURKHART, Burkhardt Shows, Turrell, Ark.**

WOULD LIKE TO SWAP
 24 ft. Concession Trailer (holds two concessions) for portable Long Range Shooting Gallery.
E. L. SMITH
 Box 177 Pacific, Missouri

CATERPILLAR DIESEL GENERATING PLANT
 75 kw. 60 cycle, 220 volt, custom built in Fruehauf trailer, very good condition, \$3,500.00 cash. This is a real buy. Also 1947 Dodge Tractor, 5 speed transmission, and 1946 Chev. Tractor, will sell cheap. **MRS. M. KLENKE, 3314 Harold, Saginaw, Mich.** Phone: 2-2381.

PARADA SHOWS
New Booking for 1956
 Shows—Rides—Concessions.
 Have 4th of July open. July 26-27-28 near Kansas City, Mo. First week in August open. Have September 24 till November 11 open.
H. C. SWISHER
 Phone 468 Caney, Kansas

THOMAS *Lands* **Shows**

WANTED AT ONCE
 Girl Show Operator with wardrobe or will book complete Girl Show. Also Operators for other Shows. Want Tattoo Artist and Acts for Side Show. Can place Hanks Panks of all kinds and legitimate Concessions. Want Ride Men who drive semis; Wives can sell Tickets. Want Carpenter who can build.
All Wire: L. I. THOMAS, Mgr.
 CIRCLEVILLE, OHIO

CENTRAL STATE SHOWS
Winter Quarters Now Open
Show opens Great Bend, Kan., April 23. Then Dodge City, Kan., Boot Hill Celebration
 WANT: Shows with own equipment—all open except Girl and Side Show. CAN PLACE: Ride Help on Spiffire, C-Cruise, Twin Wheels, Coaster and Kid Rides. WANT: Hanks Panks, Lead Galleries, Basketball, Bird Pitch, Coke Bottle, Novelties, Knife Rack, Arcade, Roman Target, Add Up Dart, etc.
 Doc Steinbeck wants Agents for Age, Scale and Hanks Panks.
 Scooby Moser wants Agents for Pitches, Bear, Dog and Monkey, also Milk Bottle and Penny Pitch or will frame Concessions to suit capable Agents. All Concessions new. This Show has 18 of the better Fairs and Celebrations.
 FOR SALE: Tangley Callope, just reconditioned.
W. W. MOSER, Mgr., Hazelton, Kan., Winter Quarters

WANTS STAR AMUSEMENT CO. WANTS
OPENING APRIL 14th
 Nice Cookhouse. W. L. Borrow, write. Photos, Bingo, Ball Racks, Hankies of all kinds. Jack Cook, did you receive letter?
 Any Show EXCEPT GIRL SHOW. Can use Athletic Show for couple weeks or so at start. We have plenty rides, but can use good A #1 Wheel Man, Long Arm Octopus Man, Tilt Man, Second Men also. All must be able to furnish chauffeurs' licenses and drive semis.
 This Show will play Arkansas and Missouri with best route ever before. I have three Strawberry Festivals in Arkansas with big crop at each one.
Write, wire or phone B. E. MILLER, Bald Knob, Ark.

HELLER'S ACME SHOWS
Open April 1, 10 Days, Hoboken, N. J., 3d & Monroe St., center of business district
 Want man to manage high-class, modern Custard Wagon, formerly owned by Sol Wanish. Want Concessions of all kinds for this spot. Want Ride Help on Spiffire, Whip, Chairplane, Kiddie Rides; top salaries to all.
 NEWARK, N. J., NEXT, THEN PATERSON, N. J.
 All contracted with this show contact
HARRY HELLER
 Winter Quarters: Franklin Ave., Franklin Lakes, N. J., or Phone Wycoff 4-0333M

JAMES E. STRATES SHOWS
FAT SHOW wanted. Can also place about two Grind Shows and one more String Show and South American Dancing Show. Can place Tractor Drivers, Ride Foremen and other useful Show Help. Will book Rides that do not conflict and will furnish wagons for all Shows and Rides. We have 14 fairs starting first week in August. Show opens April 19 in Washington, D. C. Address all replies:
JAMES E. STRATES SHOWS, INC.
 WINTERQUARTERS, P. O. BOX 55, ORLANDO, FLORIDA.
 Phone: Orlando 8-9176 or Orlando 8-8834.

MERCHANDISE

Amazing Cel-Max Jewelry Offer

WHILE THEY LAST
Popular styles . . . top quality . . . Every set an astonishing bargain. Sell at terrific profits!

Send out Sparkling Stones

High style Earrings Bracelet & Necklaces

Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box! Entire stock priced to close-out at sensational reduction! Stock up NOW—cash in all year! Write for famous CEL-MAX Bargainteer for other specials!

\$12.00
DOZ.

Cel-Max, INC.

582 SO. MAIN ST. • MEMPHIS, TENN.

PLAY PRANKS ON YOUR FRIENDS CAN BE SERVED OVER AND OVER AGAIN

AN ICE CUBE WITH A REAL BUG INSIDE IT



BUG IN A SHOT GLASS
A real bug inside



Order from your Distributor, Jobber
Samples, 50c each

LIBO PLASTICS CO., 4677 N. 45th Street, Milwaukee 16, Wis.

MERCHANDISE TOPICS

Eder Vacuum Cleaner Company, 13345 Livernois, Detroit, has what it calls a top offer for salesmen—Electrolux model 30 vacuum cleaners, complete with all attachments, which it says look and work like new. Each is individually boxed and carries a one-year guarantee. A sample-if \$25.50. In lots of six they are \$23.50 each, for 12, \$21.50, and 50, \$20 each. Write for the free catalog.

If you need plaster items or television and bingo lamps, keep Pellegrini Bros., 614 Moosic Road, Old Forge, Pa., in mind. This firm is prepared to give fast delivery and keep freight costs down by shipping from its closest location.

Harris Novelty Company, 1102 Arch Street, Philadelphia, is introducing a new mouse hat at what it says is a new low price. This is the regular felt beanie with mouse ears. Each hat has a large white M in its center. Harris offers them at \$3.50 per dozen and \$39 per gross.

A new type snap-a-part interlocking beads are offered the trade by Customcraft Jewelry Manufacturing Company, 26 Custom Street, Providence, R. I. Because of the interlocking feature, the necklace becomes a choker or bracelet without restringing. Calling it today's profit maker, Customcraft has the necklaces and matching earrings at low dozen prices and lower gross prices.

U. S. Industries, 5959 Venice Boulevard, Los Angeles, is offering a sizzling steak platter and hardwood carrying tray to premium users. Along with it the company has a roast-n-serve platter with well and tree and hardwood car-

rying tray. The platters are available in four sizes, 7½x10½ inches, 8x13 inches, 9½x14½ inches and 12½x19½ inches. Both items are cast of the Alcoa aluminum.

Demonstrators, pitchmen, etc., seeking a new item should write to M. Malman, 25 Hollywood Street, Asheville, N. C. Calling it the fastest selling quarter item today, the firm says its pamphlet can be sold anywhere without a licence. Title of the pamphlet, which is put up in a flashy envelope, is "The Rise and Fall of Juvenile Delinquency." One dollar gets you 10 of them.

Naming it Barr Flash, Barr Rubber Products Company, Sandusky, O., appeals to street men and carnival men to try their new line of balloon products. The No. 26 is round with mottled colors. No. 560 carries in assorted knobblies and spirals and inflates up to 60 inches. No. 12H is a large mouse head, and No. 11 features an all over star imprint with red, white and blu. for patriotic holiday sales.

Myrlo Company, 2168 West 25th, Cleveland 13, has announced its latest string pennant, called Pennette. Each individual pennant is 18 inches long and is fixed to a sturdy cord 100 feet in length containing 124 Pennettes in six colors. Offered for \$4, Myrlo Company will give a discount on orders of three or more.

A new bola tie is being shown by New Mexico Desert Scenic Stone Jewelry, 6704 "Wood Drive, N. W., Albuquerque. A braided, leather like plastic thong has gold plated tips and slip on which is set a colorful desert stone. Write the firm for quantity prices.

PIPES FOR PITCHMEN

By BILL BAKER

FROM CHICAGO . . .

Douglas St. John pens, "Some good news—Henry's Good Food Bar, which was located in Springfield, Ill., for many years, lost their lease a year ago. This was a jolt to everybody who made the fair this year, because Henry always had the welcome mat out for anyone who 'was with it.' He stayed open to feed all of us until the wee hours of the morning. The good news is this: He has a new spot at 1001 W. Jefferson St., Springfield. It's new and modern but it is still manned by the same old crew—Harry and his son. I'm looking forward to the fair this year, and the opportunity to renew some old acquaintances. There are quite a few pitch joints in Chicago. The Coffey sisters, June and Marsha, are getting lines on the Mouli Salad Maker. It's still a little cold to work Maxwell Street but the boys are getting ready. How about a pipe from Red McCool and the Hallerans."

BROTHER . . .

what a flock of chatter we could record here some week if we received only one pipe from each of the guys and gals who were seen working the recent Cleveland Home and Flower Show. Let's hear from you.

WHAT DO YOU THINK? . . .

was sent along with the following note from M. L. (Pat) Fogerty: "You have been writing a lot about these items lately. Someone also said that they were going to manufacture them. Evidently somebody has been on the job in Germany as Thorsen's get them there." You're

right—the enclosure was an ad for the much-publicized Seven-in-One Scope.

PETE NITNEY SAYS . . .

"Good humor will sometimes conquer ill humor, but ill humor will conquer it oftener; and this plain reason, good humor must operate on generosity; ill humor on meanness."

RED MCGEE . . .

pipings from Birmingham, says that he recently saw the porcelain plant that C. B. Pearson has in that city in which he turns out the cylinders for his "New Rocket" coin. McGee thinks that Pearson could help many of the boys who might be experiencing a porcelain problem.



36" CLOWN

- Of Taffeta & Rayon Cloth
- Full cut body
- With bell
- Cotton stuffed
- Pileofilm Bag

\$12.00

Despite dozen rising costs we are holding the same low, low price line.

SPECIAL PRICES TO QUANTITY USERS! MANY OTHER LOW PRICED VALUES!

FOB N.Y.C., 25% Deposit, C.O.D. If not rated, FREE 32-pg. catalog.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

BUY WHOLESALE
Save up to 50% on BIG NAME MERCHANDISE!

Send 50¢ Coin or Stamps for Catalog. Same Refunded With First Order.

GALENTINE COMPANY
Dept. B
519 E. Jefferson, South Bend 17, Indiana

LITTLE ATOM

World's Smallest Pistol
COMPLETE WITH RAMPAGE AND YOUR CHOICE OF LEATHER, HOLSTER OR BLANKS



Dealer's Cost . . . \$12.00
List . . . \$1.95 ea.
Actually shoots blanks with terrific report . . . sells on sight with a bang!
DISPLAY CARD MOVES 'EM FAST

- HOUSE TO HOUSE MEN
- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make That "Easy Buck" with these sensational values
\$39.95 List Large 12" Electric SKILLET with Westinghouse Thermo.
\$7.50 ea. in Lots of 6 Sample \$8.25

G.E. Equipped COOKER-FRYER
Large 6 Qt. Capacity
\$39.95 List \$6.75 ea. in Lots of 6 Sample \$7.25

All Mds. UL approved and guaranteed by Good Housekeeping—All Orders C.O.D.—
DANAL SUPPLY
1228 Vine St. Cincinnati, Ohio
Phone: MAIn 1-9114

Costume Jewelry Manufacturer

OFFERS THIS "ONCE IN A LIFETIME" OPPORTUNITY!
Now, at last, you can be your own distributor in the lucrative Costume Jewelry Business.
NO INVENTORY! NO INVESTMENT! Use our 48 page illustrated catalogue of over 150 exclusive items which we manufacture! Imprint your name and contact the numerous retail outlets in your vicinity such as Variety, Drug, S. & B., Department Stores, Concessionaires, Auctioneers, Mail Order, Party Plan Club, etc.
If you prefer, we are making a special offer of a sample line consisting of assorted items at a cost of \$25.00 to you. We include a sample case FREE! There is a MONEY BACK GUARANTEE with this offer!
SEND FOR SAMPLE LINE OR FREE CATALOG!
PACKARD JEWELRY CO.
48 West 35th St. New York City

HAWAIIAN 'TI' PLANT LOG

Place the Log in Water and Watch the Green Leaves Grow
PITCHMEN SOLD OVER 1,000,000 LAST YEAR!
Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!
"TI" logs grow — by themselves — into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.

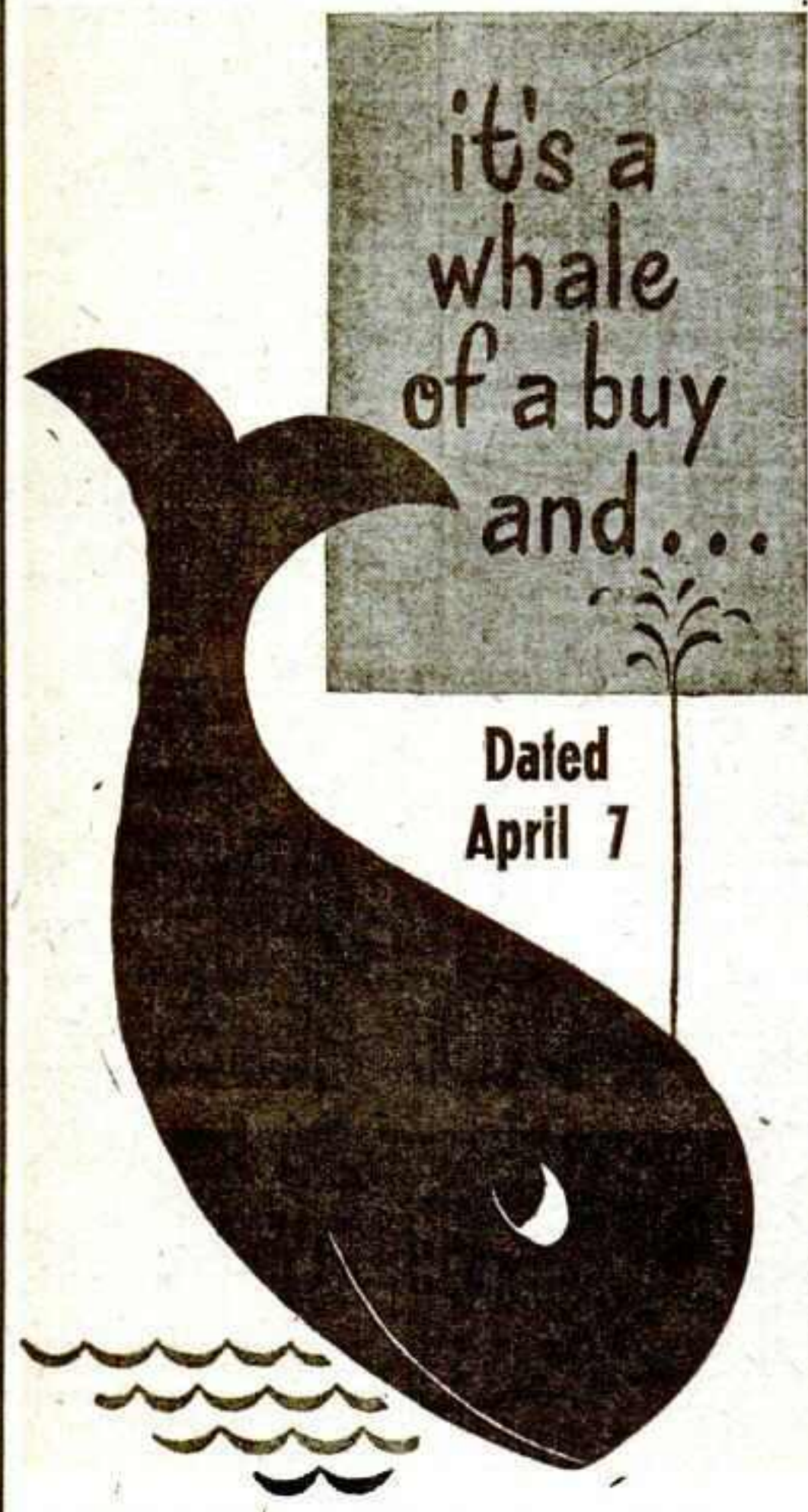
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2126 BOYER SEATTLE, WASH.

The FAMOUS Geneva
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AT THE NEW LOW PRICE
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FRIDAY, MARCH 30

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1564 Broadway
PLaza 7-2800 | CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-8761 | ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443 | HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831 |
|--|---|--|---|---|

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list only. If you are having mail addressed to you in our office, look for your name each week. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Adams, Mike
- Adams, Wm. Peter
- Allen, Bennie
- Allen, Frank
- Allen, Kenneth
- Allen, Roy
- Anderson, Charlie
- Andress, Frank
- Angel, Julie Marie
- Arthur, Johnny
- Asher, Blanche & Mrs.
- Augsburg, A. W. & Mrs.
- Austin, Tommy
- Ayer, M. C.
- Baker, Louis
- Baker, Roy M.
- Barbee, Bill
- Barfield, Willie
- Barhill, Kader B. or
- Beamer, Robt.
- Beaverbrook, Lord
- Bennins, Jack
- Bergen, Harry (Slim)
- Berryman, Lionel
- Bordman, Ernest
- Borrer, W. L.
- Boas, John A. (or
- Boucher, Eddie
- Boudreau, Art
- Boyd, Bill
- Bradley, Lee
- Brady, Henry B.
- Branboks, Jake
- Bremenian, N. C.
- Bridgea, Jack
- Brinn, Deana Mae
- Browning, Armon
- Bryan, James
- Buckley, Mrs. Madge
- Bullock, W. H. (Blacks)
- Burns, Ray
- Butter, Clyde
- Calk, Tommy
- Camp, John & Mrs.
- Camp, Mrs. Sie
- Carter, K. G.
- Carey, Thos. F.
- Carr, Wayne
- Carver, Ella (Diver)
- Chapman, Mrs. Keith
- Chumas, Tony & Mrs.
- Clark, Alton
- Cole, F. Smokey
- Colletta, Louis Joe
- Congo, Chief
- Conrad, Joyce A.
- Cooke, James Kindell
- Cooke, Nancy
- Copeland, Bill
- Copeland, (Monkey Drome)
- Cortez, Rita
- Courtney, John Wm.
- Crawford, James
- Cunningham, Anthony
- Curtis, Hannah
- Dale, Bill
- Dancer, Wm.
- Davidson, A. B.
- Davis, Clyde
- Davis, Julie
- Davis, Larry C.
- Davis, Russell M.
- Davis, Sandy
- Delano Jr., Buddy
- Delgado, Chick (or
- Demetro, Johnis
- Demster, Fran
- Denton, Ace
- Dickens, Patrick
- Dickerson, Mary
- DiCorie, Mrs. Verda
- Dierck, Albert
- Dodson, R. L.
- Douglas, James
- Duncan, C. R.
- Dunn, Orville
- Durham, Red
- Dusley, Wm.
- Edwards, Mr. Alvice
- Ellington, Edgar
- English, Mrs. W. H.
- Evans, T. A. & Mrs.
- Ewing, (c/o Mabel Reid)
- Ferrell, James
- Fletcher, Harold
- Fisher, Geo. (from
- Flake, James & Mrs.
- Foley, Tom
- Folts, Earl B.
- Ford, Pat
- Forkum, Mrs.
- Freeman, Jim
- Friedman, Eddie
- Fullerton, Dewey
- Furst, Mrs. Gladys
- Gadis, Glen & Mrs.
- Gallagher, Jack
- Gambino, Johnie
- Hangarter, (Grl Show)
- Gazell, Edw. W.
- Gibson, Florence L.
- Gibson, Bennie
- Gilchrist, Allan
- Goldub, Harry (Press
- Green, Ralph E. (Rudy's Circus)
- Hale, Frank J.
- Hall, Duke & Peggy
- Hall, Earl Emerson
- Hammonds, Dallas R.
- Hangerfer, A. F.
- Harbin, Frank
- Harris, Frank & Kitty
- Hendrix, Harold Red
- Hendricks, Cecil
- Hensley, Arville F.
- Hensley, Elmer Lee
- Herbert, Roy
- Hicks, Bobby
- Hille, Al (Sign
- Hitchman, Roland
- Hoffman, Mrs.
- Hoge, Mack
- Holstead, Arthur
- Howells, Red
- Fultz, Fred (Agent)
- Hunter, Tex &
- Jackson, Geo.
- Jackson, Raymond
- Jackson, Edw.
- Johnson, Barney R.
- Johnson, Chas. (Buckete)
- Johnson, Michael R.
- Johnson, Patricia
- Johnson, Mr. Marion
- Jolly, Alfred C.
- Juliano, J.
- Kakefrak, Frank
- Kane, Candy
- Kean, Frank G.
- Kelley, Owen
- Kilpatrick, Scotty
- Kinko
- Klein, Seymour
- Kollen, Henry
- Kridello, Mrs. Lillian
- La Barr, Babe
- La Londe, Lawrence
- La May, Barbara
- Lane, Murray
- Lason, Avril George
- Lee, Robert
- Lee, Tony
- Le May, Barbara
- Leonard, Bobby
- Lester, Donald P.
- Lewine, Charles E.
- Lewis, Art (Shows, inc.)
- Lewis, Daniel M.
- Lewis, Wanda
- Lipko, Jerry
- Looney, Duke
- Luckette, Billy G. (scale)
- Lund, Freddy (Lucky)
- Lynn, Jackie (Jade)
- McAlister, Tate
- McCaray, Mac (ride boy)
- McCarthy, R. (animal show)
- McClain, O. C. Heavy
- McCormick, Trixie
- McGee, James
- McGinnis, Cleburn
- McKee, Robert A.
- McMurtrey, Bill
- (Round-Up ride op.)
- Magic Empire Shows
- Maier, Barth S.
- Mann, Robert
- Manning, Mrs. Ennis
- March, Curly
- Marquis Family
- Marshall, Leonard
- Marshall, Mrs. Ruth
- Martin, Earl
- Martindale, W. H. (Tiny)
- Martinus, Jack
- Mason, Bill
- Mayer, William
- Mayman, Gil
- Meadows, Mrs. D. D.
- Medlin, Ralph
- Merrill, Bob
- Mertz, Ray E.
- Meyer, W. J.
- Miller, Little Joe
- Mitchell, Billy Steve
- Mitchell, George
- Mohr, C. E. & Donna
- Mohr, J.
- Morin, Henry J.
- Mort, Joseph
- Morton, Mrs. John
- Muller, Paul
- Murphy, R. F.
- Napier, Gloria
- Nicholas, Novello
- Novello, Reno
- O'Neil, Jas.
- O'Riley, Jerry
- O'Brien, William
- Odom, Floyd T.
- Ogle, Grady E.
- Olsen, Osmond E.
- Owen, Jackie
- Owens, Mrs. Buri
- Palmer, Dick
- (George Palmateer)
- Parker, John L.
- Patent, Thelma
- Patrick, Judith
- Patty, Thomas
- Pearman, Mike
- Perry, Charles Calvin
- Peyton, Pat
- Phillips, Connie B.
- Phillips, Tiny
- Pierson, Lionel A.
- Pinson, James P.
- Porteous Jr., George
- Powell, C. Clint
- Price, Wesley R.
- Purvis, Jay
- Putteet, Mrs. Wayne
- Qualles, Tom (Dorothy)
- Qualles, Mrs. Emma (ride
- magazines 12)
- Qualles, Mrs. Knox
- Ramboe, Russ
- Remlinger, Mrs. Hazel
- Reno, Benny
- Ristic, Johnny E.
- Rondell, Ronda
- Runnower, A. T.
- Russell, Robert
- Rusty & Emma (ride
- owner)
- Sanders, Alfred J.
- Schafer, Carl Freddie
- Schmidt, Charles
- Schuster, Julius
- Settle, Polly (Pamela)
- Shankie, Floyd M.
- Sherman, E. (Red)
- Singer, Jack
- Soldino, Joe
- Spencer, Charles
- Stanley, Benie B.
- Star, Hedy Jo
- Steinburge, Mrs. Billy Joe
- Stern, Mrs. Elton
- Stewart, A.
- Stewart, Charlie
- Stewart, Joan
- Stockton, Fred
- Strickland, Myrtle
- (Carolina)
- Strang, Irving L.
- Strother, J. B.
- Stuibler, H. G.
- Summers, Jimmy
- Sunnall, Thomas H.
- Sutton, Ann (trick rider)
- Swan, Walter L.
- Swank, Harry E.
- Tattoo Sandy
- Taylor, Carl Kirk
- Taylor, Charles & Vivian (brnze Mannaquins)
- Taylor, Shirley
- Templeton, Ralph E.
- Thomas, Ben (circus agent)
- Thompson, Bill

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Thomson, Mrs. Jackie
- Todd, John W.
- Towner, Tom
- Vanmeerten, Richard
- Vannerson, Mrs. Juanita
- Venus, Bunny
- Wadsworth, Opal F.
- Wald, Frank
- Walls, E. A.
- Walsh, Earl
- Walsh, Toby Mike
- Wandol, John
- Ward, J. Robert & Juliene
- Washburn, Huck
- Washam, Don
- Wason, Mrs. Mitchell J.
- Waters, Betty (Wheeler)
- Weish, Mrs. Lester
- Wendell, Max Gordon
- Westfall, Wm. Boado
- Whitfield, James
- Wilbur, Henry O.
- Wiler, Dave (gay New Orleans)
- Williams, Mrs. Gene
- Williams, Ray (Show)
- Wilson, Johnny
- Robert
- Winfield, Harry (Red)
- Witman, E. H. (Gene)
- Witt, Charles
- Womack, Mrs. Helen
- Wright, Buddy
- Wurster, Arthur E.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Allen, E.
- Ames, Abe
- Brooks, Mae F.
- Dahlberg, Gilda
- Davis Jr., Harry B.
- De Rizzio, Gayle
- Farley, Leonard
- Fox, Cuning
- Geiger, Rose
- Green, H.
- Greenburg, Joel A.
- Grossman, Maris
- Hall, Leonard
- Hopper, Vernon
- King, Rex
- Kirchoff, Mary E.
- La Mare, Grant
- Lynn, Jackie
- Marlowe, Jeff
- Miller, Larry
- Miller, R. E.
- Newman, Leon
- O'Brien, Wilmer J.
- Pike, William
- Pony, Wons G.
- Proctor, Mary C.
- Provencher, Lucien
- Reese, Lee
- Ryan, John A.
- Ryan, Margaret
- Schwartz, Laura
- Stanley, Frank
- Van R. Sutton, Vivian
- Trautman, Anne
- Van Aken, Alexander
- Whitner, Kenneth
- Williams, Red
- Woffy, W. L.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Allen, James C.
- Barfield, Willie (Coat)
- Bierback, Frank
- Clewis, John M.
- Crawford, Charles
- De Laney, Mr. & Mrs. Ira
- De Mitchell, Otto
- Edwards, Charles I.
- Floyd, Don & Heidi
- Griffin, Mrs. Ray
- Hannagto, Lora
- Jamison, Jimmy
- Jamison, Betty
- Jenkins, Frank F.
- Kernes, Harry A.
- Kriel, Lois Jean
- Kayda, Al
- Marx, Carl
- Sprick, R. C.
- Stewart, Frank
- Outten, Bill
- Shepard, James W.
- Shaffer, Mrs. Lee
- Wall, James M.

1,000's of Dozens of \$1.00 to \$1.25 Toys

SPECIAL \$5.75 Doz.

Order 3 doz. Assorted Selections of Samples, including Mr. or Mrs. Potato Head, Rig-a-jig, Disney Games, Sewing & Embroidery Kits, Doctors' & Nurses' Sets, Trucks, Trains, Planes, Dolls, Paint Sets, Horseshoes, & many other popular toys. SAMPLE DOZEN, \$6.25.

TOY CATALOG ON REQUEST

Send for FREE 96 Page Name-Brand Catalog

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1112 S. Wabash Ave., Dept. B-D
Chicago 5, Illinois

HOTTEST ITEMS GRASS SEED

In 5-lb. plastic bag
95c per bag in lots of 6

WET PAK SHAMMY

\$6.00 per doz.
\$5.40 in 6 doz. lots. Sample \$1.00 ea.

\$39.95 12-inch Westinghouse Ther-Automatic Skillet.
\$7.50 each in lots of 6
Sample \$8.50.

25% dep., bal. C.O.D., F.O.B. Chicago warehouse.

STAR SALES CO. 1391 Milwaukee Av. Chicago 22, Ill.

PDQ - World's Greatest PHOTO BOOTH CAMERAS

Dependable — Efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

PDQ CAMERA CO. 1844 W. Cortez Chicago 22, Ill.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, Nail Gum Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ALCME PREMIUM SUPPLY CORP.

1111 South 12th St. St. Louis 4, Mo.

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Two Flashy Items
PORTABLE ELECTRIC CHROME HOT PLATE
"LITTLE TRAVELLER"
FOLDING ELECTRIC IRON

Guaranteed for 3 Years
Sample\$2.75 ea.
1 doz. 2.50 ea.
Shipped Postpaid

Two Flashy Items
PORTABLE ELECTRIC CHROME HOT PLATE
"LITTLE TRAVELLER"
FOLDING ELECTRIC IRON

Guaranteed for 3 Years
Sample\$1.75 ea.
1 doz. 1.50 ea.
Shipped Postpaid

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2332 Powers Way
Youngstown 2, Ohio

PDQ - World's Greatest PHOTO BOOTH CAMERAS

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Also portable cameras. Write for details.

PDQ CAMERA CO. 1844 W. Cortez Chicago 22, Ill.

PDQ - World's Greatest PHOTO BOOTH CAMERAS

Dependable — Efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

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PDQ CAMERA CO. 1844 W. Cortez Chicago 22, Ill.

NEW 18" PENNETTE

100 feet only \$4.00 pptd.
124 PENNETTES
6 Bright Colors

Satisfaction Guaranteed
Discount on 3 or more

MYRLO COMPANY

2168 W. 25th, Cleveland 13, O., Dept. B

HEART DISC CLOVER NECKLACES

\$16.50 Gross and up

Miller Creations

Originators of the All-Aluminum Idents.
7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS
Phone WATERfall 8-8855

DAY AND NIGHT SERVICE

SALAD SERVER SETS, FORK AND SPOON WITH 4 SHAKERS. SILVERLIKE FINISHED HANDLES, ASST. COLORS\$14.40 DZ. IN WHITE WITH GOLD FINISH\$15.40 DZ.

SILVER LIKE FINISH CREAMER, SUGAR AND TRAY\$12.00 DZ.

LARGE SALAD BOWL WITH FORK AND SPOON WITH SILVER LIKE FINISHED HANDLES\$2.60 EA.

3 PC. HOSTESS SETS:
4 PLACE MATS, 4 NAPKINS AND 1 TEA APRON\$13.90 DZ.

PLASTIC COVERED HASOCKS WITH SPRINGS\$3.40 EA.

Write for FREE Listing
OPEN SUNDAYS

C & G SALES

1180 Milwaukee Ave., Chicago 22, Ill.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

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1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, Beauty, Big Time, Bright Lights, Bright Spot, Coney Island, Dude Ranch, Frolic, Gayety, Gaytime, Hi-Fi, Ice Frolics, Miami Beach, Palm Beach, Spot Lite, Surf Club, Variety, Yacht Club, 400, Golden Nugget) and GOTTIEB (Chinatown, Diamond Lil, Flying High, Grand Slam, Guys & Dolls, Hit 'N' Run, Lady Luck, Pin Wheel, Poker Face, Quartet, Queen of Hearts, Skill Pool).

Table with columns: HIGH, LOW, Mean Average. Rows include UNITED (ABC, Cabana, Circus, Havana, Hawaii, Leader, Manhattan, Mexico, Nevada, Pixie, Rio, Singapore, Stars, Tahiti, Triple Play, Tropicana, Tropics) and WILLIAMS (Big Ben, C. O. D., Dealer, Grand Champion, Hayburner, Lazy Q, Screamo, Struggle Buggy, Thunderbird, Times Square, Twenty Grand).

Table with columns: HIGH, LOW, Mean Average. Rows include WILLIAMS (Big Ben, C. O. D., Dealer, Grand Champion, Hayburner, Lazy Q, Screamo, Struggle Buggy, Thunderbird, Times Square, Twenty Grand).

Table with columns: HIGH, LOW, Mean Average. Rows include WILLIAMS (Big Ben, C. O. D., Dealer, Grand Champion, Hayburner, Lazy Q, Screamo, Struggle Buggy, Thunderbird, Times Square, Twenty Grand).

Table with columns: HIGH, LOW, Mean Average. Rows include AMI (Model A, Model B, Model C, Model D, Model E, Model F, Model G, Model H, Model I, Model J, Model K, Model L, Model M, Model N, Model O, Model P, Model Q, Model R, Model S, Model T, Model U, Model V, Model W, Model X, Model Y, Model Z).

Table with columns: HIGH, LOW, Mean Average. Rows include MUSIC MACHINES (Model A, Model B, Model C, Model D, Model E, Model F, Model G, Model H, Model I, Model J, Model K, Model L, Model M, Model N, Model O, Model P, Model Q, Model R, Model S, Model T, Model U, Model V, Model W, Model X, Model Y, Model Z).

Conn. Cig Smokers Pay \$852,000 Tax in Feb. HARTFORD, Conn. — Connecticut vending machine operators were heartened by figures released by the State Tax Commissioner's office. The Commissioner said cigarette tax revenue vaulted during the first month in which flood tax increase on smokes took effect. The cigarette tax, increased by 33 1/2 per cent February 1, produced 40 per cent more revenue that month than for the corresponding month in 1955. The increase amounted to \$243,000, to bring the month's figure to a new high of \$852,000.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated March 17, 1956)

Table with columns: ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES, PINBALL MACHINES. Rows list various models and manufacturers like SEEBURG, AMI, UNITED, CHICAGO COIN, BALLY, KEENEY ELECTRIC, NORTHWESTERN DELUXE, SILVER KING, TOPPER, GOTTIEB, UNITED, WILLIAMS.

Table with columns: HIGH, LOW, Mean Average. Rows include Model B (48) 40 sel., Model C (50) 40 sel., Model D-80 (51) 40 sel., Model E-120 (53) 120 sel., Model F (54) 120 sel., Model G (55) 120 sel., Model H (56) 120 sel., Model I (57) 120 sel., Model J (58) 120 sel., Model K (59) 120 sel., Model L (60) 120 sel., Model M (61) 120 sel., Model N (62) 120 sel., Model O (63) 120 sel., Model P (64) 120 sel., Model Q (65) 120 sel., Model R (66) 120 sel., Model S (67) 120 sel., Model T (68) 120 sel., Model U (69) 120 sel., Model V (70) 120 sel., Model W (71) 120 sel., Model X (72) 120 sel., Model Y (73) 120 sel., Model Z (74) 120 sel.

Table with columns: HIGH, LOW, Mean Average. Rows include Model A (46) 40 sel., Model B (47) 40 sel., Model C (48) 40 sel., Model D (49) 40 sel., Model E (50) 40 sel., Model F (51) 40 sel., Model G (52) 40 sel., Model H (53) 40 sel., Model I (54) 40 sel., Model J (55) 40 sel., Model K (56) 40 sel., Model L (57) 40 sel., Model M (58) 40 sel., Model N (59) 40 sel., Model O (60) 40 sel., Model P (61) 40 sel., Model Q (62) 40 sel., Model R (63) 40 sel., Model S (64) 40 sel., Model T (65) 40 sel., Model U (66) 40 sel., Model V (67) 40 sel., Model W (68) 40 sel., Model X (69) 40 sel., Model Y (70) 40 sel., Model Z (71) 40 sel.

Table with columns: HIGH, LOW, Mean Average. Rows include Model A (46) 40 sel., Model B (47) 40 sel., Model C (48) 40 sel., Model D (49) 40 sel., Model E (50) 40 sel., Model F (51) 40 sel., Model G (52) 40 sel., Model H (53) 40 sel., Model I (54) 40 sel., Model J (55) 40 sel., Model K (56) 40 sel., Model L (57) 40 sel., Model M (58) 40 sel., Model N (59) 40 sel., Model O (60) 40 sel., Model P (61) 40 sel., Model Q (62) 40 sel., Model R (63) 40 sel., Model S (64) 40 sel., Model T (65) 40 sel., Model U (66) 40 sel., Model V (67) 40 sel., Model W (68) 40 sel., Model X (69) 40 sel., Model Y (70) 40 sel., Model Z (71) 40 sel.

Table with columns: HIGH, LOW, Mean Average. Rows include Model A (46) 40 sel., Model B (47) 40 sel., Model C (48) 40 sel., Model D (49) 40 sel., Model E (50) 40 sel., Model F (51) 40 sel., Model G (52) 40 sel., Model H (53) 40 sel., Model I (54) 40 sel., Model J (55) 40 sel., Model K (56) 40 sel., Model L (57) 40 sel., Model M (58) 40 sel., Model N (59) 40 sel., Model O (60) 40 sel., Model P (61) 40 sel., Model Q (62) 40 sel., Model R (63) 40 sel., Model S (64) 40 sel., Model T (65) 40 sel., Model U (66) 40 sel., Model V (67) 40 sel., Model W (68) 40 sel., Model X (69) 40 sel., Model Y (70) 40 sel., Model Z (71) 40 sel.

Explanation of Coin Machine Price Index. Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors. Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with the mean average listing. Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment. Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

COINMEN YOU KNOW Birmingham. By JIM McADORY NAMED TO B'NAI B'RITH POST. Wilyum Sher, routeman with Birmingham Vending Company, is a bright new second vice-president of the State-wide organization of B'nai B'rith. Sher was elected at the annual two-day meeting at Holiday Inn. Sher said one of the prime objectives of the organization for the coming year would be to raise funds to retire the mortgage on the Hillel Foundation Building at the University of Alabama. Max Hurvich and son-in-law, Al Torante, also of the Birmingham Vending Company, are back from a tour of Alabama and West Florida. The trip was partly social and partly to introduce Al, who has just recently come into the business, to operator customers of the Hurvich

brothers. Al and Max brought back news that Belgian pool and related games have caught on like wildfire. On the tour they visited Cohen Amusement Company, Montgomery; Alex Carmichael, Enterprise; Joe Joseph, Dothan; Charlie Livingston, Pensacola Amusement Company, Pensacola, Fla.; Finley Duncan, Valparaiso, Fla.; C. A. Martin, Leslie Wade, Joe Williams and the Jackson brothers of Mobile, Ala.; Doc Sutton, and L. A. Cipperly, Atmore; E. J. Butts, Brewton, and Leonard Barnes and Johnny Walker of Selma. A happy, proud father is Operator Adolph Sutton, Atmore, Ala. Head of a family of six (two boys and two girls), Sutton says his oldest son, Adolph Jr., has been nominated for an appointment to West Point. The Junior Adolph is a student at Marion Military Institute, Marion, Ala. Harry Clarkson, Wolfe Distributing Company, back from North-west Florida, reports business in that resort area has moved into high gear in preparation for spring and summer tourist business. Just about everywhere he went, Harry says, homes were the big topics of conversation with operators he saw. Either building or having just moved into new homes are Finley Duncan, Valparaiso, Fla.; Charlie Hawkins, St. Andrews; Jack Home, Pensacola, and C. D. Brassell, Mobile, Ala.

VENDING MACHINES

86

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

MARCH 31, 1956

Minn. Firm Bows Egg Vender: Cost \$2,850

Refrigerated, Operates Indoors or Out; Capacity 60 Dozen, Has Huge Storage Space

By JACK WENBERG

ST. PAUL—Vaughn's Pet Hen, a vending machine designed by two Minnesota men for retail distribution of eggs by the carton, has proved so successful that plans are being made for national marketing of the device starting June 1.

The unit was designed by

George C. Harrison, St. Paul chemist, on behalf of his brother-in-law, John G. Vaughn, of Elmore, Minn., operator of an egg-produce company. Harrison said he built the machine after being unable to find a vending device which would satisfactorily vend eggs by the carton.

Vaughn's Pet Hen is 5 feet by 8 feet 6 inches, with the vending mechanism geared to hold 60 dozen eggs in cartons plus storage facilities for another 600 dozen.

Four slots are built at the front of the machine through which the eggs are vended. Two National Reflector, Inc., coin mechanisms are set into recesses in the device, one at each side. Each controls sales thru two vending slots.

Constant Refrigeration

The unit keeps a constant temperature of 35 degrees Fahrenheit thru refrigeration and heating on a 24-hour, year-round basis. The humidity also is constant at 80 per cent.

Coin chutes handle coin in nickel multiples and accepts quarters, dimes and nickels. Last week they were geared to vend a carton containing a dozen eggs for 45 cents. The price has been as high as 65

(Continued on page 99)

N. Y. Ops Brave Storm to Attend Nu-Matic Show

NEW YORK—More than 50 vending operators from the New York area braved the storm Saturday (17) to attend an all-day open house sponsored by the Nu-Matic Machine Corporation at the Hotel New Yorker. Nu-Matic is Eastern distributor for the McCann hot dog vender and the BarVend five-selection hot drink machine. Both units were exhibited at the showing.

(Continued on page 88)

National Bows 3-Price Cigarette Coin Register

ST. LOUIS—National Vendors, Inc., has introduced a new, semi-electric coin handling device for manual cigarette machines which can be set to vend at any of three prices from 20 to 50 cents, Albert F. Diederich, president, announced.

Known as National All-Combination Coin Register, it can be adapted to any of the company's post-war manual machines from the 9M's to the latest series 11, Diederich stated.

It provides complete pricing flexibility on all combinations of nickels, dimes and quarters, and is not confined to 5 or 10-cent steps between prices.

The National All-Combination Coin Register employs a completely new method of coin registration, but retains National's basic principle of using the diameter of the coins to actuate the mechanism.

Semi-Electric

While the coin registration is mechanical, the unit uses a small

electric motor to drive the coins, and a solenoid to open the lock. Hence it is semi-electric, but it does not use the relays, steppers, etc., of conventional, all-electric coin recorders, nor does it have the limitations of all-electric units, Diederich said.

An example of the extreme flexibility of the coin register is that it will accept the following combinations of coins for a 50-cent purchase: 10 nickels; 8 nickels and 1 dime; 6 nickels and 2 dimes; 4 nickels and 3 dimes; 2 nickels and 4 dimes; 5 dimes; 1 quarter and 5 nickels; 1 quarter, 1 dime and 3 nickels; 1 quarter, 2 dimes and 1 nickel; or 2 quarters.

The unit is available as optional factory-installed equipment on the National Series 113, Series 111, and Series 99. It is also available in a complete kit for installation on National manual models: 11ML, 9ML, 9M and 7M. No price was announced.

Sidewalk Service Bows Baked Goods Vender

PHILADELPHIA—The Sidewalk Service Company here has started production on a 25-selection baked goods vending machine and a 48-loaf capacity bread vending machine. According to Jack Gray, who is associated with Milton Glick in the venture, the former is being made at the rate of three a week, while production of the latter is 20 a week.

According to Gray, a bakery vending unit installed in the Hanscom Bros. chain bakery outlet at Broad Street and Olney Avenue is averaging between \$500 and \$600

a week after the first month of operation.

Gray said that selling price and operating details of the bakery unit would not be made public for a while. He did say, tho, that each of the 25 selections has a capacity of 50 pieces, vending anything up to the size of an eight-inch pie.

Chain Device

Delivery is from the bottom of the unit, with each of the 50 items in a column being carried to delivery position on trays activated

(Continued on page 102)

Vending Boom Reported in Vancouver, B. C.

Coffee Unit Saves Bank \$600 Monthly In Employees' Time

VANCOUVER, B. C.—Vending machine installations are increasing enormously in Vancouver as the public gets the habit of reaching for a nickel or a dime when they want a cup of coffee, a five-cent stamp, a shoe shine, package of cigarettes or a sandwich, according to Peter Graham, operator of Vancouver Vending Machines, Ltd.

His experience is typical of the industry in this city. "In 1952," Graham says, "I did about \$40,000

(Continued on page 99)

B. K. Bitterman Recovers From Heart Attack

KANSAS CITY, Mo.—Bernard (Bernie) K. Bitterman, a pioneer bulk operator in this area and a distributor of supplies and machines for the past nine years, is recovering at home today from a heart attack suffered January 29.



BITTERMAN

Bitterman, stricken while shoveling snow from his sidewalk, had been confined to the Menorah Hospital Medical Center until Monday (12). The veteran operator is still under doctor's orders, and visitors are limited. However, he can receive letters, so drop him a line at his office, 4709 East 27th Street, Kansas City 27, Mo., and it will be delivered promptly to his home.

Bitterman is an active member of the National Vendors' Association, of which he is a past president.

Mass. Solons Mull Cig Bills

BOSTON—Eight cigarette bills are now pending before the Massachusetts Legislature.

One extends the term of the operators' licenses from one to two years at the same fee of \$2 per machine. The Massachusetts Cigarette Operators' Association is working with the tax commissioner on a more acceptable machine license than the paper stickers furnished last year.

The bill being most vigorously fought is one that would exclude the Massachusetts cigarette excise as part of the "cost of doing business" in computing the retailer's and wholesaler's mark-up.

The industry is trying to prevent a cut of about 17 cents a carton in mark-up. The bill is being opposed by the entire tobacco trade, and there is hope that it will be killed. Last year, the Bay State collected more than \$28,000,000 in taxes on cigarettes.

Sales Up 83%, Net Dips 47%, Ops Told

CHICAGO — Vending sales have increased 83 per cent since 1947, while operating profit before taxes has declined 47 per cent.

These figures were reported by M. C. Bush, Beech-Nut Packing Company, Canajoharie, N. Y., at the meeting of Region VI, National Automatic Merchandising Association, at the Congress Hotel here.

Citing further figures before the 250 members attending the gathering, Bush, chairman of the 1956 Regional Meeting Committee, stated:

"Cost of merchandise has increased 71 per cent in the past nine years and total operating expenses jumped 140 per cent, while gross profit is up 115 per cent.

Tracing the growth in dollar volume in the industry, Bush said that total vending sales in 1925 were \$30,000,000 as compared with the 1955 estimated of \$1,716,000,000.

\$10,000,000,000 Future

John T. Pierson, of the Vendo Company, Kansas City, Mo., and president of NAMA, told members:

"The vending industry will contribute \$8 to \$10 billion to the expansion of the nation's economy during the next 10 years thru the opening of new mass markets for existing products and by creating mass demand for new products."

Benjamin Werne, labor rela-

tions counsel for the association, discussed "The Control of Your Business" following a three-act play demonstrating what vending operators can do when faced with personnel relations problems.

Glen Leach, director of member services for NAMA, presented "A Look Ahead for Automatic Merchandising," a report prepared by Dr. Wilbur England, professor of business administration, Harvard

(Continued on page 102)

C. & C. Appoints Herald Eastern Div. Manager

NEW YORK—George T. Herald, manager of the sirup and vending division of Cantrell & Cochrane, has been appointed Eastern division manager for the firm. He retains his old duties as head of C.&C.'s vending department.

Cantrell & Cochrane, manufacturer of the C.&C. Super line of canned carbonated drinks, has been attempting to promote the use of its product in vending machines.

(Continued on page 90)

TOY FAIR REACTION

Retail Outlets Show Interest In Vending Foreign Coins

NEW YORK — Retail store owners are showing a high degree of interest in the use of foreign coins in bulk vending machines, according to Jerome M. Eisenberg, head of the Royal Coin Company here.

Eisenberg, who just returned from an European coin buying trip, has been exhibiting at the New York Toy Fair, where buyers from the nation's chain, department and novelty stores are stocking up for the spring sales push.

According to Eisenberg, some 25 outlets have made arrangements to have bulk vending machines installed for the vending of coins in capsules. Royal sells a 1,000-coin mixture (about 13 to 15 different foreign coins) to operators for \$13.50.

Big Business

Tho Eisenberg has been in the bulk vending business only six months, vending operators now account for a heavy percentage of the firm's business.

Two Eastern operators, he added, have ordered 300,000 coins between them. Eisenberg now packs the coins in capsules at \$22.50 a thousand.

On his recent European trip Eisenberg cleaned out the mints of three French possessions—Tahiti, New Caledonia and French Equatorial Africa.

Other Deals

Actually he contracted with the French government for the purchase of all coins from these colonies which would fit in capsules. He also completed deals with the Vatican for 1,500,000 coins, and with Austria for another 1,500,000. Total purchases for France and her colonies are about 5,000,000 coins.

Eisenberg has enlarged his sales staff to accommodate the increased business brought on by bulk vending. Ray Shab, formerly with the Golde Advertising Agency, has been named sales promotion manager, and William Selfridge will

(Continued on page 88)

Memphis Ops Diversify To Meet Rising Costs

MEMPHIS—Major food, candy and drink operators here say the trend to diversification is a necessity if the vending operator is to survive.

The three major operators here are diversifying—that is, putting out gum, candy, nut, coffee, sandwich, milk, pastry and cigarette machines.

It is not so much competition the operator is fighting it is a change-over from nickel to dime to realize a profit out of the ever-increasing cost of operation.

A survey of operators in Mem-

phis show they are feeling operating costs sharply now. And, to make matters worse, test runs have been made on a few dime candy vending machines to test popular reaction.

Several machines vending dime Mars bars and Mounds met with failure. The public, as yet, will not buy 10-cent candy bars from vending machines.

Since that would not solve the vending ops' problem, the move is to diversification. Indications are

(Continued on page 88)



VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$13.25 Each

\$12.75 Each 100 or More
30 day money-back guarantee if not satisfied.

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

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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.

April 1—West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston.

April 2—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

April 3—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

April 3—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

April 3—California Music Merchants' Association, Los Angeles division, monthly meeting, association headquarters, Los Angeles.

April 3—Recorded Music Service Association, annual election of officers, Bismarck Hotel, Chicago.

April 3—Washington Music Merchants' Association, monthly meeting, Seattle.

April 3—West Virginia Music Operators' Association, monthly meeting, Richmond.

April 4—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

April 4—Summit County Music Operators' Association, monthly meeting, Akron.

April 5—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

April 7—Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit.

April 7-8—Kansas Music Association, general meeting, site to be announced, Salina.

April 9—Automatic Phonograph Manufacturers' Association, convention committee, Morrison Hotel, Chicago.

April 9—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

April 10—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

April 11—Retail Amusement Association of Canton, O., monthly meeting, Mason, O.

April 12—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

April 12—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield.

April 13—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

April 15—Music Guild of New Jersey, 19th anniversary banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.

April 16—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

April 21—Regions II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.

May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.

May 6—National Coin Machine Distributors' Association, dinner meeting, Morrison Hotel, Chicago.

May 6-8—Music Operators of America, annual convention, Morrison Hotel, Chicago.

May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.

May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.

June 2—Regions X, XI, XII, National Automatic Merchandising Association, regional meeting, San Francisco Hotel, San Francisco.

June 2-3—Nebraska Music Guild, quarterly meeting, Pawnee Hotel, North Platte.

Vancouver Tobacco Dealers Dominate Cigarette Vending

VANCOUVER, B. C. — Vancouver wholesale tobacco firms today operate more than 90 per cent of the 275 cigarette vending machines on Vancouver Island and the 400 on the mainland.

Two years ago the wholesalers bitterly opposed the successful campaign by vending operators to have the machines licensed by the city council.

The number of machines being placed on location is growing steadily, and the surface has hardly been scratched, according to Al Charles, manager of Siegel Distributing Company, Ltd., jobbers for Eastern Electric's Electro cigarette machines.

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LOW Factory Prices

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Bubble Ball Gum, 140-170 & 210 ct. 26¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum, 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs. \$1.98

F.O.B. Factory, 150 Lb. Lots

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CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
NATIONAL 9-18 CANDY, 162 capacity... 75.00
ROWE 8-COLUMN CANDY, 120 capacity... 60.00
DUGRENIER CHAMPION CIGARETTE, 11 column, king size... 65.00
DUGRENIER "V" CIGARETTE, 7 column, king size... 50.00
UNEEDA 6-COLUMN CIGARETTE, king size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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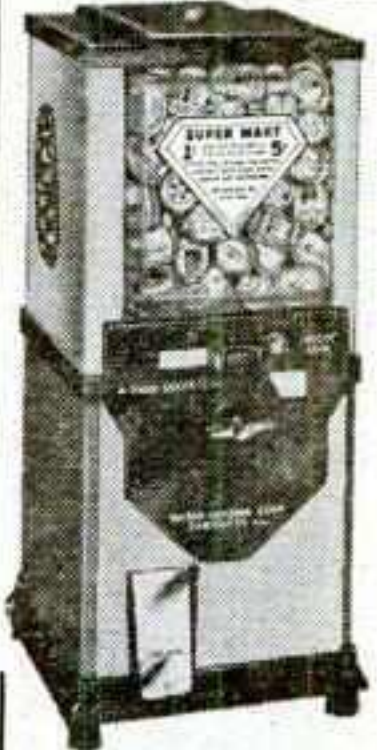
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SUPER MART offers you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profits! Super Mart will take over and capture the bulk of pennies and nickels played in other vendors in every location!

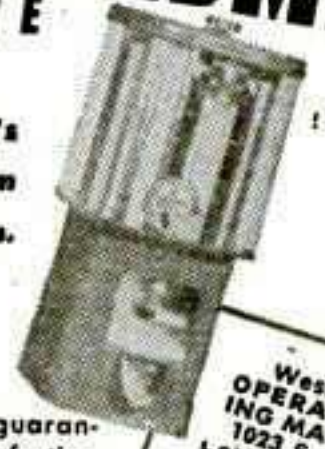
SIZE 9" x 9" x 19"

Write for Full Details and Prices
Be first in your locality to take over the choice locations with this ENTIRELY different and greatest of all Bulk Vendors, Super Mart... Vendorama of the Future!

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the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.



GOLD MINE MAKES IT EASY to sell locations... and you can convert your Acorns into Gold Mine Tab Gum Vendors

Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

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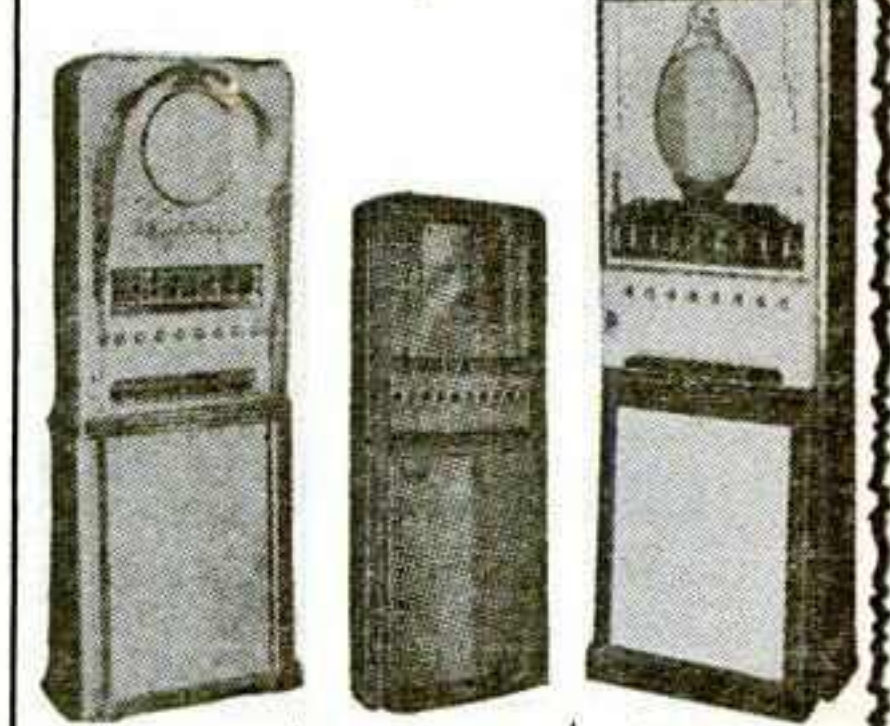
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Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Model W, 9 Cols., 270 Cap.	85.00
DuGrenier Champion, 11 Cols., 420 Cap.	100.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢, King or Reg.	130.00
Uneeda Model E, 6 Cols., 180 Cap.	70.00

CANDY MACHINES

DuGrenier Candyman, 72 Bar Cap., with base	\$67.50
Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Uneeda Candy, 5 Cols., 102 Cap., Wall Model	60.00



ROWE IMPERIAL 8 Cols., 240 Cap. \$65.00	ROWE ROYAL 8 Cols., 320 Cap. \$85.00	UNEEDA MODEL E 8 Cols., 240 Cap. ONLY \$65.00
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 HEAVY SHEET METAL BASE
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J. SCHOENBACH
 Distributors of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 25, N. Y.

Memphis Operators Diversify

• Continued from page 86

that it is working. The big ops are putting all kinds of machines on locations.

Dime Bar Fail

When the dime machines failed, the apparent answer was the public would buy only nickel candy. The result was that machines were picked up, and the ops stuck with the 5-cent units. They cannot change over, at least not yet, as phonograph operators have.

The major outlets for many machines are primarily industrial locations and office buildings with a large concentration of employees.

John D. H. Meyer, owner of Meyer Sales Company, said he is diversifying at each location. He services between 200 and 300 locations, he said.

"I feel the present market trend is diversification," he said, "for the operator to survive."

Meyer formed his company in 1946 after coming back from the war. He started small, but has steadily added different units and today vends candy, cookies, gum, cigarettes and bulk soft drinks in cups.

Reason, he said, is that the "cost of operation has become so great you have to add other items for the additional income."

Must Diversify

R. E. Swanson, owner-operator of Chickasaw Canteen Company, who has been in business 18 years, expressed the same views on diversification.

"I am diversifying all my locations," he said. "The operator has to survive. All are going into diversified vending."

"Until two years ago, the op was in one line or another. For example, he handled candy machines only. Now he has to get all the money he can from each location to survive. He can't get it on one item alone."

Swanson and Meyer expressed different views on the current barometer of business. Swanson said there was a slight decline in his business.

He has candy, nuts, gum, coffee, milk, pastry, sandwich and cigarette machines in industrial locations. Reason for the decline, he said, was a four-day week at the Firestone Tire & Rubber Company plant, and a cut in production at the Ford Motor Company plant. Ford has laid off 25 per cent of its employees.

Adds Machines

Swanson looks for business to "pick up quite a bit" soon, and is getting all locations diversified for the upswing.

Meyer reported his business is doing pretty well, and is holding its own as well as any other business. He said business is about the same now as it has been for the past two to three years.

His machines are bringing good returns in plants, office buildings and other locations, he said. However, he has added candy machines at each location for additional income.

After the war he said he was buying candy at around 2 1/2 cents a bar. Now he pays 3 cents a bar. Truck costs and all maintenance costs have gone up as well, he pointed out.

A specialized firm that has been in business almost two years, is Commodities, Inc., H. L. Todd is manager. The company handles combination coffee and hot chocolate machines. On some, orange juice is also dispensed.

Good Winter

The company reported a good year. Business was especially good this past winter. A month of almost continuous rain probably helped, as the steaming hot coffee or chocolate hit the spot for cold, wet people coming in out of the rain.

The company expects business to slow down when hot weather comes. Winter is big season. They have 92 locations in factories, and office buildings. All drinks vend for 10 cents.

Another big candy and cigarette route operator is going into diversified industrial vending. He is Charles E. Pugh, who with Douglas Partee, owns and operates Southern Cigarette Service and Quality Vending Service.

Pugh is now putting a complete luncheon service type machines on industrial location. He plans to place more out as the business grows.

Behind a large front will be several vending machines, taking coins from a nickel to 35 cents for various items. The machines will vend sandwiches, soft drinks, milk, peanuts, candy and cigarettes.

Loan Program For Ops Bowed By Coffee Host

NEW YORK—The Coffee Host Corporation here, manufacturer of one coffee machine and Eastern distributor for the machine made by Steel Products Company, Cedar Rapids, Ia., is currently loaning machines to operators who will sign contracts to use the firm's powdered concentrate.

According to Marty Baum, secretary-treasurer of the firm, the deal works in the following manner: The operator puts up a deposit of \$2,500 and gets 50 machines, 10 of which are on locations secured by Coffee Host. The operator gets his own locations for the other 40 machines.

For each two quarts of coffee the operator buys, he is reimbursed 25 cents until the \$2,500 is used up. Coffee Host retains title to the equipment at all times.

The Coffee Host machine has a 300-drink capacity, and it was designed primarily for office stops or other locations which would be considered marginal for a standard vender. It dispenses only black coffee.

Brave Storm

• Continued from page 86

One operator, Karl Kaplan, has just started setting up an industrial vending route in New York. He popped up at the Nu-Matic office to sign an order for BarVends.

Also at the showing was Ernest Whillhall, Area Exchange Supervisor at the Fort Dix Post Exchange at the New Jersey Military Installation. Hot dog machines are being installed on the post.

Guest Lis:

Other guests included Dave Hampton and Perc Arnsten, Tenco; Howard Brandon, Drink Dispenser Service Company; Irving Zeiler, William J. Stange Company; L. Stern, Charles Sweets Company; Sam Fried, Monmouth Junction, N. J.; L. P. Hartzle, Dariomatic; N. G. Zook, Superior Vending; Dave Blum, Colomat Corporation, and Eli Trumbrower, Hastings, N. Y.

Also, R. Reinhard, Glendale, N. Y.; Dave Orowitz, Brooklyn; Al Deppe, Staten Island; Alan Lipstoz, Brooklyn; Charles Kaye, Elmhurst; B. Nickhouser, New York; Dennis Vending, New York; Ray Murphy, New York; Ott Kipp, R. M. Miller and Carlton Roland, all of Miller Brothers, Hershey, Pa.; Ben Wolf, Brooklyn; Zeke Weinberg, Brooklyn, and B. Topps, Newburgh, N. Y.

Greeting the guests were Harry Cerstein, Nu-Matic president, and Dick LaVoie, the firm's sales manager.

Retail Outlets

• Continued from page 86

visit East Coast bulk vending accounts.

Royal has also worked up an eight-color point-of-purchase display for bulk vending machines. The display, which sells for 50 cents, shows a map of the world, with 15 foreign coins, over the country or origin, inserted in the map.

The firm also has available a coin game which it is distributing to retail outlets thru bulk vending operators. Royal is currently taking full-page advertisements in comic books to boost the sale of coins.

"POP CORN SEZ"
 40, 10¢ Vendors, top condition, ready for location. Best offer will take 'em all! Parts in stock. F.O.B.
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BIG LEAGUE BASEBALL CLUB PICTURE BUTTONS

 All sixteen National and American League Ball Clubs, on beautiful 7/8" Metal Picture Buttons, with Safety Lock Pins in three colors.
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★ **Screw Ball** ★ **Wolf** ★ **NOW PLAYING TO CAPACITY**
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PLASTIC PROCESSES FREEPORT, N. Y.

DOLLARWISE SAVINGS

Utah Industries Turn To Food Op Service



By STAN BOWMAN

SALT LAKE CITY—Utah's big industries are learning about efficient in-plant food service from Milo Nechanicki, owner-operator of Canteen Service of Utah.



MILO NECHANICKI

Nechanicki, in addition to saving various firms up to \$1,200 a month—previously spent for company-owned cafeterias—is paying commissions to the companies plus providing around-the-clock food service for employees.

"Canteen service on the surface may seem like an easy operation, but it is hard work," Nechanicki asserted. "We spend many long hours training our employees in servicing machines to maintain efficient 24-hour service."

Nechanicki has a simple, straightforward answer for firms that ask: "What can you do for us?"

No Cost

"Canteen," he tells them, "will install a Servanette. It includes hot coffee and chocolate, cold beverage, pastry, ice cream, candy, cigarettes, gum and peanut vending machines."

"The venders will not cost you a penny. We will install and service the machines, and take the loss—if any—but we don't believe there will be a loss. Finally, your employees will have the things they don't bring in their lunches available in the venders."

Recently, Nechanicki said, his firm installed a battery of machines in an industrial plant that had a dining room and a kitchen for its employees. The company had spent more than \$1,000 for kitchen equipment in addition to hiring two persons to operate the dining room.

The project lost money from the start, according to company officials, Nechanicki reported. The firm had between 200 and 275 employees, but most of the workers brought their own lunch from home which they ate in the dining room.

Costly Project

After operating at a marked loss for several months, during which food was wasted and dining room employees stood about doing nothing, the company contacted Nechanicki and a battery of venders was installed.

They have been successful both from the company and Canteen's viewpoint," Nechanicki reported, adding: "The company is paid a commission just as several other firms we service."

However, the Salt Lake City operator has encountered other experiences not quite so pleasant. His firm has installed batteries of machines in companies where, after several months of successful operation, the firms demanded a higher commission.

"In each case," Nechanicki disclosed, "they claimed they wanted more percentage to cover the losses we took on our kitchen."

Shaking his head in wonder, Nechanicki pointed out these companies had not invested one penny in the vending machines, had no

money or upkeep problems, no product loss thru spoilage, and were covered completely by insurance.

Lack Know-How

Then he called attention to other firms that decided to operate their own vending machines after witnessing Canteen's successful operation. "These companies inform us that Canteen's service is no longer necessary after we had installed and operated our machines for some time in the plant," he disclosed. "One such firm gave up after a year, discovering it did not have the know-how for successful vending operation."

There were also companies, he reported, that ordered the services of Canteen, but after installation of venders the decision was made that the service was unnecessary and the program canceled.

"Of course, the loss was ours," he stated, "and that included installation costs, loss on stock and wear and tear on venders."

Many locations, he pointed out, do not realize the expenditure involved in setting up a battery of venders. The cost of the machines alone is in the neighborhood of \$2,000. This includes roughly \$800 for a coffee and chocolate machine; \$225 for a candy unit; \$300 for a cigarette vender; \$400 for ice cream, and \$220 for pastry.

Nechanicki said this did not include installation costs, nor the day-by-day expenditure of servicing, repairing and other operating expenses.

Special Training

"Our men are trained not to lose a second in servicing. They must know approximately the amount of a certain item vended during a given period, otherwise there is a loss. Some products, such as pastries, must move quickly, or there is no profit."

To keep operating costs within the budget, he said the company enforces a strong safety program.

"We have an 18-year safety medal from the National Safety Council. Our drivers are honored each year for safe driving. For five years we have not had a reportable accident in our fleet of more than 15 trucks and cars. The trucks average at least a quarter of a million miles a year, and insurance companies have used our firm's good example in selling programs."

"Then we have a training program during which our employees are taught how important it is to use his hands efficiently in the servicing of machines."

"Of utmost importance is our perpetual inventory. Each week we can close the company's finances with balances to the penny. Thus, we know when and where there are losses each week, and can correct the difficulty before a new week begins."

Performs Miracles

Pointing out Canteen of Utah has the smallest volume of any area in nation, Nechanicki declared proudly:

"We do 'miracles' in getting the most out of work and effort. Vending operators that are making a go of it work long hours. You can't follow set hours and make a living for yourself and your employees. I'm a working manager, and I have 16 employees—17 counting myself—and we all work."

UP TO \$8 ALLOWANCE ON ANY MACHINE

In Trade for **VICTOR'S NEW SUPER MART I**

\$29.50

WRITE TODAY!

This Offer for Limited Time Only



Packed 2 to case. Minimum 1 case. Get on our mailing list free! Full line Victor Capsules, etc.

Arthur Graeff Co.
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\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE

COMPLETE CABINET AND BASE. CAST IRON PORCELAIN ENAMELED. FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.

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Elizabeth, N. J., Sets \$5 Fee for Bread Vender

ELIZABETH, N. J.—The E&E Vending Company, pioneer New Jersey bread operator with headquarters in Newark, Thursday (22) got the go-ahead for its three-machine operation here.

The Elizabeth Board of Commissioners notified Ed Dembek, E&E president, that a \$5 per-machine license fee would cover the bread units.

E&E operates 11 milk machines here and in Hillside and Irvington. In November, bread was added to the operation by using it as a second

selection in three Elizabeth venders.

No Conversion

The machines used were the Paramounts, which are manufactured by Dembek's Paramount Freezing Equipment Corporation. As the unit is dual selection, the addition of bread required no conversion. Bread was merely carried as the second selection.

On January 17, the city authorities discovered that there was nothing on the books to cover the licensing of bread machines, so

Dembek was told to cease vending the product until a license schedule could be drawn up.

Dembek left the machines on location and substituted half pints of chocolate milk for bread, with the other selection remaining quart white milk. Quarts vend for 25 cents and half pints vend for 10 cents.

According to Janet Dembek, E&E secretary-treasurer, the addition of bread had boosted quart sales by 10 a day per machine, while bread sales averaged 30 loaves per location per day.

As soon as Dembek was notified that bread vending was approved, he switched back from chocolate milk, with bread sales on the first day averaging 20 loaves per machine.

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The new "Money-Maker" for VENDING MACHINES • ADVERTISING & PREMIUM USE • THEATER MATINEE "Giveaways"

RENT 1,000,000 GENUINE VATICAN COINS YOUR COST \$50 per day

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Accommodates flat packages up to 1/8" 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 1¢, 5¢, 10¢ or 25¢ 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



CUP 'n' SAUCER

This saucy little item is sure to keep your coin box full to the brim—and your machine empty... to the last drop!

PLASTIC CUP AND SAUCER
 in modern 2-tone pottery colors
\$9.00 per thousand
 in vacuum plated asst. gleaming colors
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GIVE TO DAMON RUNYON CANCER FUND

EMPTIES MACHINES FASTER



LEAF
Rain-Blo
BALL GUM

NEW! Red-Hot "Ball of Fire"
Bubble Gum!

LEAF BRANDS, INC.
1155 N. Cicero
Chicago, Ill.

Atlas Named Keeney Boston Game Distrib

BOSTON — Atlas Distributors has been appointed distributors for J. H. Keeney & Company, Chicago, in the Boston area.

The Atlas firm, 1024 Commonwealth Avenue, headed by Barney and Louis Blatt, will handle the full line of Keeney coin-operated amusement games.

JAPANESE MARKET

Interested to tie up with manufacturers of vending machines to manufacture venders in Japan for local market and export to East Asia countries. Also interested to accept orders for making machines for export from Japan.

TAITO TRADING CO., LTD.

PIONEERS OF COIN INDUSTRY IN JAPAN
MASONIC BLDG.

13 SHIBA-SAKAECCHO, MINATO-KU, TOKYO, JAPAN

Branch Offices: Yokohama, Osaka, Nagoya and Sapporo, Japan

TELL IT IN THE BILLBOARD'S NVA CONVENTION ISSUE

There is only one low-cost way of reaching distributors and operators as well as manufacturers of supplies and machines for the vending industry.

And that one low-cost way is to "tell your story" in the big National Vendors' Association. CONVENTION ISSUE of The Billboard dated May 12.

3-WAY COVERAGE

You'll get 3-way coverage of your scattered vending machine audience in this information-packed issue that promises to be the most complete report of the Vending Machine Industry which The Billboard has ever published.

FIRST, your message will reach your audience at home, in the shop or office before they leave for the convention.

SECOND, your message will be read at the convention. Special free distribution of the NVA CONVENTION ISSUE of The Billboard will be made from The Billboard booth.

THIRD, your message will be read by some 70% of your vending machine audience who are unable to attend the convention in person.

WRITE, WIRE OR CALL ONE OF THE BILLBOARD OFFICES LISTED BELOW AND GET COMPLETE DETAILS.

ADVERTISING DEADLINE MAY 3.
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Randolph St.
Central 6-8761
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DUbar 1-6450

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 1-0443

New York 36,
N. Y.
1564 Broadway
PLaza 7-2800
Martin Toohey

Hollywood 28,
Calif.
6000 Sunset
Blvd.
Hollywood 9-5831
George Kelley

Record Number To Exhibit at NVA Convention

Non-Member Firms To Show Games, Vending Machines

CHICAGO—Highlighting the 1956 National Vendor's Association convention here May 10-13 will be the largest exhibit of vending machines, supplies and equipment ever presented at the conclave.

A record number of firms, 19 to date, have already announced plans to exhibit, with at least 10 more expected to sign contracts within the next several weeks.

Titled "Vendorama of 1956," plans for the business sessions of the convention are rapidly being completed, Paul Crisman, convention chairman, announced.

Discussions

"All phases and operating procedures of the bulk vending industry, including legislation, developments and products will be covered by the speakers and at panel discussions," Crisman stated.

For the first time non-member firms have been invited to exhibit products, Crisman announced, adding that three Chicago manufacturers already have signed contracts.

The firms are Jennings & Company, Exhibit Supply and Williams Manufacturing Company. Jennings is planning to show its dual selection, 140-quart capacity milk vander, according to Lou Urban, president.

Exhibitors

Card venders will be exhibited by Exhibit Supply, Sam Lewis, president, announced. Williams will show one of its latest games, The Crane, an original novelty piece for kiddies, and pool games, Art Weinand, sales manager, disclosed.

Included among other firms making reservations for exhibits are: Victor Vending Corporation, Curtiss Candy Company and Leaf Brands, Inc., all of Chicago; Paul

WE SERVE THE SOUTH WITH ACORN MACHINES

TAB GUM—GUM AND CHARM CAPSULE—AND NUT MACHINES

WE STOCK PARTS, GLOBES, WALL BRACKETS, FLOOR and CONSOLE STANDS

R. R. WHITEHEAD, DISTRIBUTOR
1075 Woodland Ave., S. E.
Atlanta 16, Georgia

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

Silver King, 1¢ or 5¢	8.50
Columbus, 5¢	7.50
ASCO Hot Nut, 5¢	7.50
N.W. Bulk DeLuxe, 1¢ or 5¢	11.95
Master, 1¢, New	11.00
Toppers	8.95
Topper Cab DeLuxe, 1¢ or 5¢	9.95
Model V	8.50
3-Col. Hot Nut Mach., 5¢ or 10¢	25.00
Jewel Vendor, 5¢	7.50
Acorn, 5¢ or 1¢	9.95
Acorn Cabinet, 5¢	8.95
Mills 1¢ Tab Gum	16.95
N.W. 49, 1¢ Ball Gum	11.95

Complete line of Machines, Supplies, Accessories, Charms, GUM — Everything for the operator!

1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. LOMBARD 3-2676

C.&C. Appoints

Continued from page 88

mostly those made by Central Tool, Kelvinator and reconverted Juice Bars.

According to Herald, about 1,100 can venders are now on location in the Northeast. He added that C.&C. is currently converting another 60 Juice Bar units and will make these available for operators in the New York area.

Nine-Ounce Can

Herald said that C.&C. has gone into production on a nine-ounce can and that Central Tool, Kelvinator and Juice Bar machines can be converted to vend this container.

He explained that on most locations where can machines have replaced existing equipment, the machines have generally been bottle venders. Can venders, he added, have replaced cup machines only on marginal spots.

Herald pointed out that the can vender is primarily in competition with the bottle machine. He explained that the can unit does not have the high capacity of the cup machine and therefore is not as effective on a high traffic location.

But, he continued, the lower cost of equipment could make it a profitable machine on a location which would be considered marginal for a cup vender.

Also, he said, it has advantages over a bottle machine. He cited disposability of container, freedom from cut glass hazard and lighter weight as advantages.

In other personal changes at C.&C. this week, William F. Vinicombe was named advertising manager, and Walter W. Lipinsky, formerly in the general sales division, was put in charge of metropolitan chain stores.

L. Price Company and Karl Guggenheim, Inc., both of New York City; Penny King Company, World Wide Manufacturing Company and M. J. Abelson Company, all of Pittsburgh.

Atlas Manufacturing Company, Cleveland; Samuel Eppy & Company, Jamaica, L.I., N.Y.; Northwestern Corporation, Morris, Ill.; Beech-Nut Packing Company, Canajoharie, N.Y.; Ohio Gum Supply Corporation, Wickliffe, O.; Plastic Processes, Inc., Freeport, N.Y.; L. M. Becker Vending, Brillion, Wis., and Oak Manufacturing Company, Culver City, Calif.

Cleveland Coin Machine Exchange, Inc.

Northwestern Corporation
Distributors
2029 Prospect Ave., Cleveland, Ohio
To 1-6715
Write for prices.

MARBLE SEASON

Will soon be here—order now

Agate—Glass—Assorted Colors	
21,000 size 9/16	\$21.00
50,000 size 9/16	45.00
17,000 size 5/8	19.00
40,000 size 5/8	35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

FULL CASH WITH ORDER

Try a bag of charms (450 to 500 charms).
\$3.20 per bag—Parcel Post Paid.

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

ROY TORR Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

WILL ALLOW UP TO \$8 EACH ON YOUR OLD MACHINE



In Trade For

VICTOR'S
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SUPER
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\$29.50
Call Us Today!

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1/2 Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.O.	6.50
Columbus 5¢ Bulk	7.45
Silver King 1¢ B.O. of Mfrs.	7.45
Silver King 5¢	30.00
ABT Guns	8.50
Acorn 1¢ or 5¢	

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.74
Pistachio Nuts, Vendor's Mix	.67
Pistachio Nuts, Sheik	.59
Cashew Whole	.63
Cashew Butts	.45
Peanuts, Jumbo	.32
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.26
Leaflets (similar to M. & M.)	550 ct.
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.	.28
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

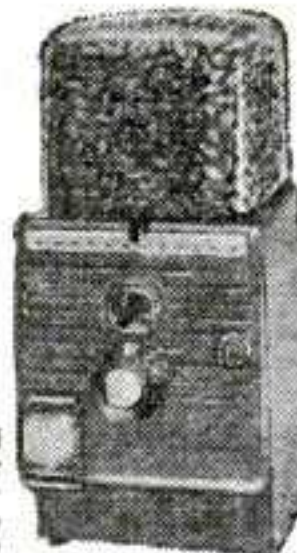
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VENDING EQUIPMENT

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 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
216 Armstrong Street, Morris, Ill.

MODEL ORDINANCE

Assn. Ops Pool Efforts In Calif. to Ease Fees

BAKERSFIELD, Calif.—An example of what combined operator co-operation can accomplish was brought home here recently when the Board of Supervisors of Kern County ruled a \$25 per year per phonograph license fee unfair and passed a new ordinance submitted by operators calling for a license fee of \$24 per year per operator.

The new license fee covers all

coin machines and the \$24 rate with over 10 machines in operation. Operators with less than 10 machines are only required to pay \$2 per year per coin machine.

The new ordinance came about thru the co-operation of George A. Miller, president and general business manager of Music Operators of America, and members of the California Music Merchants' Association, which has divisions covering most of the State.

Miller said that Bakersfield was the third California county that eliminated ordinances which licensed phonographs on a per-machine basis and substituted license fees on operators only.

"The ordinance put into effect here is known as 'G-241' and should serve as a goal to guide other operator associations thruout the country faced with similar problems in their territories," Miller said.

Following is the Kern County ordinance as passed by the Board of Supervisors:

Ordinance

An Ordinance of the Board of Supervisors of the County of Kern, State of California, concerning Amendment of Chapter 3 of Division 2 of Part 6 of the Ordinance Code of the County of Kern, Relative to Amusement Machines.

The License Fee covering Distributors or Operators of Vending Machines shall be \$24 per year for those persons handling ten or more machines, and \$2 per year for each vending machine where less than ten are being handled by any one Distributor or Operator.

DISTRIBUTOR: The word *(Continued on page 98)*

Flatto Throws Open House For Hub Ops

BOSTON—Last week Jerry Flatto, Boston Record Distributors, entertained more than 30 representatives of the record industry in the Hampton Court Hotel, Brookline.

The event was a dual one, since as well as marking five years in the record business, it also served to introduce the trade to Helene Simon, New York, Jerry's fiancee, with whom he will take the big step April 22. The couple will spend at least a month in Europe after a New York ceremony.

Playing host along with Flatto was his mother and Jack Sager, chief aide of the firm. Also on hand were the future bride's father and brother as well as her eight-year-old daughter, Linda.

Guests included Alan Ross and Mel Robrish, Decca; Tom Morgan, Capitol; Chet Woods, Mercury; Sol Weinstein and Harry Novak, Trans-disk; Cecil Steen, Pilgrim; Harry *(Continued on page 94)*

Collections Off As Blizzard Hits

Music and Games Business Suffers; Industrial Vendings Stops Way Down

NEW YORK—The coin machine, juke box and vending industries along an 11-State area in the Northeast came to a dead halt Monday and Tuesday (19 and 20) as the section went thru the worst blizzard since 1947.

The entire Coast, from Virginia to Maine, was blanketed under up to two feet of snow—with 10-foot drifts in some areas—making travel virtually impossible, causing factories to suspend operations and forcing schools and institutions to close.

Among the hardest hit were vending operators with industrial locations. In the New York area, many plants just didn't bother to open, and those that did had only a skeleton force, with that crew leaving early.

Even in isolated cases where most of the workers did show up, operators were often unable to get them to service equipment.

One of the few exceptions to the rule was the City Milk route in Manhattan, a quart milk operation in New York apartment houses. With occupants of the apartment houses unable or unwilling to brave the storm and wade to the corner grocery, the quart machines sold out within two hours on most stops.

City milk trucks were able to make several trips during the two *(Continued on page 98)*

Big Snow Hits N. E. Coin Ops Heavy Blow

BOSTON—The 20-inch one-two punch that blanketed most of New England last week left the coin machine industry isolated, with nothing able to move in or out. By Thursday (22), there was a glimmer of hope that shipments might roll soon, but in Boston, where only main streets were plowed, juke box distributors were literally snowed in.

Most of the business was being done by telephone at Trimount Automatic Sales Corporation and Redd Distributors, both of whose plants are located on side streets. Associated Amusements and Atlas Distributors, with their places on main stems, were better situated except that operators mostly were unable to get there.

Service personnel had managed in most cases to get to work, but could only stand by since it was impossible to move about the territory.

Worcester, Mass., was particularly bad off, with a complete stoppage of all public transportation and shipping facilities. Officials said seven mild winters had lulled the residents into false security, with most snow equipment in poor shape.

Ray Shea and Steve Pielock, of Worcester, reported business at a complete standstill, while Al Dolins, of Hyannis, said the whole Cape Cod area was at a dead stop.

Jerry Flatto and Dick Mitchell, both one-stop operators, said nothing was coming in or going out and both were catching up on office chores. Neither could record distributors move merchandise, and one spokesman estimated that the sale of records in the metropolitan area would drop by at least \$75,000.

N. Y. Coin Machine UJA Fete Set for June 13

NEW YORK—Local juke box and amusement machine industry leaders gathered Wednesday night (21) at the Tudor Room of the Henry Hudson Hotel to organize the Coin Machine Division's annual dinner for the United Jewish Appeal.

The affair has been set for June 13 at the Sheraton-Astor Hotel. Al (Senator) Bodkin will be guest of honor, and Lou Boorstein is chairman.

Honorary chairmen are Al Denver, Sid Levine, Jack Mitnick, Mike Munves, Meyer Parkoff, Harry

Rosen, Joe Young and Barney Sagerman. Joe Connors is chairman of the executive committee, which consists of:

Executive Comm.

Joe Beim, Ted Blatt, Bernie Boorstein, Sam Bushnell, Jim Cagiano, Al Cohen, Joe Connors, J. C. Gordon, Abe Green, Milty Green, Ben Haskell, Arthur Herman, Lou Hirsch, George Holzman, Irving Holzman, Morris Kahn and Murray Kaye.

Also, Marcus Klein, Harvey Koepfel, Max Klein, Carl Pavese, Bob Luttman, Seymour Pollak, Sam Kresberg, Abe Lipsky, Bill Littleford, Perry Lowengrub, Al Miniacci, Sandy Moore, Joe Orleck, Bill Rabkin, Mrs. Claire Morano, Morris Rood, Lou Rosenberg, Max Schaffer, Barney Schlang and Jack Semel.

And, Al Simon, Dave Simon, Harry Siskind, Nat Solow, Dave Stern, Herb Sternberg, Aaron Sternfield, Barney Tannenbaum, Is Usiskin, Max Weiss, Hank Walton, Sandy Warner and Jack Wilson.

Secretaries for the affair are Nash Gordon and George Nemzoff. Goal of the drive is at least 25 per cent more than last year, with the extra 25 per cent going for a special Survival Fund.

An unexpected speaker Wednesday night was Dr. Fred Simms, who regaled the dinner guests with stories.

Chi Record Dists Push Singles to Ops

(Continued from page 18)

as singles, and still another is contemplating special operator (single standards) disk packages.

Ed Walker, of Coral Records, pointed out that Coral has been pushing old favorites on singles since the first of the month. The promotion comes under the heading of the Silver Star Series, which features 15 singles, each consisting of two previous top selling standards.

Coral uses special banners and counter cards to call attention to its

Silver Star Series. Direct mail to operators and personal contact is also being used.

Selman Schultz, vice-president of Decca Records, reported that a special singles push was about to get under way. The push will be sparked by a book of standards, listing both EP's and singles.

Schultz said that operators would be contacted by mail and by salesmen. He added that all operators would be given the listings book.

To Correct Thinking

"The promotion is 'to correct any impressions that standards are not available or are being discontinued as singles,'" Schultz said.

At United Record Distributors, Inc., which handles such labels as Epic, "un and Academy, George Leaner said that he planned to make up special record packages for operators, using both EP's and singles. Leaner said that he hoped to have the plan under way within two weeks. Special pamphlets and listings will be mailed to operators thruout the territory, he said.

RCA Victor Distributing's Bob Nossett said that a mailing to operators highlighting RCA's Gold Standard Series would be mailed this week. The new series, he said, features two best-selling standards on each record in both 45's and 78's.

George Johnson, of Sampson Distributing Company, Columbia Records outlet, also announced that a special mailing to operators would be going out this week. Johnson said the mailing would give operators a complete rundown on Columbia's 'Hall of Fame Series.

WOG Skeds Op Fete May 22 In Scarsdale

NEW YORK—The Westchester Operators' Guild will hold its fifth annual dinner May 22 at the 42 Club Restaurant, Scarsdale, N. Y. Seymour Pollak, WOG secretary, is chairman for that affair.

This will probably be the first *(Continued on page 99)*

Dixie Coin Adds Bldg., Remodels Service Dept.

NEW ORLEANS—A complete remodeling of the Dixie Coin Machine Company's service department is under way, announced E. W. Holyfield, general manager.

An adjoining building has been leased by Dixie, AMI distributor, and will be used for storage space, Holyfield said.

"We'll be finished soon," he asserted, "and then our plant will operate on an assembly line basis. We are completely rearranging our setup here, so as to utilize our space efficiently.

"The end result will be higher production, and less cost for the operators.

"All of our equipment, and testing panels are being brought up to date, and with the building next door we'll have additional storage space."

The new arrangement provides 12 feet of working space for men on the 'assembly line,' as against six or seven feet per man formerly.

Holyfield reported that export activities of the Dixie firm have been rising, with most equipment being sent to Central and South America, and Belgium.

"We are constantly contacting the local consulates of foreign countries," he explained, "with a view towards developing leads for sales to their countries."

Dixie covers Louisiana, Mississippi, and parts of Alabama for AMI.

'Poor People' Tops MOA Selections

NEW YORK—Disks selected on the Saturday (24) edition on "National Juke Box," the ABC radio show sponsored by the Music Operators of America, were:

No. 1: "The Poor People of Paris," Les Baxter on Capitol. West Coast: "Heartbreak Hotel," Elvis Presley on RCA-Victor. Southwest: "Marimba Merengue," with Gloria Parker on Gloro.

East: "Why Do Fools Fall in Love?" with the Teen-Agers on Gee.

Most Promising: "The Night Was Made for Dreaming," with Bernie Wayne on AMPA, and "I'll Be Home," with Pat Boone on Dot.

Appearing on the show were George A. Miller, MOA president; Thomas P. Withrow, Midland, Tex., operator, and Al Denver, president of the Music Operators of New York.

Wurlitzer 3-Day Fete Begins to Take Shape

NORTH TONAWANDA, N.Y.—Wurlitzer's Centennial Club Celebration, to be held here August 23-25, began taking shape this week as the firm started signing up entertainment, made arrangements for carnival and circus equipment, and outlined a few tours planned for guests at the three-day event.

Acts inked for the festivities included the Buster Burnell chorus line, Francine and Rita Rose, sister juggling and balancing duo, and Jerry Martin and his daughter, Betty Jane, aeri... artists. Equipment to dress up the carnival lot

includes a giant Ferris Wheel, a Rock-o-Plane, a Chairplane, an old time Carousel, with an original Wurlitzer Band Organ to furnish the tunes, and high poles for the aerial act.

Tours will be made to nearby Niagara Falls and thru the North Tonawanda plant.

It was also announced that Wurlitzer's Centennial Cook Book would be available this month. The book is divided in two sections: The first section covers recipes from the original Wurlitzer Family *(Continued on page 92)*

Wurlitzer Fete

Continued from page 91

Cook Book, while the second is composed of modern dishes submitted by Wurlitzer employees.

In Wurlitzer's monthly Centennial Clarion, Roy F. Waltemade, vice-president and manager of the North Tonawanda division, announced that all guests attending the August festivities would be in-

vited to make a complete tour of the plant's production facilities. Waltemade said: "Elaborate plans are being made to give our operator friends a complete panorama of our manufacturing and assembly operations. We plan to augment our permanent guide staff with executive personnel in order that everyone will have a chance to see just how Wurlitzer phonographs are built. The tours will be conducted while the factory is in full swing."

COIN MACHINE **NEWS QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

THE BILLBOARD 1956 COIN MACHINE REVIEW AND DIRECTORY. Presented in review are the growth, current status and future outlook of juke box, vending and amusement game industries. A directory listing manufacturers, distributors and jobbers. (Pages 1 and 79 thru 84, business review; pages 85-87; 96-98 and 102-106, The Billboard, March 24.)

OPS ADVISED TO FOLLOW SUBURBAN MARKET TREND. Market centers are highly profitable locations for kiddie rides and coin-operated amusement games, says Abe Witsen, International Scott Crosse Company head. (Page 99, The Billboard, March 24.)

MUSIC OPERATOR FORUM LAUNCHED BY THE BILLBOARD. Weekly feature is for, by and about music ops for voicing opinions and views on all and any phase of the coin-operated phonograph industry. (Page 91, The Billboard, March 24.)

MILK VENDING UPHELD BY N. Y. COURT. Labels ban on machines unconstitutional. Trade sources predict boom in outdoor milk vending thruout State. (Page 94, The Billboard, March 24.)

COIN, MUSIC FIRMS SIGN FOR MOA EXHIBIT. Anticipate 75 firms to show as plans are set for Chicago convention May 6-8 at Morrison Hotel. (Page 89, The Billboard, March 24.)

NEW \$160 10-SELECTION HOT FOOD VENDER. Illinois manufacturer introduces new 60-pound vender with a 50-can capacity. Food is served piping hot in original cans. Unit can be installed on counter, wall or stand. (Page 94, The Billboard, March 24.)

IF YOU MISSED READING THE MARCH 24 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD
Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action

MUSIC OPERATOR FORUM

What Programming If Standards EP?



When and if standards are made available only as EP's, music operators would be faced with two choices, according to the majority of Forum operators participating this week: Program standards only when requested by locations or increase gross collections thru more favorable commission arrangements.

Basically, there are two reasons advanced by this group of operators for their opinion. First, EP's give customers roughly twice as much music as singles for the same price and therefore cut collections. Second, EP's require customers to listen to two tunes altho perhaps only interested in one. Only exception to the first point, of course, is Seeburg's 200-selection phonograph which gives operators the opportunity of charging 15 cents per EP selection.

(Editor's Note: This is the second Music Operator Forum. The first, which dealt with this question: Why do operators program EP disks? The Forum, which is a regular feature, is based on the opinions of operators participating in the Forum via mailed questionnaire cards.)

Some Forum operators, however, feel that were standards available only as EP's, their programming would remain unaffected. A small percentage declared they would welcome the change.

It is interesting to note that the overwhelming majority of Forum operators anticipate record manufacturers eventually putting "most" standards on EP's. And contrary to reports that most operators were having more difficulty buying standards on singles today compared to a year ago, just under 70 per cent of Forum operators this week stated that it was either about the same or easier, with 30 per cent saying they felt it was "harder."

Operators were fairly evenly divided on the question of whether EP's should include pop tunes as well as standards. However, most operators who agreed to coupling pop and standards qualified this by pointing out that they also felt better coupling of tunes primarily for the juke

box would be necessary before pop EP's could expect to find a welcome berth on juke boxes.

Key fact underscored by all operators in this week's Forum: The EP, despite its potential as a juke box programming tool, must obviously be measured in terms of dollars and cents. Because of the longer playing time involved, its use is restricted obviously by both the type of location and by the amount of play it receives. The second factor, which is pretty much de-

How Operators Voted

- | | | | |
|---|---|-----------------|-------------------------|
| 1. Do you feel that standards on singles are becoming easier, harder or about the same to buy as compared with a year ago? | Easier... 11.6% | Harder... 30.8% | About the same... 57.6% |
| 2. Do you think EP records should include pop tunes as well as standards? | Yes 53.4% | No 46.6% | |
| 3. Do you think record manufacturers will eventually put most standards on EP's? | Yes 84% | No 4% | |
| 4. If record manufacturers (in several years) were to put standards on EP's only, which of the following courses of action do you think you would take? | 35.5% I would discontinue programming standards, except when requested. | | |
| | 29.0% I would have to get more profit on EP locations. | | |
| | 25.8% I would be unaffected since I already program standards almost exclusively on EP's. | | |
| | 9.7% I would welcome the move since it would simplify my programming. | | |
| | 100.0% | | |

pendent on the first, is obviously the crucial test. The difficulties in accurately assessing the value of the EP initially, were all standards to go on EP's only, would be great, say MOF operators.

Operators in Favor Say . . .



JULIUS NELSON, Vemco Music Company, Fayetteville, N. C.: "With the advent of the 200-selection Seeburg phonograph, which is factory set at 10 and 15-cent play and does much to break thru the 5-cent barrier, the operator who is profit-wise will go to EP's. True, this is not 10-cent play, but 7½-cent play is certainly better than nickel play.

JOHN COOPER, Twin Port Sales Company, South Duluth, Minn.: "We think it is a very good idea to put standards on EP's. People get tired of hearing popular music all of the time. Many customers do not recognize the newer tunes and are inclined to play old tunes when they see them programmed on juke boxes."

BEN KORTE, Crest Amusement Company, Glendale, Calif.: "I think all standards should be recorded on EP's, but I do not think the record companies should discontinue single standards. We use EP's, but on less than 10 per cent of our machines at present.

M. A. ROSENSTEIN, Marco Music Company, Marshalltown, Ia.: "Standards on EP's are welcome in our dime play spots, but in our nickel spots, naturally, they are taboo."

ELSIE ARDIS, Bradford Music Company, Sumter, S. C.: "Standards on EP's are fine. We've been stocking them all along."

Operators Opposed Say . . .

A. E. EVANS, Evans Sales Service, South Bend, Ind.: "Standards on EP's in any territory in any phonograph will slow up the gross take. EP's are good for home use, but not good for juke box use. Our territory is mostly dime play, three for a quarter, but I am not in favor of EP's."

DONALD CALKINS, Automatic Music and Record Shop, Knox, Ind.: "We do not approve of EP records for juke boxes. We

believe that people will not take one record they do not particularly want to hear in order to get one they do want to hear."

VIRGIL BIGGS, Perry, Okla.: "I certainly hope EP records don't get too popular. One reason EP's would not be good for juke boxes is that it is almost impossible to find a disk with all good tunes. Also, it is unlikely that a customer would like both tunes on a side."

About Disk Mfrs., Ops Say . . .

TOM SHELDON, Sheldon Amusement Company, Payette, Idaho: "With regard to EP's, record manufacturers need closer business relations with juke box operators to seek out his programming needs."

R. N. CRAGUN, Cragun Music & Amusement Company, Ogden, Utah: "Generally, EP's do not have the play appeal or money draw that good pop records have. EP's will have to be improved as far as coupled tunes go before music operators will use them extensively."

J. L. UMPHREYS, San Francisco: "We feel that the record people should leave well enough alone until the general public is better acquainted with what EP's are."

Still Other Ops Say . . .

CARL MARCHETTI JR., Rio Dell, Calif.: "As far as juke boxes are concerned, I feel that EP's force customers to take one tune that they do not want to hear. However, with Seeburg's new phonograph, I think EP's will prove profitable to operators in the long run."

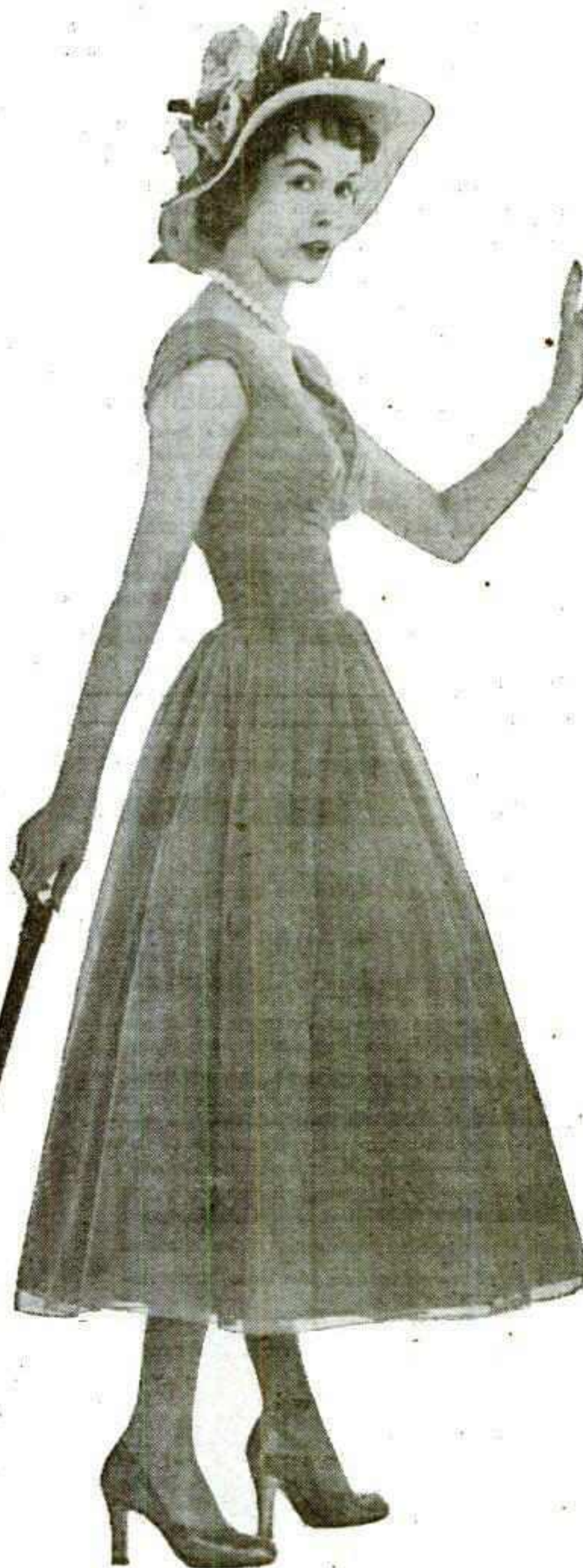
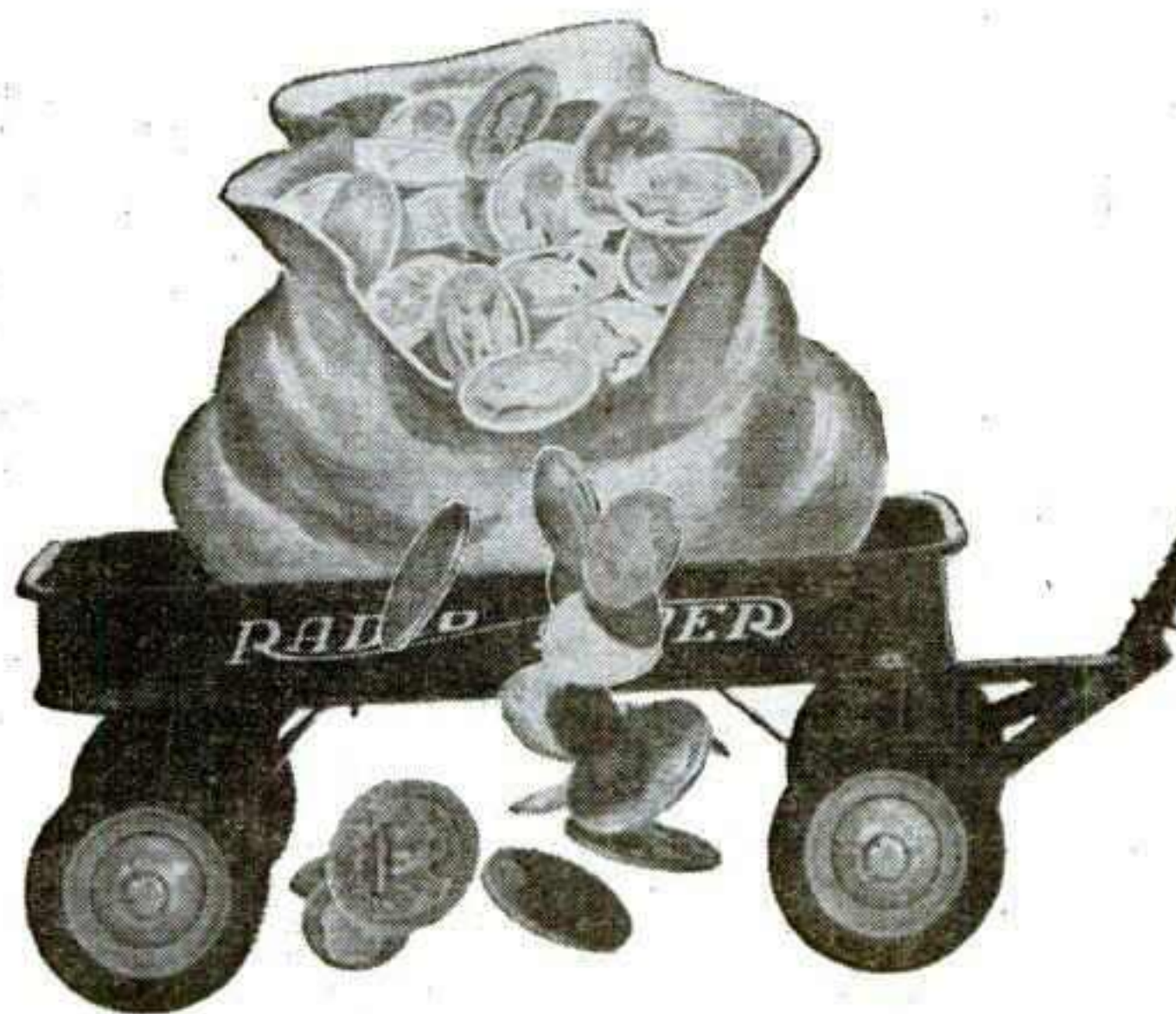


BADGLEY

ROBERT BADGLEY, Tri-County Vending, Chillicothe, O.: "Because we are still operating on nickel play, we do not use EP's unless a particular request can not be filled on a single."

Next Week: What Kind of EP's Do Operators Buy?

Hitch your wagon to the **STAR!**



AMI "G" gives operators the *big take* because AMI "G" is the star performer . . . gets more play from more people . . . faster!

Exclusive multi-horn high-fidelity reproduction gives that superior kind of *live* sound that keeps more and more coins coming . . . instant visibility of *all* titles keeps more and more of the *bigger* coins coming.

Hitch your coin-collecting wagon to the star . . . AMI "G"!

Factory set for 10c play—and worth it!

AMI

Incorporated

1500 Union Avenue, S.E.
Grand Rapids 2, Michigan



ORIGINATOR OF THE AUTOMATIC
SELECTIVE JUKE BOX IN 1927

AMI Model "G"—120, 80, 40 selections.
More plays in less time



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

ROCK-OLA
MODEL 1448
 Worth More
 When You Buy It
 Worth More
 When You Trade It

Flatto Throws
 • Continued from page 91

Carter, Al Parker and Gordon Dinerstien, Music Suppliers; George Hartstone and Mrs. Kay Domestica, Mutual Distributors; Paul Bishop, Allied Appliances; Hub booker Danny White, and Harvey Cinamon, Hub Mail Ad Company.

Also present were Dick Mitchell and his wife. Dick is the owner of Boston's other one-stop. After Jerry and his bride return from Europe, they plan to hold a big reception at the Hampton Court to which all of the operators will be invited.

When answering ads . . .
**SAY YOU SAW IT IN
 THE BILLBOARD!**

NOW IN OUR 3RD YEAR!
 with the
Seeburg \$59.⁵⁰ Conversion
NELSON MODERNIZATION KIT
 Easy to Install. No Special Tools. Complete Kit Includes Popularity Meter. Takes Only One Hour to Install.

KEEP UP TO DATE WITH 45 RPM RECORDS
 CONVERT YOUR SEEBURG M 100A's AND KEEP ONE STANDARD RECORD LIBRARY - - 45 RPM's—Clip and Mail This Coupon TODAY!

D. W. Price Corp., Mfrs., 11167 W. Pico Blvd., Los Angeles 64, Calif.
 1—1/2 deposit, balance C.O.D. 2—Check in advance, kit shipped prepaid
 KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature & guar. blank

Name _____
 Address _____
 City _____ Zone _____ State _____

**The Billboard's
 MOA CONVENTION ISSUE**
 dated May 5

Is the most important single Coin Machine Edition published during the entire year.

The MOA Edition offers manufacturers and distributors a sure-fire means of getting their product story before operators who buy 95% of all records used on juke boxes, music machines and accessories.

Remember, too, 85% of all music operators also operate games and vending equipment.

MOA ISSUE DELIVERS 3-WAY COVERAGE

1. Your message will reach customers at home, in the shop or office before they leave for the convention.
2. Your message will be read at the convention. Special free distribution of the MOA Issue of The Billboard will be made from The Billboard booth.
3. Your message will be read by operators who are unable to attend the convention in person.

PLAN YOUR AD NOW FOR BILLBOARD'S
 CONVENTION ISSUE

ADVERTISING DEADLINE	MOA ISSUE DATED
April 26	May 5

WRITE, WIRE OR CALL ONE OF THE BILLBOARD OFFICES
 BELOW AND RESERVE ADVERTISING SPACE TODAY

- **CINCINNATI 22, OHIO** • **NEW YORK 36, N. Y.** • **ST. LOUIS 1, MO.**
 2160 Patterson St. 1564 Broadway 390 Arcade Bldg.
 DUmbar 1-6450 PLaza 7-2800 CHestnut 1-0443
 Lou Schochet Martin Toohey Frank Joerling
- **CHICAGO 1, ILL.**
 188 W. Randolph St.
 Central 6-8761
 Jack Sloan
 Dick Ford
 Dick Wilson
- **HOLLYWOOD 28, CALIFORNIA**
 6000 Sunset Blvd.
 HOLlywood 9-5831
 George Kelley

COINMEN YOU KNOW

Chicago
 By KEN KNAUF

CIAA TO HIKE MEMBERSHIP FEE. At the March 20 meeting of the Chicago Independent Amusement Association, it was decided by the operators attending to boost the membership fee from \$5 to \$25 after the April 17 meeting. Sam Greenberg, president, and Milton T. Raynor, legal counsel, spoke on the need to build membership, which presently stands at about 74.

Avron Gensburg, Genco Manufacturing & Sales Company vice-president, has returned from a New York trip. Al Warren, Genco sales manager, traveling thru the Philadelphia area. Ralph Sheffield, director of sales, on a rigorous diet, has lost 26 pounds. . . . Mickey Schaffer, All-State Coin Machine Exchange, making progress with his new vending machine operation, Automatic Restaurants of Chicago. Partners Vince Shay and Stanley Levin, along with Mickey, now have more elbow room in new quarters at 4407 W. Fullerton.

At ringside for the Saxton-Basilio fight at the Stadium were Bill DeSelm, Herb Oettinger, Hank Dabek and Joe Kus, United Manufacturing Company, along with Joe Robbins, Empire Coin Machine Exchange; Tony Kupal, Central Distributing, St. Louis; Dave Simon, Simon Distributing, New York, and The Bruno Brothers, of Bruno Novelty, Conestoga, Pa. . . . Charlie Nicholas, Marvel Billiards, is shipping along with a wide variety of pool game parts and supplies, pool table replacement rails mounted on wood strips and covered with cloth.

The new Williams Manufacturing Company baseball game, Deluxe 4 Bagger, has a formica playfield. According to Art Weinand, sales manager, it is the first time the firm has installed this type of playfield. . . . Herb Tekip, Riverview Arcade manager, spent part of the winter in Cuba. Says they have some dandy outdoor parks down there. . . . Fred Minter and Arthur (Bud) Kottke are getting things under way at their newly formed distributing firm, Gateway Distributing Company, 3622 W. North Avenue.

Dave Stern, head of Seacoast Distributors, New York Rock-Ola outlet, visiting the RMC plant. . . . H. Z. Vending president, Hymie Zorinsky, also in town. Hymie is the Rock-Ola distributor in Omaha. . . . Ed Ratajack, AMI, just returned from a two-week vacation in Arizona. . . . A. D. Palmer, Wurlitzer, who attended the APMA meeting here, had to leave for North Tonawanda, N. Y., immediately following the committee confab.

Boston
 By CAMERON DEWAR

POOL TABLE VOLUME SOARS. The hot issue in the Hub currently is pool tables. This has been going on for some time, but the amazing thing here is that the game continues to reap in more profits for distributors and operators. There seems to be no end to the rush for equipment. Everyone is finding them a top volume item.

At Trimount Automatic Sales Corporation, Irwin Margold reports pool as the biggest item in years. Says they can't keep operators supplied fast enough. . . . Trimount's president, Dave Bond, and his wife left for an eight-week tour of Europe and Israel. They flew out of Boston Airport headed for Lisbon, Portugal.

Redd Distributor's sales chief, Bob Jones, says pool tables are going like crazy, topping by far every other game, and have much more drive than even shuffle bowlers had when they first came in.

Many locations have been removing booths to let in pool tables, and business has picked up since the installations. Bob also notes a big increase in music with the new Wurlitzer selling better than any previous year.

Ed Ravreby, of Associated Amusements, Inc., says United's pool tables are sock sellers. Ed is off on a trip thru Connecticut. . . . Salesman Al Levine was thru Pittsfield and Petersboro, N. H., area and saw operators all the way over to Claremont, N. H., and into Brattleboro, Vt. . . . The honeymooners, Edna Mae Ravreby and Richard Mandell, sales chief of Associated, called from the Shamrock Hotel in Houston. The couple came thru New Orleans and stopped to see Stacy Distributors and Crown Novelty Company. They will go from Las Vegas to Hollywood and will visit Jack Simmons on West Pico Boulevard, and Paul Laymon. They will be in Chicago the week of 21st.

With bright, spring-like weather, operators from far and near visited around distributors, and cash registers were reportedly ringing like bells. Up from Connecticut were Winn Gaffney, of Norwich, and James O'Connor, of Danielson. Nick Cafero was up from Pawtucket, R. I., to buy games and music. . . . Among Maine operators were Ed Campagna, of Springvale; Sam Miller, of Lewiston, and Harry Walleck and Martin Oliver from Portland. In from New Hampshire were John Connor and Jimmy Westcott, of Salem; Ralph Ferratta, of Concord; Johnny Lazar and Oscar Pratt from Manchester, and Sol and Louis Taube, also from Manchester.

Miami
 By RAOUL SHAPIRO

DIME PLAY GAINING MOMENTUM. . . . Tho there has been no united action on dime play, many operators are converting music machines on an individual basis and in selected locations. Many of these conversions are in the colored areas, where most of the operators had contended upping to dime play would hurt revenue. Buddy Kaufman, C&L Amusement, reports that wherever he has switched to dime play, collections have gone up about 40 per cent. Several other operators report increases of about the same percentage.

Bill Bellassaries, shopman at Bush Distributing Company, celebrated the advent of his becoming a grandfather by buying himself a new Plymouth. Ted Bush, of Bush Distributing Company, seen sampling several different Caddys. Bob Townsend, of Towne Amusement Company, now making his rounds in a new station wagon.

Willie Levy, of Mellow Music Company, laid up for a few days with a bad back. And as if that is not enough trouble, his daughter, Joyce, who is expecting a baby in a couple of months, has not been feeling so well, and had to go to the hospital for treatment and rest.
 (Continued on page 97)

MEMPHIS
Ops Agree:
Burglar-Proof
System Needed

MEMPHIS—Music operators here are being hit for nearly a thousand dollars each per year by burglars.

Robberies have become so common and so frequent that a few operators have set up theft reserves to offset losses.

Why isn't something done about the situation?

Unfortunately, the only method available to operators—to prevent the number of thefts—is to install better locks on equipment. Doing this, however, presents another problem—staggering repair costs.

Allen Dixon, president of the Memphis Music Association, explained that most operators strive to make machines burglar-proof, but not too burglar-proof. The reason, he said, is that operators do not want thieves tearing up the equipment and running up repair bills, which would be higher than the amount of money stolen.

Because the robberies have become such a problem, police assist operators every way possible, and all firms have adopted various safety precautions both at home offices and out on the route.

Such precautions as instructing roulemen to never leave automobiles or trucks unlocked; double checking equipment for security; checking in route keys nightly, and making regular inventory checks have reduced losses.

If an operator has had a certain
 (Continued on page 99)

**Memphis Music
 Assn. Officers
 Are Re-Elected**

MEMPHIS—Allen Dixon, president of Memphis Music Association, and other officers of the association were unanimously elected last week to a second term.

Operators representing 16 companies met at Bill and Jim's Restaurant for dinner-business meeting, called primarily for election of 1956 officers.

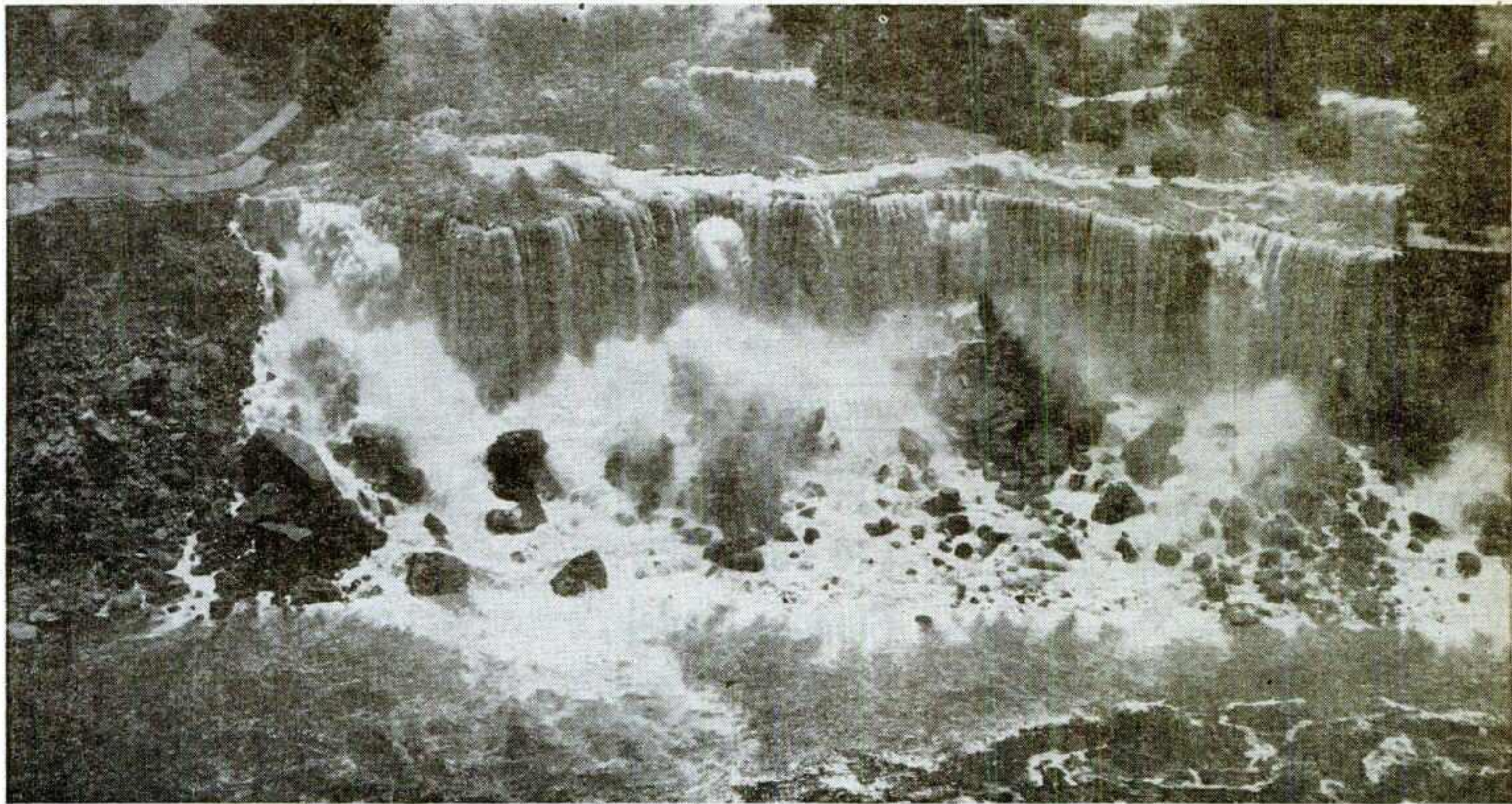
Dixon is vice-president and general manager of S & M Sales Company. The other officers re-elected are: Curly Dickens, owner of Service Amusement Company, vice-president; Edward H. Newell, general manager of Williams Distributing Company, owner of Ormatt Company, phonograph route, and a partner in Music Sales Company rec. rd distributorship, treasurer, and Douglas Highfill, owner of Rainbow Amusement Company, secretary.

Last summer most ops agreed with the association and leaders in the industry that change-over to dime play was necessary. The conversion was completed without public resistance.

Phonograph play is now practically 100 per cent. Ops report profits are up as a result of the change-over.

The other project was a public relations promotion of Danny Thomas' record "Bring Back Our Beale Street" for charity. All ops had the record on machines and promoted it. Proceeds went to St. Jude Foundation, which will build a \$2 million children's hospital in Memphis for all creeds. Danny Thomas is behind it.

FLY WITH AMERICAN AIRLINES OVER NIAGARA FALLS



PLUS ENTERTAINMENT GALORE AT THE BIG WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

**ALL FOR FUN
ALL FOR YOU**

We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most thrilling days of your life.

So join the Wurlitzer Centennial Club now. See

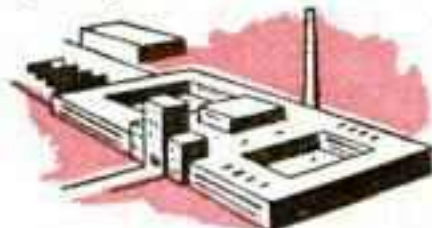
your Wurlitzer Distributor and learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. Do it now, then start making plans to be the guests of Wurlitzer, August 23, 24, 25.



Best accommodations at Buffalo's finest hotel — The Statler.



Top stage entertainment by recording artists, name bands and variety acts.



Guided factory tours. See the fabulous 1900 made right before your eyes.



Giant carnival with circus performers and midway right on the Wurlitzer grounds.

**PLUS PRIZES
BY THE HUNDREDS**

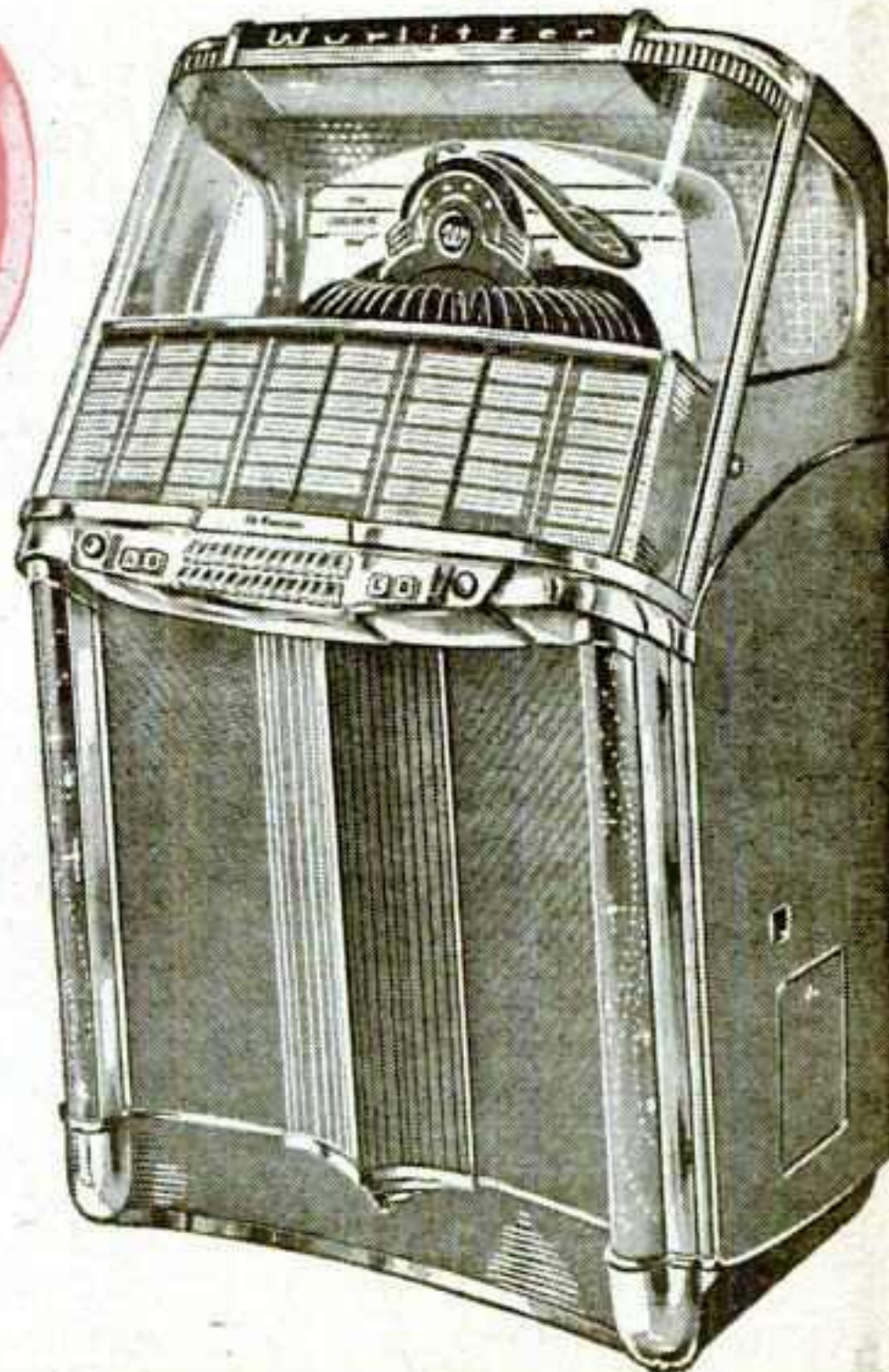


WURLITZER *Centennial* MODEL 1900

**HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT**

**SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR**

**THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK**



Latest Count: 75,000 Coin Pool Units Out

CHICAGO—Reliable sources in the industry now estimate the number of coin-operated pool games on location at between 75,000 and 100,000. The new estimate considers the latest count made by coin chute manufacturers of the number of chutes shipped for pool games.

A few weeks ago, the number of pool units on location was estimated at 58,000, but the more complete count indicates that figure was too conservative.

Night Club New Bally In-Line Pinball Game

CHICAGO—Bally Manufacturing Company has shipped to its distributors, Night Club, an in-line pinball game with new scoring features.

A new advancing light feature permits players to shift numbers on the backglass card after, as well as before the fifth ball is shot.

After all five balls are shot, and before playing for extra balls, player may shift "Magic Squares" on backglass by pressing buttons on the cabinet molding to provide better chances at in-line scores.

Or, after scoring three in-line in one section of the card, player may shuffle the squares to score four or five line-line in another section.

Actually, according to Jack Nelson, Bally general sales manager, the player can "second-guess" after shooting five balls. Nelson coined the new feature the "before and after" feature, taking his cue from the "Night Club" theme.

A new score booster system on the game, after climbing to double scores, moves on to triple and quadruple scores.

Other features are corner scores, advancing scores, spotted numbers, extra balls and a special "Bally-hole" that lights up for the first extra ball, releasing the ball without deposit of an additional coin.

Bert Lane Set On New Game

MIAMI—The Bert Lane Company here will soon begin regular production runs on coin-operated games. Lane said he would withhold details until production is under way.

Construction of a 70,000-square-foot plant addition to the current 50,000-square-foot factory has been started, with completion expected by the end of April. The new plant will be for the manufacture of games.

During the last five years, Lane has concentrated on the manufacture of kiddie rides and the Carousel.

Juston J. Goldsmith, executive vice-president and director of sales, heads the sales effort, assisted by Harry Pearl, vice-president and sales manager, and Charlie Katz and Sy Mann. Harvey Heiss, a 20-year veteran with Genco, will be in charge of the design department. Hy Solomon, formerly with Rock-Ola, is in charge of game production.

George Kozy, sales manager, A.B.T. Manufacturing Corporation, principal producer of coin chutes for the pool games, said that the firm's latest count shows that about 70,000 chutes were shipped for the pool games since July, 1955. The trend began to take shape in August. (The Billboard, August 27.) Earlier, A.B.T.'s estimate was considerably lower.

Ed Heath, Heath Sales Company, Macon, Ga., distributor for the Monarch Tool & Manufacturing Company, Cincinnati, the other large coin chute producer for the pool games, estimated his firm has distributed between 20,000 and 25,000 chutes for the games.

Combining the figures of these two sources of chutes would bring the number to 90,000 to 95,000 chutes produced. Since manufacturers have a large number of chutes in stock, the number of pool games produced and on location is considerably smaller.

Kozy said pool game coin chute production, which has been running into the thousands every week, is beginning to ease up. There are indications that game manufacturers' production of pool units has dropped off considerably, altho some firms are still in high output on these units.

Heath also reported a slowdown on orders for pool game chutes. As many as 400 a day were being delivered by his firm at the peak of demand, according to Heath.

Capitol Preems Drive-In Unit

NEW YORK—Capitol Projectors has gone into production on a combination kiddie ride and midget movie. According to Sam Goldsmith, the Drive-In Theater, which enables the customer to sit in a car and watch the movies, will list for about \$695.

The ride portion is an Austin-like vehicle 58 inches long and 24 inches wide. A housing at the base of the ride has brackets which support arms leading to an 11 by 17-inch screen in front of the hood.

The youngster gets a one-minute ride and viewing for 10 cents. Goldsmith said that on location tests, the fact that the picture is visible to passersby stimulates play.

COIN POOL KO'S TV BOXING CARD

SALT LAKE CITY—From here it looks like coin-operated pool has more box office drag than the ring antics of classy Johnny Saxton and slugger Carmen Basilio.

This observation is made by Biff Larson, sportsman bartender at the Mint, local pub. Biff says two hotshot pool players stole the tavern spotlight from the Saxton-Basilio championship fight which was coming over the TV screen.

By the end of the contest, says Biff, more of his patrons were watching the outcome of the championship pool game. The cue experts have signed for a return engagement.

BANK SHOTS

Valley Readies Pro Pool, New Bumper Model

BAY CITY, Mich.—Pro Pool, a new bumper-type game with a different playfield arrangement, is being readied for production by Valley Manufacturing Company here.

Pro Pool is similar to the standard two-hole game, but features ball pockets set in closer to the center of the playfield.

According to Earl Feddick, Valley president, the new game is designed to be used as a companion piece to go on locations with the regular bumper game. The new game, because it requires more bank shots, requires more skill in playing, Feddick believes.

The table is about 18 inches
(Continued on page 104)

CIAA Game Ops Boost Drive For Members

CHICAGO—Members of the Chicago Independent Amusement Association, meeting Tuesday night (20) at the Pine Room of the Congress Hotel, resolved to begin a concerted drive for more members.

Currently the game operator group has a membership of about
(Continued on page 104)

'55 Coin Exports Hit Record \$15 Million

CHICAGO—It's official. U. S. exports of coin machines—games, jukes and vending machines—to world markets in 1955 set an all-time record high dollar volume of \$15,216,930. Confirmation of the \$15,000,000 plus year came with U. S. Department of Commerce figures for December.

The December totals, a healthy \$1,349,671, not only eclipsed the December, 1954, mark, but boosted the year's totals "over the top."

The high total was realized on heavier than average shipments in all three categories—games, jukes and venders—all rising above the December, 1954, levels.

Venezuela paced all markets for coin machines with a \$264,497 volume, mainly in juke boxes. The country led all others in juke imports in December.

Four Big Markets

Following the South American country were Canada, West Germany and Belgium, in that order, all posting better than \$100,000 markets in December. (See accompanying chart).

Canada was the top nation in game imports during the month, bringing in \$51,746 worth. Canada was followed closely by West Germany, France and Italy, in the game field.

As usual, Canada topped the

vending field, this time with an impressive \$102,899 volume. West Germany was the only other volume importer of vending units during December.

Average value of juke boxes shipped in December was \$514; games averaged \$196; venders \$193. This compares with averages thru the first 10 months of 1955 of \$454 for jukes, \$146 for games and \$99 for venders.

New Juke Record

With the December figures included, a total of some 45,139 coin machines were shipped from the U. S. in 1955. Juke boxes were shipped to the tune of 24,017 for a value of \$11,142,024; 28,588
(Continued on page 107)

Calif. County Law Officers Support Pins

REDWOOD CITY, Calif.—Sheriff Earl Whitmore and police chiefs of nine San Mateo County communities told a special session of the Board of Supervisors that pinball games do not constitute a problem in the county.

They reported that no "illegal type" pinball games were operating in the county.

The board, which had called for the meeting, said it had received complaints from women's clubs in Palo Alto and Redwood City about use of the games.

The board was told by the law enforcement men:

1. Legal pinballs do not constitute a police problem.
2. They do not contribute to crime.
3. They are not operated by a syndicate.
4. Only one complaint has been received about the games in the last four years.
5. If the pinballs were a problem the police would be the first to know and the first to act.

Bay State Ops Form Assn.

BOSTON—The Massachusetts Amusement Associates has been organized, with Harry Pool, Hub amusement game exporter, business agent.

The group, which will have offices at 1032 Commonwealth Avenue here, has as its purpose the general welfare and promotion of the amusement game industry in the Bay State as well as a comprehensive plan for legislative action.

President is Richard Hogan, Boston, with Sidney Walbarst as vice-president. Leo Glosbank is treasurer and Bob Jones, of Redd Distributors, Allston, is temporary secretary. A slate of 15 to 20 directors is in the process of being named. There are 43 of the 150 game operators in the organization.

The group is negotiating with a prominent Hub lawyer to act as the association's legal counsel. Within the next few days, meetings are being planned in Fall River, New Bedford and Springfield. All amusement game operators who are not now members are asked to get in touch with Harry Pool.

COIN MACHINE EXPORTS

LEADING COUNTRIES

December, 1955

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Venezuela	293	\$254,634	4	\$ 1,000	22	\$ 8,863	319	\$ 264,497
Canada	174	83,972	386	51,746	491	102,899	1,051	238,617
W. Germany	135	72,538	137	43,480	35	32,337	307	148,355
Belgium	288	119,349	65	8,297	353	127,648
Netherlands	184	64,272	37	9,535	10	3,489	231	77,296
Italy	31	10,690	330	40,385	361	51,075
France	2	1,361	125	42,445	4	3,014	131	46,820
Cuba	109	35,027	67	6,290	176	41,317
Peru	58	37,186	58	37,186
Dominican Rep. ..	19	12,624	47	21,989	66	34,613
Mexico	88	31,139	10	2,619	98	33,758
Switzerland	56	29,289	12	3,730	1	624	69	33,643
Austria	40	33,277	40	33,277
Colombia	104	24,353	4	2,570	108	26,923
Br. Malaya	31	16,629	4	1,602	35	18,231
Other Countries...	161	84,846	206	46,724	244	4,847	611	136,417
TOTALS	1,773	\$911,186	1,434	\$282,412	807	\$156,073	4,014	\$1,349,671

MONEY SOURCE: U. S. DEPARTMENT OF COMMERCE

Jennings Names Nine Distributors For Milk Vender

CHICAGO — Appointment of nine distributors covering the United States for its dual selection, 140-quart capacity milk vender was announced by Jennings & Company.

Lou Urban, president, said the company has produced about 200 units. Full production on the dual selection milk vender, which was introduced last June, he explained, was not undertaken until the sales network was completed.

Priced at \$995, the machine also handles pints and half pints in cartons, Urban said. There are two optional extras: Heat control unit for outdoor vending, \$25, and National hopper-type penny unit, \$50.

The nine distributors and the States each cover are: Cherry-Burrell Corporation, Chicago, for Arizona, California, Connecticut, Delaware, Georgia, Illinois, Indiana, Iowa, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New Mexico, North and South Carolina, North and South Dakota, Ohio, Pennsylvania, Rhode Island, Tennessee, Vermont, Virginia, West Virginia and Wyoming.

Meyer-Blanke Company, St. Louis, Mo., for Alabama, Florida, Arkansas, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Oklahoma, Tennessee and Texas.

Milk Vendors, Inc., New York, for Connecticut, Massachusetts, New Jersey, New York and Pennsylvania.

Monroe Food Machinery, Inc., Portland, Me., for Idaho, Nevada, Oregon, Utah, Wyoming and Washington.

The Hurley Company, Denver, Colo., for Colorado, New Mexico, Wyoming and Texas.

Kennedy-Parsons Company, Omaha, Neb., for Iowa, South Dakota, Nebraska.

Miller Machinery & Supply Company, Jacksonville, Fla., for Florida and Georgia.

Miller-Lenfesty Supply Company, Tampa, Fla., for Florida.

John Pico Dairy Supplies Company, New Orleans, for Louisiana and Mississippi.

Heller Declares 20c Dividend

CHICAGO—Directors of the Walter E. Heller & Company have declared a regular quarterly dividend of 20 cents per share on the \$1 par common stock.

The firm is the nation's largest dealing exclusively in commercial financing, including vending machines and juke boxes.

Also declared were regular quarterly dividends of \$1 per share on the 4 per cent cumulative preferred stock; \$1.25 per share on the 5 per cent cumulative preferred stock, and \$1.375 per share on the 5 1/2 per cent cumulative preferred stock.

All payments except those on the 5 per cent cumulative preferred will be made March 31 to stockholders of record March 20. The 5 per cent cumulative preferred payment will be made April 30 to stockholders of record on the same date.

Last December 6 Heller declared a year-end extra dividend of 20 cents per share on its common stock in addition to the regular quarterly dividend, bringing distribution in 1955 to 95 cents per share on common stock.

COINMEN YOU KNOW

Continued from page 94

Joyce is the wife of Larry Finn, also of Mellow Music Company. Al Sorrintino, who had purchased a small music route from Bishop Amusement Company, has now purchased the balance of Bishop's music, and is now a pretty fair-sized operator. . . . Lou Lehrman, of L&L Amusement Company, in Hollywood, off to New York on business for a few days. Lou needn't worry too much. His very pretty wife seen at Budisco getting L&L's record needs while Lou's away.

Paul Bell, Ace salesman for Capitol Records, back from the Carolinas where he went to recuperate from his recent operation. Paul should never have left Florida's sunshine. He came back with a dilly of a cold. Bernie Koganofsky, who teamed up with Al Kahn to purchase Sammy Lano's town route, one busy guy these days. The new firm is known as K&K Music.

Richmond

By BEN POPE

OPS EYE TOURIST TRADE. They're getting ready for the big spring tourist business in Virginia's Shenandoah Mountain area. Two Front Royal, Va., operators were in town buying up new juke boxes and games for locations along the famed Skyline Drive and around Front Royal. Picking up new AMI boxes at Roanoke Vending Exchange, Inc., were Benny Rowe, Skyline Music Company, and Red Burke, Jack's Amusement Company.

Concern is felt over the condition of Orville Mills, branch manager for ABC Vending Corporation, who has been seriously ill. Here to see Mills when he returned home from the hospital were Johnny Coils, New York, and Billy Spruill, ABC manager in Norfolk. . . . Billy Burke and his family have moved here from Norfolk. Burke is taking over management of the local ABC branch. . . . A visitor to Berlo Vending Company was Ralph Pries, superintendent of branch managers from Philadelphia.

"Poor People of Paris" must be making rich people of some folks, the way it's going on local juke boxes. Bob Minor, of Minor's Music, says "Poor People" is pushing "Rock and Roll Waltz" for the top spot. . . . C. B. Corry, whose two-year-old music operating business is still expanding, says The Billboard is a big help in selecting records. . . . W. L. Willis, Crewe, Va., and W. C. Connell, Charlottesville, in town to see Dan M. Wertz, of Wertz Music Supply Company. . . . Mercer Stillman, of Berlo here, is busy with inventory.

It's easy to see why Jack Bass, Roanoke Vending, is driving a new Chrysler New Yorker. Just a few of his visiting operators recently included E. L. Simmons and Holland Fowlkes, Danville Amusement Company; Tony Colbert, Tony's Amusement Company, Danville; W. C. Colgate, Colgate Music and Radio Sales, Chase City; Claude Griffin, Griffin Music Company, Edenton, N. C.; Chris Anthony, Anthony Music Company; Gilbert Bailey, Bailey Amusement Company, Gloucester; W. C. Booth, Piner Music Company, Roanoke; Ray Hash, University Music Company, Charlottesville, and R. L. Snyder, Nansmond Amusement Company, Suffolk.

Milwaukee

By BENN OLLMAN

BASEBALL GAMES MOVE ON LOCATIONS. Baseball games are coming out of the warehouse. Operators report a quick response from tavern operators this year when mention was made of spotting the baseball equipment again. Clarence Smith, Milwaukee Amusement, reports he got a half dozen calls for them as soon as the Braves exhibition games kicked off. According to Smith, the baseball games and the continued growth of interest in pool games are the major bright spots during the current Lent period.

Art Zastrow, Milwaukee Amusement Company routeman, is a newcomer to the coin business. More news from this bustling firm tells of recent addition of three more dime music spots. . . . Ed Gessert, veteran bookkeeper with the Hastings Distributing Company, has punched his last time card. Last week he headed for Florida with his wife, enjoying the beginning of his retirement from active employment. Before coming with the Hastings organization, three years back, he had put in several decades with the former General Novelty Company, which was run by his brother George Gessert. Past the 65 year mark, Ed Gessert's plans now call for taking it easy most of the time.

Bob Brams and Harvey Schweda are the two new names on the Hilltop Coin Machine Company payroll. Both are new to the industry, and according to the Hilltop front office, are learning mighty fast. . . . Doug Opitz reports that Hilltop Coin now has 26 locations on the dime music list. "This is only the beginning," he adds.

"Fantastic" is the one word description of the pace at which operators are buying disks, says Stu Glassman, of Radio Doctors. Stopping in at the 2d and Wells one-stopper this week for replenishment of their music stocks were: Leo and Herkey Bartol, Green Lake; Roy Subrod, Burlington; Harry Koskoski, Niagara; Art Vaillancourt, Racine, and Tony Hirt, of Sheboygan. High on their list of wants, says Stu Glassman, are, "To You, My Love," by Nick Noble; "Bo Weevil," Teresa Brewer, and "Eddie, My Love," by the Chordettes.

Los Angeles

By SAM ABBOTT

POOL TOURNAMENT TROPHIES ADDED. C. A. Robinson, of C. A. Robinson Company here, has added a line of trophies for pool tournament play that is getting off to a good start. . . . R. E. Smith, Automatic Enterprises, has been named distributor for Vari-Vend in Southern California. Smith is also handling the powdered chocolate conversion kit made by McCann Engineering. The latter representation is in California, Oregon, Washington and Arizona. . . . Sol Gottlieb, D. Gottlieb & Company, has returned to Chicago after spending several weeks in Southern California. While here he spent much time contacting jobbers up and down West Pico for old times sake.

Dave Wallachs, C. A. Robinson Company salesman, left for Arizona. He will spend two weeks in that State contacting operators. . . . Jess Herman reports that Glenn (Red) Catlin is still enjoying fishing on the Colorado River. At the present time Catlin is fishing around Blythe, Calif. . . . Jack Leonard, of the Badger Sales Company parts department, is on the sick list and expected to be away from business for a week or more. . . . Jerry Jacobs, Dean Brown, Walter Hemple and

(Continued on page 98)

LARGE STOCK, ALL TYPES, USED
5-BALL GAMES—BINGOS
ALLEYS—GUNS—PHONOGRAPHS

SPECIAL ATTENTION TO EXPORT ORDERS

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

ESTABLISHED 1923
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
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Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 21 S. Water St., Ossining, N. Y. mh31

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire St., Dept B C., Providence, R. I. mh31

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-my26

Help Wanted

ARCADE MECHANIC FOR PARKS AND FAIRS, Ohio territory; sober; year-round job. Write Box M-168, c/o Billboard, Cincinnati 22, Ohio.

Parts, Supplies & Services

COIN-OPERATED TIMERS — ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices, Coin Radio, 21 S. Water St., Ossining, N. Y. mh31

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3 Pa. t-Oct-8 7-1448 mh31-ch

STANDS FOR BULK VENDORS, \$2.50 each. Remit in full. Stanley Hyman, 1172 Hoe Ave., Bronx 59, N. Y. TU 7-2635.

Routes for Sale

OVER 350 1/2 BALL GUM AND CHARM Machines, 5¢ Capsules and 1¢ Tab Gum; included, over 100 stands; territory S. E. Georgia and S. Carolina, \$10,000, 1/2 down, Box M-167, c/o Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postal, 2952 Milwaukee Ave., Chicago 18, Ill. mh31

BRAND NEW, POOL TABLES, COIN OPERATED, \$199.50; direct from factory, big value, equals tables selling for \$50 more. Star Vending Co., 510 West 4th Ave., Denver, Colo., Dept. B. Established 1926.

COIN OPERATED RADIOS FOR SALE cheap. With electrical and mechanical timers; Radios and other makes included. Hotel Radio Service of New York, 1529 York Ave., New York City. REgent 7-5194. mh31

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING MACHINES; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. mh31

PALOMINO AND LIGHTENING HORSES, advise condition and price. Box C-395, c/o Billboard, Cincinnati 22, Ohio.

DELUXE PHOTOMATIC PHOTO MACHINE, excellent condition, first \$350 gets it. Harvey Murphy, 3200 Sixth Ave., Sioux City, Iowa.

GOING BUSINESS COMPLETE, PENNY Scale and 21-F Route. J. N. Finch, Route #1, Raleigh, N. C.

PERFUMATIC AND COLMA MACHINES, either on location or off; forced to sell, reasonable. Harry DeAlfi, 320 S. Broadway, Redondo Beach, Calif.

POKERING COMPLETELY REBUILT, Refinished; new contacts, sockets, \$95. Complete line parts, supplies for POKERING, James Travis, Box 206, Millville, N. J. ap7

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors, DAV razor blade vendors, Advance 23¢ National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors

Authorized factory distributor of ADVANCE VENDING MACHINES
NATIONAL SANITARY SALES
 Dept. B-8, 4307 W. Lawrence Av. Chicago 38 ap

SPECIAL LIQUIDATION

53 SHUFFLE BOWLS
 All machines shipped and in top condition. United, Chicago Coin & Genco equipment. Priced for quick deal, 1 lot, at \$3,155. Good opportunity to acquire diversified late type equipment at liquidation prices direct from operator. Contact NORTHWEST AMUSEMENT CO., 3821 W. Montrose, Chicago, Ill.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Canned Candies, 1¢ Herseys, 320 or 520 ct. Pandy 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. mh31

WAREHOUSE STORE, BOONVILLE, IND.; has over 50 coin operated machines; drink, coffee, games, Photomatic, gum, antique music boxes for sale. Consider offers. For list write P. O. Box 229.

12 RISTRAUCRAT NON-SELECTOR COUNTER model, perfect juke boxes, \$40 each. Harry Morrison, 301 Keap Street, Brooklyn 11, New York

32 SCIENTIFIC POKER TABLES, LATE model, excellent condition, \$40 each. Contact Robert Perlman, 33-34 Crescent Street, Long Island City 6, N. Y. mh31

40 ARCADE MACHINES IN NICE condition, at one-half Billboard prices. Send for list. Will accept Panorams in trade regardless of condition, or will buy your Panorams. H. E. Loebbeck, 1438 N. Emporia, Wichita, Kan. ap7

100 DAHLBERG HOSPITAL RADIO PHILLOW Speakers, 2 hrs., 10¢ sacrifice, \$16.25 unit; perfect working condition. Sandhaus, 5417 Guarina Road, Pittsburgh 17, Pa.

when answering ads . . .
Say You Saw It in The Billboard

Collections Off

Continued from page 91

days to fill up the machines, and the units were sold out soon after each servicing. The firm was able to service 90 per cent of its quart milk stops.

However, on City Milk's industrial locations, it was another story. Ben Simon, CM executive, said that it would have been better if his servicemen never showed up and factory service was forgotten for a couple of days. It was simply

a case of hardly any employees showing up for work.

In New Jersey, conditions were just as bad. One hardy operator, Jack Miller of the Coin Service Company in Livingston, did service three locations, one of them a new stop which he wanted to impress. In the three locations he did make, he said business was off 95 per cent Monday and more than 50 per cent Tuesday.

If the vending industry had it bad, the music and game industries had it even worse. Monday was a completely dead issue. The only people at bars and restaurants were those who were stranded there Saturday night, and there weren't many. In most bars and grills, even the employees stayed home.

Tuesday was somewhat better in the cities and towns. Business was estimated to be about 50 per cent of normal on both music and games. But for the highway stops it was the same as Monday. No-body ventured out in automobiles unless it was absolutely necessary, and a good many roadhouses shuttered by 8 p.m.

COINMEN YOU KNOW

Continued from page 97

Glenn Wolcott on coin row and arriving early at the Los Angeles division office of the California Music Merchants' Association for a board of directors' meeting. . . Carl Lykke in town from Santa Ana reporting that dime play is going well in that city.

Joe Tamulonis, of Desert Music, Banning, Calif., brought the family with him to Los Angeles to meet his mother, who flew here from Detroit. This is her first visit to the West Coast since 1946, and she is seeing some of her grandchildren for the first time. While here Tamulonis stopped off to visit with Percy Shields at the Minthorne Music Company, and Sammy Ricklin and Gabe Orland at California Music. . . Phil Robinson reports he cannot get enough of the Chicago Coin game, Clover. . . Bill Barnes is a new man at Sierra Distributors.

Karel Johnson, who was with Paul A. Laymon, Inc., for nearly six years, has resigned. He has been named field service engineer for Wurlitzer. He is undergoing a training period at Sierra Distributors, local Wurlitzer headquarters, and will leave for his Dallas assignment about March 20. Johnson will move his family to the Texas city about July 1. . . Ed Wisler, Minthorne Music Company, is recuperating from a virus infection that hit him while he was on the road in San Diego.

ARCADES—LOCATIONS

New Games at Reduced Prices Drive Yourself, Mutoscope, New. \$595.00 Air Football, New. \$25.00 Whip, Kiddy Ride, New. \$25.00 Williams Jet Fighter, New. \$275.00 Williams Major League Baseball, New. \$195.00 Williams Sidewalk Engineer, New. Write Genco Champion Baseball, New. Write Genco Quarterback Football, New. Write Grandmother, Mystic Swami, New. Write Hydro Duck Gun, New. Write Horses, Fire Engines, Trains, New. Write Metal Typers, New. Write Pokerino, 3-in-Line, Bingo Renos, New. Write

Machines Reconditioned the Munves Way Look and Work Like New Evans All Star Baseball. \$125.00 Evans Bat-a-Score. \$125.00 Lite-a-Line Baseball. \$75.00 Scientific Pitch-Em & Bat-Em. \$125.00 Williams World Series. \$95.00 Late Model Baseballs. Write Chi Coin Basketball. \$195.00 Chi Coin Goatee. \$95.00 Chi Coin Midget Skeeball. \$175.00 KO Fighter. \$195.00 KO Silver Gloves. \$195.00 Scientific Field Goal. \$125.00 Scientific Pokerinos, rebuilt. Like new. \$125.00 Mystic Pen. \$125.00 Palm Reader. \$100.00 Fortune Machines, full assortment. Write Guns (shooting machines). Write Midget Movies, 3-D, Panoramas. Write Nylco X-07 Rocket. \$195.00 Mutoscope Drivemobile. \$160.00 Complete line of all supplies for Bumper Pool Games. Exhibit Pool Tables, all models. Write Pool Balls, standard weight, high polish. Set of ten for Bumper Pool Games. \$14.50

Machines Reconditioned the Munves Way

300 Illustration Catalog Free on Request

MIKE MUNVES 577 Tenth Ave. (at 42nd St.) New York 36, N.Y. BRyant 9-6677 44 YEARS SERVICE - EST. 1912

Model Ordinance

Continued from page 91

distributor shall mean any person selling, renting, or placing on consignment or commission basis any amusement or vending machine, whether or not he be the owner of said machine.

LOCATION OWNER: The word LOCATION OWNER shall mean any person maintaining possession or having in or about his premises any such machine.

The word DISTRIBUTOR or OPERATOR applies to the person who is placing the equipment under the terms of this ordinance.

Twin Cities

By JACK WEINBERG

BALLY DISK CHIEFS VISIT. Lou Breese, orchestra leader in Minneapolis until he left for Chicago some years ago, was in town last week with Jimmy Hilliard representing the new Bally disk label distributed by Lieberman Music Company. They met with Hy Sandler, head of the wholesale record department, and Harold Lieberman, firm head. Breese and Hilliard said the new label is catching on with juke box operators and numbers already out were getting strong play.

Irving Sandler, head of Sandler Distributing Company, Wurlitzer distributor in this area, spent several days commuting in from Des Moines, because Solly Rose, office chief here, was on the road. Sandler said business is holding up well. . . Earl Berkowitz, of B & B Novelty, Superior, Wis., in town buying records and looking at equipment for his route, said business has been off in his area because of the Lenten season.

Lu Welch, of F. C. Hayer Company, RCA-Victor distributor, said operators are stocking up heavily on Elvis Presley's "Heartbreak Hotel"; Eddie Fisher's newest, "Without Love"; Hugo Winterhalter's "Little Musician," all on the Victor label, and Richard Maltby's "Man With the Golden Arm" on Vik Label. Perry Como's "Hot Diggety," on Victor, is heading for the million mark, she predicted, with juke box operators here buying heavily on the number. . . Lou Wolf, Atlas Sales Company, Minneapolis, is out of the hospital and convalescing at Excelsior Springs, Mo.

Murray Kirschbaum, originator of the record one-stop business in this country, who has been out of contact with the juke box trade for several years, is easing his way back in, starting as supervisor of the parts department at Lieberman Music Company, AMI distributor here. . . Sol Nash, of Twin City Novelty Company, recently took over direct operation of a coffee-cookie-cigarette-candy route.

Fritz Eichinger, Northern Coin Company, St. Paul, and his wife are back from a vacation in Mexico. . . Charles Serson, of St. Cloud, Minn., in town buying records. So was L. J. Harris, of Enderlin, N. D. . . Dick Grant, of Mound, Minn., came in to see about music. . . Jack Lowrie, of Lake City, Minn., evinced interest in new music on his trip to the cities. . . So did Morris Anseuw, of Minnesota, Minn. . . Pete Biancine, of Arrowhead Amusement Company, Hibbing, Minn., bought pool tables on his stopover in this market. . . Cliff McKenzie, Minneapolis operator, stocked up well on records. . . So did Hank Krueger, of Fairfax, Minn., and F. H. Ferguson, of Stillwater, Minn.

Memphis

By ELTON WHISENHUNT

CLARENCE A. CAMP READYING TRACK FOR RACE—Racing enthusiast Clarence A. Camp, president of Southern Distributing Company, is getting his stock car speed bowl at nearby West Memphis, Ark., all set for his first race of the season. Camp, who is president of Memphis-Arkansas Speedway, said it will be a 250-mile National Association of Stock Car Racers Grand National Championship race June 10. Camp's Southern Distributing Company sells music machines and games to ops in seven States.

J. W. Singleton, owner of Singleton Music Company, at Marked Tree, Ark., is busy readying his route for anticipated Spring rush. . . Robert Bruner, of John & Frank's Music Company, reports the company is expanding into cigarette vending more and more each week. . . C. E. Tolliver, owner of Tolliver Music Company at Lepanto, Ark., recently purchased 40 new cigarette machines to go with his phonograph route. . . Fred Swan, owner of Swan Amusement Company at Forrest City, Ark., recently spent a holiday at the races at Hot Springs, Ark. . . Pete Adams, owner of Adams Music Company at Forrest City, Ark., and his family have returned from an extended vacation in Florida.

Tom Armstrong, Armstrong Amusement Company of Brinkley, Ark., took off last week for some fishing at Maddox Bay. . . Olan Jackson, owner of Jackson Amusement Company, Brinkley, Ark., reports his big V-200 Seeburg is doing well at Little Hollywood Cafe. . . Lloyd Barber, well-known music op at Forrest City, Ark., recently expanded his interests. He has taken on a beer distributorship. . . Chink Levine, Bally distributor for Arkansas, reports a big volume on Bally Broadway pinballs. The game is becoming widely popular in Arkansas.

R. E. Swanson, owner-operator of Chickasaw Canteen Company, dispensers of candy, nuts, gum, coffee, milk, pastries, sandwiches and cigarettes at industrial locations, expects business pick-up after recent decline due to some factory lay-offs. . . H. L. Todd, manager of Commodies, Inc., reports good year in coffee and hot chocolate vending.



SANDLER

FOR SALE—FOR SALE

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CLEARANCE! AT SACRIFICE PRICES WE NEED MORE SPACE! VENUS \$165, MARS 175, COMET 150, ELEVANTH FRAME 135, SPEEDY 150, YANKEES 130, CHIEFS 95, ROYAL 75, FIREBALL 200, CRISS-CROSS 100, VICTORY 175, BEACH CLUB 60, MEXICO 50, NEVADA 110. REX COIN MACHINE DISTRIBUTING CORP. 821 So. Salina St. Syracuse 3, N.Y. Phone: 2-8255

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Memphis

Continued from page 94

machine burglarized week after week, the police burglar squad works closely with the operator.

The squad will even dust the collection boxes with a chemical that gets into the skin pores leaving a purple coloring that can't be washed off. Following a theft, the police check persons in the location and possible suspects.

Other burglar preventions have proved of little use to operators. The ADT system of an alarm sounding when a machine is broken into is too costly for operators. A special watchman covering the route must also be discarded for the same reason.

A new method being used by police and operators is to leave a few marked coins in the collection box. Bartenders and location owners are on the lookout for these coins when machines in their locations have been looted.

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MORE PROFIT! LESS COST!

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Box 2374 Baltimore 15, Md.

Vending Boom

Continued from page 86

worth of business. This year my gross should hit about \$150,000. "Machines save on high cafeteria costs. They're operating at 4 a.m. it a late working clerk wants a cup of something hot. They keep employees from jamming elevators at break periods in tall buildings. And, because they are always ready to serve, they create an impulse to drink or smoke, which reflects in higher profits for this new and growing industry in Vancouver."

In Vancouver, operators figure vending machines will gross about \$1,000,000 this year in nickels, dimes and quarters. One cigarette machine at the airport is said to do \$900 worth of business a month.

Recently, a big downtown Vancouver bank executive lost patience with the twice-a-day coffee breaks of his staff. It wasn't the rest periods he begrudged, but the fact it took an equivalent amount of time for his staff to travel to and from the closest restaurant. He had an operator install a coffee machine and started saving \$600 a month in employee's time.

Another big firm found it took 15 minutes for workers to stroll from one end of the plant to the cafeteria and back again—the total time of their coffee period. He then had refreshment machines spotted around the premises and made everybody happy.

"These silent salesmen are bringing a minor revolution in our economic life," concluded Graham.

Egg Vender Bows in Minn.

Continued from page 86

cents and as low as 35 cents, depending on the market.

The first two machines were put on location outside St. Paul in October, 1954, on an experimental basis. The first year's experience showed each machine had a monthly vending potential of 2,000 dozen eggs, Harrison said. After paying the costs of building the machines and servicing, plus the cost of eggs, for the first year, the Vaughn Pet Hen Company "still made a few cents," he said. Two additional machines have been put on location since.

Sales High

Experience has shown days when more than 100 dozen eggs per machine were sold, with Fridays, Saturdays and Sundays the best days, and 4 to 10 p.m. the best hours for sales. However, the units get "a fair share" of business after midnight each day, Harrison said.

The machines are on location in connection with gasoline service stations or where an attendant is able to service the unit. Vaughn or one of his men service the unit at least three times a week, but whenever the vending mechanism has sold its 60 cartons of eggs, Harrison said, the attendant loads it up with eggs from the storage compartment in the machine. Eggs not sold within a week are removed and disposed of elsewhere, he said. The eggs are trucked 150 miles from Elmore to locations, two in South St. Paul and two in rural Ramsey County outside the city of St. Paul.

Harrison, who applied for patents on the device but assigned the applications to the company, got help in his experiment from Dr. Elton L. Johnson, of St. Paul, head of the poultry husbandry department at the University of Minnesota Farm.

Approved by City

The units vend eggs in one and a half seconds, Harrison said. The machines have been approved as to sanitation by the St. Paul Health Department after a close study and inspection. State and local licenses and permits are necessary for their operation, he said.

Many of the parts are manufactured in St. Paul and Minneapolis, with the units assembled at Vaughn's farm in Elmore.

Vaughn Pet Hen Company, Harrison said, will reserve operation rights to all of Minnesota, and already is set to open up three locations inside St. Paul by April 15. Aim is to have 40 locations in or adjoining St. Paul and Minneapolis in the next year for the distribution of 30,000 dozen eggs a week.

Harrison said Minneapolis suburbs will be canvassed for possible location spots. He said that grocery stores have balked at installation of units close to them. However, he contends the Vaughn Pet Hen could be operated as inside-and-outside venders from stores.

Costs \$2,850

On June 1 the company plans to offer outright sale of the machines outside Minnesota, with the single unit price set at \$2,850.

First public display of the vender was at the National Poultry Show in Kansas City, Mo., during February. Harrison said that response from poultry men was such that the decision was made to offer the machines for sale outside Minnesota.

Vaughn is president of Vaughn Pet Hen Company; his mother, Mrs. Ethel Vaughn, of Elmore, is

secretary, and his sister, Harrison's wife, is treasurer and general manager. Harrison said he eschewed an official connection with the firm because of his own position as supervisor in the chemical division at Minnesota Mining & Manufacturing Company in St. Paul.

WOG Op Fete

Continued from page 91

year that the affair will not be a sellout. The 42 Club will seat about 600 comfortably, and a crowd of 500 is expected. In previous years, smaller rooms were jam-packed.

Tickets went out last week and a full committee is expected to be named soon.

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Frolics	65.00	Manhattan	275.00
Starlet	475.00	Singapore	100.00

SHUFFLE ALLEYS

Bally Blue Ribbon	\$275.00	Bally Victory Bowler	\$175.00
Bally Mystic Bowler	250.00	Chicago Coin Name Bowler	50.00

MUSIC

Seeburg M100A	\$225.00	Rock-Ola 1434, 78 rpm.	\$150.00
Rock-Ola 1432	135.00	Rock-Ola 1434, 45 rpm.	165.00

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Pool Balls, 2 1/4", Precision Resin		Lamp Sockets, Ea. \$.15
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Set of 10 16.00	Cue Sticks, finest grade, 48", Ea. 2.50
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SEEBURG M-100C	\$575
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Wms. POLAR HUNT	375
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Wms. 6-PL. ALL STAR BASEBALL	195

5-BALL GAMES

SWEET ADD-A-LINE	\$210
WISHING WELL	215
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TWIN BILL	175
PETER PAN	175
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BIG BEN	110
THUNDERBIRD	95
DEALER	85

Cable Address: "GAMES," Chicago

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Texas County Pin Trade Under Probe

SAN ANTONIO — A grand jury investigation of alleged illegal pinball activities involving pay-offs to officials started here Monday (19). Earl (Red) Lindquist, former pinball operator, was one of the witnesses.

Assistant District Attorney J. Lawton Stone stated before the probe is completed, all of the estimated 61 pinball operators in the county will be called to testify.

Lindquist alleged several weeks ago that four members of the local police department and a former member of the district attorney's staff were involved in the pay-offs.

Lindquist had the tape recordings which he took after he allegedly was refused permission to enter the business. A tape recorder was on hand in the courtroom to play back the recordings to the grand jury.

On the second day, nine witnesses were scheduled to appear. Ordered to appear were Herman Sollack, operator of the Marine Room; L. D. Hipp, operator of the Brooklyn Grill; Myron Hubble, former city policeman; Harlan Whitaker, Charles Taylor and Chris Elley, operators of the Supreme Music Company; Stuart Armstrong, Herbert Hensley and Gene Bybee, Independent pinball operators.

Many pinballs about the city have been disconnected by various store owners who are awaiting action by the grand jury.

Beech-Nut Names Craft

ROCHESTER, N. Y.—A. Burr Craft has been named plant manager of the Beech-Nut Packing Company plant here. He had been assistant plant manager for a year.

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- 1700 525.00
- 1600 369.50
- 1250 (45 RPM) 139.50

ROCK-OLA

- COMET \$495.00

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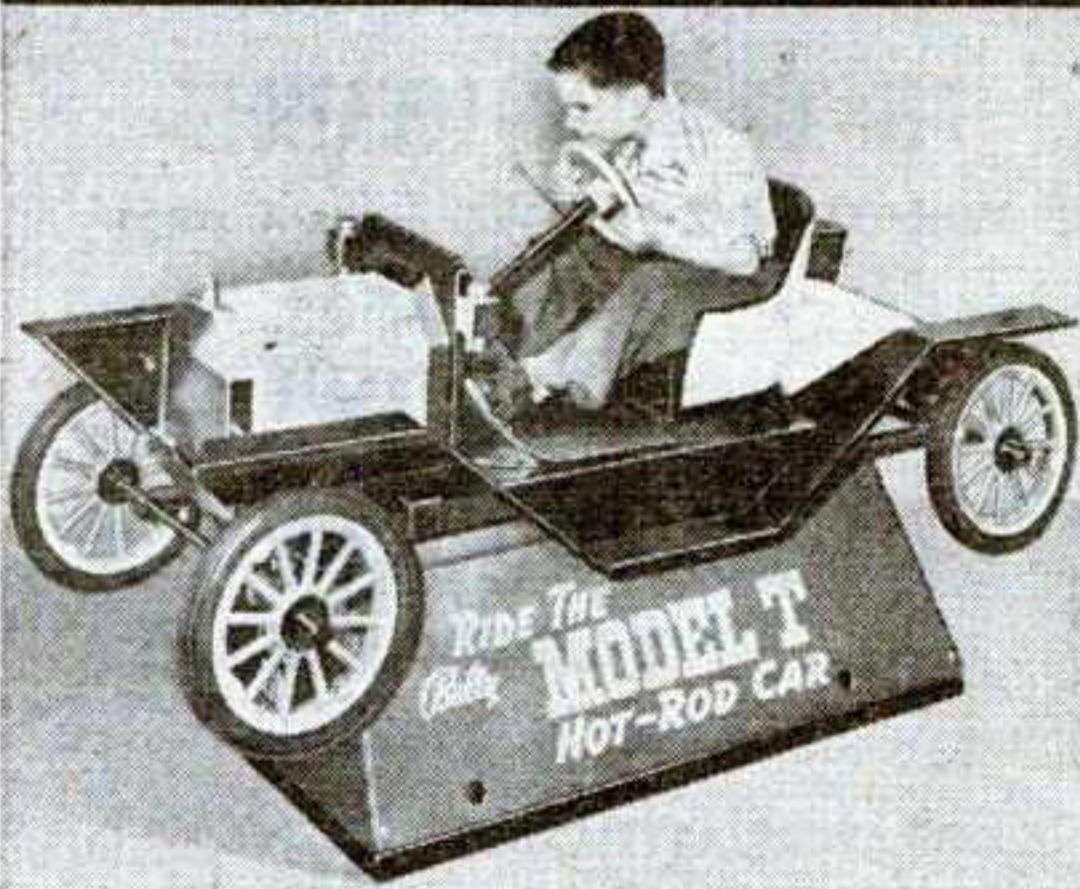
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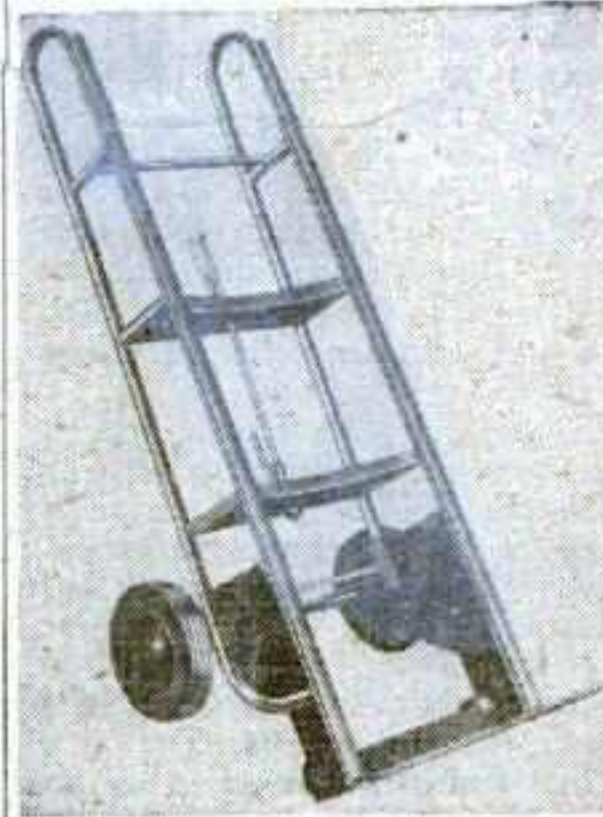
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New Products

Hand truck, Colson Equipment & Supply Company, 1917 Willow Street, Los Angeles. Built especially for handling juke boxes and amusement games, all-welded tubular steel truck balances load by



providing wheels which swing back to center under the weight. Practically no weight at the handles. Sled runner frame on this truck is used to slide load in and out of vehicles and up and down stairs. Cinch belt and ratchet-type cincher ties juke box or game onto truck. Wheels are ball bearing and cushion tire equipped. Truck frame is rubber covered to prevent floor damage. According to the firm, one man with hand truck can handle any load up to 800 pounds.

Sidewalk Service

Continued from page 86

by a chain device. The trays are 10 inches square.

The machine differs from the conventional vending machine in that it is serviced from the rear and designed primarily for location ownership. The unit itself is in a window in front of the store. Gray reported the unit has an electronic receipt which lights up when a customer inserts his coins.

Each column is individually controlled as to price, with prices set by plugs. The Hanscom installation does not have an automatic changemaker, but Gray said the changemaker will be standard equipment.

The bread vender, with a capacity of 48 loaves, will sell for \$350. But, Gray said, for another \$150, he can install another column, double the capacity, and vend two selections. Dimensions of this unit are 6 feet high, 36 inches wide and 36 inches deep.

Sales Up 83%

Continued from page 86

Graduate School of Business Administration.

The business session was concluded with the election of J. Richard Howard, Howard Vending Service, Inc., Indianapolis, as 1956 chairman of Region VI, comprised of Illinois, Indiana, Wisconsin, Minnesota, North and South Dakota.

Ending the one-day regional meeting was a cocktail reception presented by Dean Milk Company and Maxwell House Division of General Foods Corporation.

Region IV at its meeting last month elected David D. Dayton, Tennessee Service Company, Inc., Knoxville, Tenn., 1956 regional chairman. The region includes Alabama, Florida, Georgia, North and South Carolina, Mississippi and Tennessee.

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- Keeney Bikini' 150.00
- United Rainbow 195.00
- United Clipper 275.00
- United Imperial Bowler 90.00
- United 6 Play Star 45.00
- Un. Deluxe Comet Targette 125.00

WHILE THEY LAST—LIKE NEW

- 5 Chi Coin Criss Cross Target .. \$100.00

MUSIC

- Rock-Ola 1448 Hi-Fi, 120 Select. Write
- Rock-Ola 1446 Hi-Fi, 120 Select. Write
- Rock-Ola 1438 Comet, 120 Select. \$725.00
- Seeburg M100B 499.50
- Seeburg M100B 425.00

WALL BOXES

- Seeburg 3W1 Hammerloid ... \$ 55.00
- Seeburg 3W1 Chrome 65.00

ARCADE

- Bally Bull's-Eye Kiddy Gun Write
- Bally Hot Rod Write
- Chi Coin Super Home Run, 6 Pl. \$249.50
- 4 Bally Space Ships (extra clean) 325.00
- 2 Bally Speed Boats (extra clean) 325.00

PINBALLS

- Atlantic City \$ 70.00
- Bally Nite Club Write
- Bally Broadway Write
- Miami Beach 445.00
- Gaytime 345.00
- Gayety 245.00
- Palm Springs 145.00
- Beach Club 125.00
- Yacht Club 95.00
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N. Y. Firm Ships Coin Pool Balls

OZONE PARK, N. Y.—Voges Manufacturing Company, Long Island, N. Y., manufacturing firm, is currently shipping pool balls to firms dealing in coin-operated pool tables.

The company produces metal and plastic items adaptable to the coin machine business, according to Clint Voges, president. Voges said future plans of the firm in the coin machine business will soon be announced.

TO OPEN WITH BANG

Guns, Baseballs Pace Memphis Arcade Plans

MEMPHIS—Coin-operated rifle and baseball games are slated as the top Arcade attractions at the Memphis Fairgrounds Amusement Park, set to open a new season the final week in April. The Arcade will operate thru mid-October.

Operator-owner Fred Loakey is spotlighting these games as the most popular with the teen-age and adult groups. The games were the most consistent earners during the previous season.

Loakey has added eight new pieces, mostly rifle and baseball units, for the coming season. This brings the total number of pieces at the big Arcade to 57.

Approaching its fourth season, the Arcade has proved a favorite attraction at the park each year.

Loakey plans continued expansion. He says his gross profit has increased 10 per cent each year over the previous year, and he expects another 10 per cent hike during the coming season.

Included in the Arcade, besides the rifle games and baseball pieces, are fortune tellers, pistols, card vendors, grip machines, phonograph, kiddie rides, drivemobile and others.

Loakey estimates a third of the games are on penny pitch, the others on nickels and dimes. He has no machines set at more than the 10-cent fare.

Teen-agers account for about 65 per cent of the customers, Loakey figures, the other patrons consisting mainly of parents bringing in small children. "The kiddies like to shoot the guns, too," said Loakey, adding that the rifles gross more each year.

"We have to put chairs out for the kiddies to stand on to shoot. More rifle games is what I would like to see more of from game manufacturers. Also any game that is different . . . people always want to play a new game that is different."

Second in grosses behind rifle games were baseball games; in third place came kiddie rides, he reported.

By painting and cleaning equipment and quarters Loakey plans to make the Arcade more attractive as a program for drawing more customers this season.

"The more attractive you make the Arcade the more customers you will have," he said. "I also plan to put in a phonograph or a background music set-up."

Loakey believes the best improvements he can make for the future is to continue to provide amusement games and novelty pieces which will attract the family as a group.

Williams' Crane Lists at \$425

CHICAGO—The Crane, new Williams Manufacturing Company kiddie game, will list at \$425, Art Weinand, sales manager, has advised. Earlier, price was quoted at \$375.

The Crane, along with pool game models produced by the firm, will be exhibited at the National Vendors' Association convention and the Music Operators of America show early in May.

The Crane features button-operation of a miniature construction crane "at work" within a glass cabinet. (The Billboard, March 24).

Sam Yaras Dies; Pioneer Coinman

DALLAS—Funeral services for Sam Yaras, pioneer coin machine operator and distributor, were conducted March 19 in Chicago. Yaras died at Dallas, March 16.

He had been in poor health for several years. He is survived by his widow, Viola Yaras. Yaras and his wife moved to Texas from Chicago during the 1930's.

Your Dollar Buys MORE at NATIONAL!

Reconditioned 5-BALLS	
GOTTLIEB	
FRONTIERSMAN	\$245
WISHING WELL	225
GYPSY QUEEN	190
TWIN BILL	175
LADY LUCK	170
HAWAIIAN BEAUTY	135
JOCKEY CLUB	135
MYSTIC MARVEL	135
GREEN PASTURES	130
LOVELY LUCY	130
SHINDIG	115
PINWHEEL	115
POKER FACE	99
QUEEN OF HEARTS	99
FLYING HIGH	99
GUYDOLLS	99
GRAND SLAM	79
WILD WEST	69
SKILL POOL	69
Wms. WONDERLAND	\$169

ATTENTION, No. Illinois and Iowa Operators!
WE ARE DELIVERING GOTTLIEB'S HARBOR LITES
A Brilliant New Game With Play Making Features That Mean Big Earnings!

Reconditioned SHUFFLE GAMES	
MATCH PLAY	
UNITED DLX. CAPITOL	\$355
UNITED DLX. CLIPPER	325
UNITED DLX. MARS	295
UNITED DLX. MERCURY	245
UNITED BANNER	240
UNITED ACE	195
REGULAR PLAY	
UNITED CAPITOL	\$350
UNITED CLIPPER	325
UNITED LIGHTNING	295
UNITED MARS	275
UNITED MERCURY	235
UNITED SPEEDIE	225

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: 8Uckingham 1-6466 CHICAGO 14

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BIG TIME	325.00	PALM SPRINGS	110.00
GAY TIME	325.00	BEACH CLUB	110.00
VARIETY	210.00	FROLICS	90.00
GAYETY	215.00	YACHT CLUB	75.00
ICE FROLICS	125.00	PALM BEACH	60.00
SURF CLUB	125.00	ATLANTIC CITY	60.00
HI-FI	145.00	CONY ISLAND	45.00
NEW POOL TABLES WITH LIGHTS	\$250.00		
NEW POOL TABLES WITHOUT LIGHTS	200.00		
USED BALLY POOL TABLES WITH LIGHTS	190.00		
POOL BALLS	\$1.60 ea. or \$14.00 a set		
1/2 DEPOSIT			
FRANK MILLS, Mgr., Dept. R-6			

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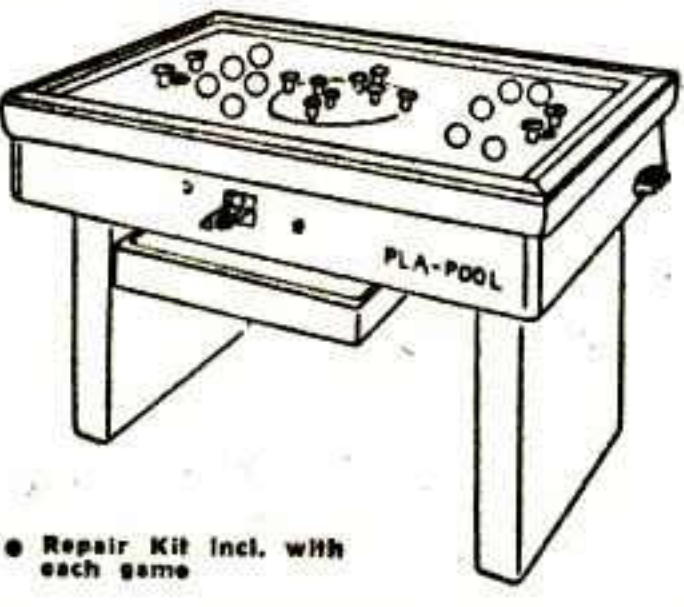
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SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!

- Pockets set in from end permit rebound action
- Dimensions:
DeLuxe Model, 72"x36"x32"
Regular Model, 52"x34"x32"
- Table Top on Hinges with 2 Locks
- Cash Box Inside, also with Lock
- AST Double 10z Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- New Plastic Light-up Bumper Posts



• Repair Kit incl. with each game

POOL SUPPLIES

Set of 10 2 1/4" Balls	\$12.00
48" Cues	1.98
Cue Chalk, gross	3.50
Anti-Warp Adjusters, Set of 2	10.00
Billiard Rail Brush	.78
Cue Repair Kit	4.98

Write for complete list of parts.

Pool Game Playfields

Novoply—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each . . \$35.00

Large size tops. Each 45.00

Tops with lights in bumpers . . \$10.00 addl.

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ARCADE

Genco Super Big Top	Write
Genco Wild West	\$375.00
Genco Sky Rocket	375.00
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gear Gun	125.00
coon Hunt	35.00
chi Coin Pistol	94.50
Exhibit Gun Patrol	94.50
Exhibit Six Shooter	225.00
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Rifle Range with Compressor	175.00
Auto Shoots	350.00
Muto. Pico-o-Graph	175.00
Chi Coin Player Derby	195.00
Chi Coin Baseball Champ	295.00
Set Shot Baseball (Used)	90.00
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Standard Metal Type (Used)	195.00
Kirk Astrology Scale	74.50
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Genco Quarterback	Write
Bally Big Inning	85.00
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Chi Coin Super Home Run	195.00
Wms. Deluxe Baseball	125.00
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Exhibit Big Bronco	350.00
Super Jet	395.00
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Bally Moon Ride	250.00
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Photo-Mats	250.00
K.O. Fighter (New)	Write
Drivemobile	150.00
Evans Bat-a-Score	Write
Richman Air Hockey	145.00
Scientific Pitchem & Batem	175.00

Un. Cascade	\$ 60.00
Bally Victory	195.00
Bally Mystic	245.00

FOR SALE
Reconditioned Pool Games . . . \$135.00

MUSIC

AMI Model F120	\$695.00
AMI Model A	99.50
Seeburg M100A	245.00
Seeburg M100A Hiwayway	375.00
Wurlitzer 1250, 45 RPM	175.00

BINGOS

Miami Beach	\$425.00
Surf Club	150.00
Yacht Club	85.00
Beach Club	110.00
Beauty	105.00
Palm Beach	85.00
Un. Mexico	145.00
Un. Hawaii	105.00
Genco Jumping Jack	50.00
Genco Golden Nugget	75.00

Special Prices on HUNTERS and BUGABOOS Immediate Delivery

5 BALLS

Bally Crosswords	Write
Stage Coach	\$175.00
Pin Wheel	115.00
Green Pastures	145.00
Happy Days	75.00
Globe Trotter	80.00
Spark Plug	65.00
Grand Champion	70.00
Guys & Dolls	70.00
Quartet	90.00
Hayburner	45.00
Jalopy	65.00

WANTED TO BUY
Bally ABC Bowlers

BOWLERS

CC Score a Line	\$475.00
CC Hollywood	345.00
CC Bonus Score	245.00
CC Triple Strike	295.00
CC Fireball	250.00
CC Flash	195.00
CC Feature Frame	160.00
CC Super Frame	145.00
CC Criss Cross Bowler	145.00
CC Advance	115.00
CC King Bowler	115.00
CC Criss Cross Target	175.00
CC Bowl a Ball	95.00
Un. Royal	110.00
Un. Olympic	75.00

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

MONROE

COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio. Superior 1-4600

PEP UP YOUR LOCATIONS

With these 2 New Williams Games

Williams sensational BASEBALL GAME

★ **FOUR BAGGER** ★

★ IT'S TERRIFIC ★

★

OPERATORS, ATTENTION:
Here is the most sensational piece of equipment ever offered to open up new locations. Ideal for Super Markets, 5 & 10c Stores, Bowling Alleys, Airports, Bus Terminals.

EVERYONE'S A SIDEWALK ENGINEER
WITH WILLIAMS
New CRANE

★
SEE BOTH THESE GAMES AT TRIMOUNT ON DISPLAY NOW!!

Trimount
Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

Remember IN NEW ENGLAND IT'S TRIMOUNT
40 WALTHAM STREET
BOSTON 18, MASS.

COBRA CARTRIDGES
 Realigned and Resurfaced, 75¢ each.
 Compare them with new cartridges.
 Cartridges returned within 10 days.
ELECTRONIC INDUSTRIES
 P. O. Box 2008 Mesa, Arizona

New Hospital Plans Offered NVA Members

CHICAGO—Announcement of a new, revised hospitalization plan designed for members of the National Vendors' Association was announced by Milton T. Raynor, legal counsel.

Announcement of the plan rounds out a complete insurance program of the NVA which includes public and property liability, and a free \$1,000 life policy issued to members only.

Premium rates of the hospitalization plan on a semi-annual basis are: \$23.70 for members; \$32.40 for spouse, and \$23.70 for children. The cost to members 65 thru 75 years of age is \$29.10.

Coverage includes payment of \$15 a day for hospital room and board for members up to 75 days for each hospitalization, and \$10 per day for spouse and dependent children, and those members over 65 years of age.

Other benefits include up to \$750 for miscellaneous expenses—

**CLEANED, CHECKED
 READY TO OPERATE**

GAYETY.....	\$175.00
BIG TIME.....	325.00
VARIETY.....	200.00
HI-FI.....	110.00
SURF CLUB.....	110.00
ICE FROLICS.....	90.00
PALM SPRINGS.....	80.00
DUDE RANCH.....	75.00
BEACH CLUB.....	75.00
YACHT CLUB.....	50.00
PALM BEACH.....	40.00
ATLANTIC CITY.....	40.00
SINGAPORE.....	90.00

Morris Novelty Co.
 3007 Olive St., St. Louis 3, Mo.
 (Phone: Franklin 1-0757)

X-rays, anaesthetics, laboratory tests, medicines, operating room, ambulance, etc., for members 18 to 64, and \$500 for spouse, dependent children and members 18 to 64, and \$500 for spouse, dependent children and members over 65. The first \$25 is deductible.

Surgical benefits are \$10 to \$200. Hospital confinement is not required, and maternity expense is from \$25 to \$100. Emergency accident expense is from \$30 to \$45. In announcing the plan, Raynor stated: "We have officially sponsored

this plan, and because of the group aspect, it will be available at lower cost if 75 per cent of the membership enrolls." Applications can be secured by writing to Raynor at the NVA headquarters, 33 North LaSalle Street, Room 900, Chicago.

WE'VE GOT THE HOTTEST POOL GAME ON THE MARKET!

Exhibit's New **SKILL SCORE**

- A Game of Skill!
- Shots Require Banking and Thinking!
- Handsome, Modern Black and White Cabinet!
- Completely New and Different Style of Play!
- Unique Light-Up Bumper Action!
- Mechanically and Electrically Well Built and Well Tested!

BEFORE YOU BUY CALL Alpine 4-8571



FRANK SWARTZ SALES CO.
 515-A Fourth Ave., S. Nashville 10, Tenn.

Expert Shot Card and Instruction Card Included With Every Game!

POOL TABLES

Now Delivering the Latest Models for UNITED—GOTTLIEB—VALLEY—FISCHER. CONTACT US FOR THE VERY BEST DEALS

BINGOS	
ABC.....	\$ 45.00
Beauty.....	105.00
Beach Club.....	85.00
Cabana.....	105.00
Caravan.....	105.00
Write.....	45.00
Gay Times.....	400.00
Havana.....	145.00
Long Beach.....	80.00
Leader.....	75.00
Mexico.....	145.00
Pixie.....	450.00
Manhattan.....	325.00
Palm Spring.....	150.00
Palm Beach.....	75.00
Surf Club.....	145.00
Spot Lite.....	45.00
Singapore.....	165.00
Stars.....	60.00
Triple Play.....	335.00
Tropics.....	125.00
Sterite.....	475.00
Yacht Club.....	75.00
Circus.....	85.00
ARCADE EQUIPMENT	
Drivemobile.....	\$150.00
Balloon-O-Mat, F.S.....	325.00
Bal-A-Score.....	45.00
SHUFFLE BOWLERS	
United Cascade.....	\$ 45.00
United Clipper.....	325.00
United Comet.....	295.00
United Clover.....	75.00
United Chief.....	125.00
United Lightning.....	250.00
United Leader.....	150.00
United Leag. Bowi.....	160.00

CIGARETTE MACHINES

Mercury, 9 col., new.....	\$210.00
Lehi, 12 col., new.....	225.00
Super Six, new.....	115.00
Super Nine, new.....	155.00
National 950, used.....	95.00
National 950, used.....	110.00
Electro, 8 col., used.....	125.00
PX, 10 col., used.....	115.00
PX, electric.....	85.00
Kenny Elec., 9 col., used.....	135.00
All new equipment 25c or 30c. All used equipment shipped and refinished with 25c and King Size. 30c conversions available.	

United Mars..... \$225.00
United 11th Frame..... 195.00
United Rainbow..... 150.00
United Royal..... 110.00
United Venus..... 325.00
United Speedy..... 215.00
Team Bowler..... 150.00
Olympics..... 75.00
Classics..... 100.00
10th Frame..... 50.00
C.C. 10th Fr. Double..... 75.00
C.C. Hi-Speed Tripl..... 100.00
C.C. 10th Fr. Triple..... 95.00
C.C. Match Bowlers..... 45.00
C.C. Super Frame..... 195.00
C.C. Star Lite..... 225.00
Holiday..... 350.00
Cris Cross Target..... 225.00
Bally Rockets..... 275.00
Bally Mystics..... 355.00
Keeney Carnival..... 125.00

M. S. GISSER
 Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.
 2029 PROSPECT AVE., CLEVELAND 15 OHIO
 All Phones: Tower 1-6715
 Terms: 1/3 deposit with all orders, balance C.O.D.

IT'S ALWAYS A MONEY MOVE to place Davis 6-Point Guaranteed Equipment in Spring Locations.

This Spring it will be equally wise to convert these vacation minded spots to *dime play*. Davis phonographs are available pre-set for *dime play*, if requested. Trade in now for TOP DOLLAR and insure TOP INCOME from your Spring locations with *dime play* and DAVIS rebuilt and reconditioned equipment. Write for "10c Play Fact Sheet."

SEEBURG	WURLITZER
M100BL.....	\$475
M100C.....	575
3W1 HAMMERLOID WALLBOXES.....	55
3W1 CHROME WALLBOXES.....	75
AMI	
D-80.....	\$319
E-120.....	439

1500-1550.....	\$295.00
1600-1650.....	375.00
3020 WALLBOXES.....	9.95
4820 WALLBOXES.....	15.95
ROCK-OLA	
1434.....	\$225
1436 FIREBALL 120.....	259

ALSO many other late model phonographs

WANTED TO BUY
 Wurlitzer Service Manuals
 1100-1250-1400... \$3.00 each

WILL TAKE IN TRADE
 Many Models of Used Phonographs
 Write—Wire—Telephone for Prices

Our Address In Europe:
Holland - Belgie - Europe
 403 Ave. Louise, Brussels, Phone 47.66.63
 All Currencies Accepted: Franks, pound sterling, guilders, lire, marks, etc.



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 Exclusive Seeburg Factory Distributors
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Private Western Union Wire Cable Address "DAVDIS" 1/2 Dep. Required

Double your Profits with Double - U - Sales

TRULY, A LUSTY INFANT



We have just completed five years of phenomenal growth in the coin machine industry. Our firm has outgrown two large buildings and we are completing the largest and most spectacular distributing center in the country.

We've got growing pains bad, and intend to do something about them. Our plans for the future are bigger and better, because we have implicit faith in our industry and in the wisdom and know-how of our manufacturers.

We invite you, our friends and customers, to grow with us by buying our recommended products which must meet a rigid standard of perfection and earning power.

Twenty-five years of experience in guiding and selling operators all over the world can be of benefit to you. Take advantage of this experience and be guided by . . .

SAM WEISMAN **ART NYBERG** **HARRY ROSENBERG**
 Exclusive Factory Distributors for
UNITED MANUFACTURING CO. and WILLIAMS MANUFACTURING CO.

Double - U - Sales Corp.
 1101 CATHEDRAL STREET Baltimore 1, Md.
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Greater Than King of Swal!
WILLIAMS'
DE LUXE FOUR BAGGER

Features Galore
Immediate Delivery!

Greater Than Hi-Score Pool!
UNITED'S
ROTO POOL

One-End Play—Elec. Scoring
Immediate Delivery!

BINGOS

UNITED	Variety	\$195.00
CAPAAN	Hi-Fi	145.00
Pixies	Surf Club	125.00
Triple Play	Ice Frolics	125.00
Rio	Palm Springs	145.00
Tahiti	Dude Ranch	115.00
	Beach Club	115.00
	Yacht Club	95.00
BALLY	Palm Beach	95.00
Gay Time	Bright Lights	95.00
Big Time	Bright Spot	95.00
Gayety	Evans Saddle and Turf Club	225.00

GUNS

SUPER BIG TOP	NEW	Sky Gunner	\$145.00
De Luxe Bonus Gun	\$325.00	Skyrocket	350.00
Jet Fighter	225.00	Mauser Pistol	89.50
Shoot the Bear	145.00	Shooting Gallery	150.00
Coon Hunt	175.00	Rifle Gallery	225.00
Dale Gun	89.50	Del. Sportsman	250.00
		Del. Carnival	250.00

5 BALLS

GOTTLIEB	Flying High	\$ 95.00	Diamond Lil	\$175.00	
Southern Belle	225.00	Southern Belle	225.00	Curys-Dolls	110.00
Grand Slam	110.00	Southern Belle	225.00	Skill Pool	110.00
Quartet	110.00	Quartet	110.00	Queen of Hearts	100.00
4 Corners	90.00	4 Corners	90.00	Hit 'n' Run	75.00
Chinatown	85.00	Chinatown	85.00	Poker Face	125.00
				Pin Wheel	125.00

WILLIAMS

Big Ben	\$165.00	Fairway	\$ 90.00
Hayburners	85.00	Struggle Buggies	125.00
Dealer	125.00	C.O.D.	115.00
Grand Champion	125.00	Disc Jockey	85.00
Lazy Q	125.00	Screamers	135.00
20 Grand	85.00	Thunderbird	135.00
Times Square	89.50	Cue Tee	125.00

POOL GAMES

Regular—King Size—Electric
UNITED • WILLIAMS • GENCO

SHUFFLE GAMES

UNITED	Super Bonus, High Score	\$345.00
REGULATION	Capitol, Match Score	325.00
	Venus, High Score	295.00
	Lightning, High Score	275.00
	Comet, Match Score	225.00
	Comet, High Score	195.00
	Banner, Match Score	225.00
	11th Frame, Match Score	225.00
	Ace, Match Score	195.00
	Mars, High Score	225.00
	Speedy, High Score	195.00
	Leader, Match Score	175.00
	Team, Match Score	165.00
	Imperial, Match Score	125.00
	Royal, High Score	95.00
	Olympic, High Score	75.00
	Cascade, High Score	75.00

CHICAGO COIN

BOWLING TEAM	WRITE
Hollywood	\$325.00
Holiday	295.00
Bonus Score	295.00
Cross Cross	175.00
Starlite	175.00

BALLY

Victory	\$195.00
---------------	----------

1/2 deposit, balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

ARCADE

Bally Moon Ride	\$275.00
Sidewalk Engineer	Write
Mighty Mike, Sparring Partner, New	785.00
Grandma Horoscope, New	695.00
Sid. Metal Typer	275.00
Hydro Duck	149.50
2-Player Basketball	195.00
Drivemobile	165.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Trigger Horse	375.00
Bronco Horse	375.00
Mustang Horse	350.00
Muto, Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersa Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50
Quarterback	79.50
Bat-A-Score	179.50
DeLuxe Baseball	150.00
Super World Series	99.50
Super Home Run	195.00
Star Series	89.50

PHONOGRAPHS

SEEBURG	GUARANTEED
HF 100R	\$825
HF 100C	725
M100W	715
M100C	595
M100B	475

AMI	WURLITZER
E120	\$525
D80	375
D40	265
1800, Like New	\$795

POOL GAME SUPPLIES
Cues, Balls, Tips,
Glue, Chalk, etc.
LOWEST PRICES!

**Boy, 3, Thrown
Off Coin Ride**

JERSEY CITY, N.J.—Donald Carnosso, a three-year-old Jersey City boy was thrown off a coin-operated horse ride, allegedly because of defects in the ride.

The boy was awarded \$350 and his parents, Frank and Dorothy Carnosso, \$100 in a friendly settlement of a Hudson County District Court suit recently.

The Carnossos alleged their son received a head injury in the fall. The ride was on location in a store at 175 Neward Avenue. Defendants were Runyon Sales Company of New Jersey and Mechanical Enterprises, Inc.

**Standard Factors
Earns \$490,000**

NEW YORK—The Standard Factors Corporation, finance house specializing in coin machine accounts, earned an estimated \$490,000, equal to 42 cents on nearly 1,159,000 shares outstanding last year. According to company estimates, earnings have been running at an annual rate of 60 cents a share since July 1, 1955.

President Theodore Silbert predicts even greater profits this year, basing his anticipation on the tight money market and the inability of banks to meet many more new credit demands.

**Ore. Firm Supplies
Coin Pool Trade**

PORTLAND, Ore.—Boxer Fixture Company, Inc., Northwest Broadway and Clisan streets, is currently supplying cloth, rubber, cues and pool balls for coin-operated pool games. At present, the firm is not manufacturing the complete tables, but is considering such production for a latter date.

Valley Readies

● *Continued from page 96*
longer than standard models. A ball hole is located at both sides of a cluster of seven bumpers at playfield center. Two other bumpers flank each of the holes, and a bumper is located in each table corner.
Played in much the same fashion as the original bumper game, Pro Pool has players shoot starting balls closer to the center of table. Other balls, when placed on the table, are also shot from nearer to center.
Playfields are marked for three or four-side play.
Fedrick said the game has been on test locations for 10 weeks. Compared to other Valley bumper games on the same locations, the game grossed more, he said. Pro Pool is expected to be shipped within the next two weeks.

CIAA Game Ops

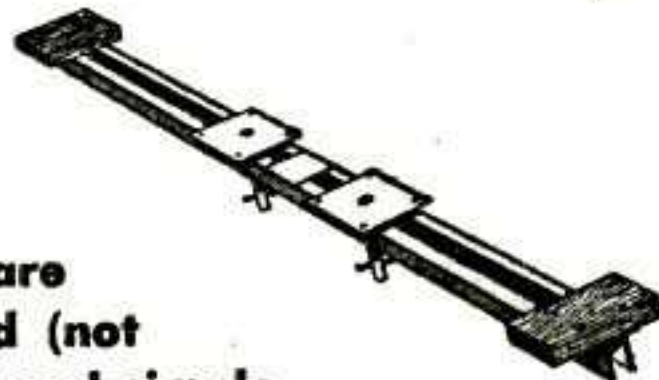
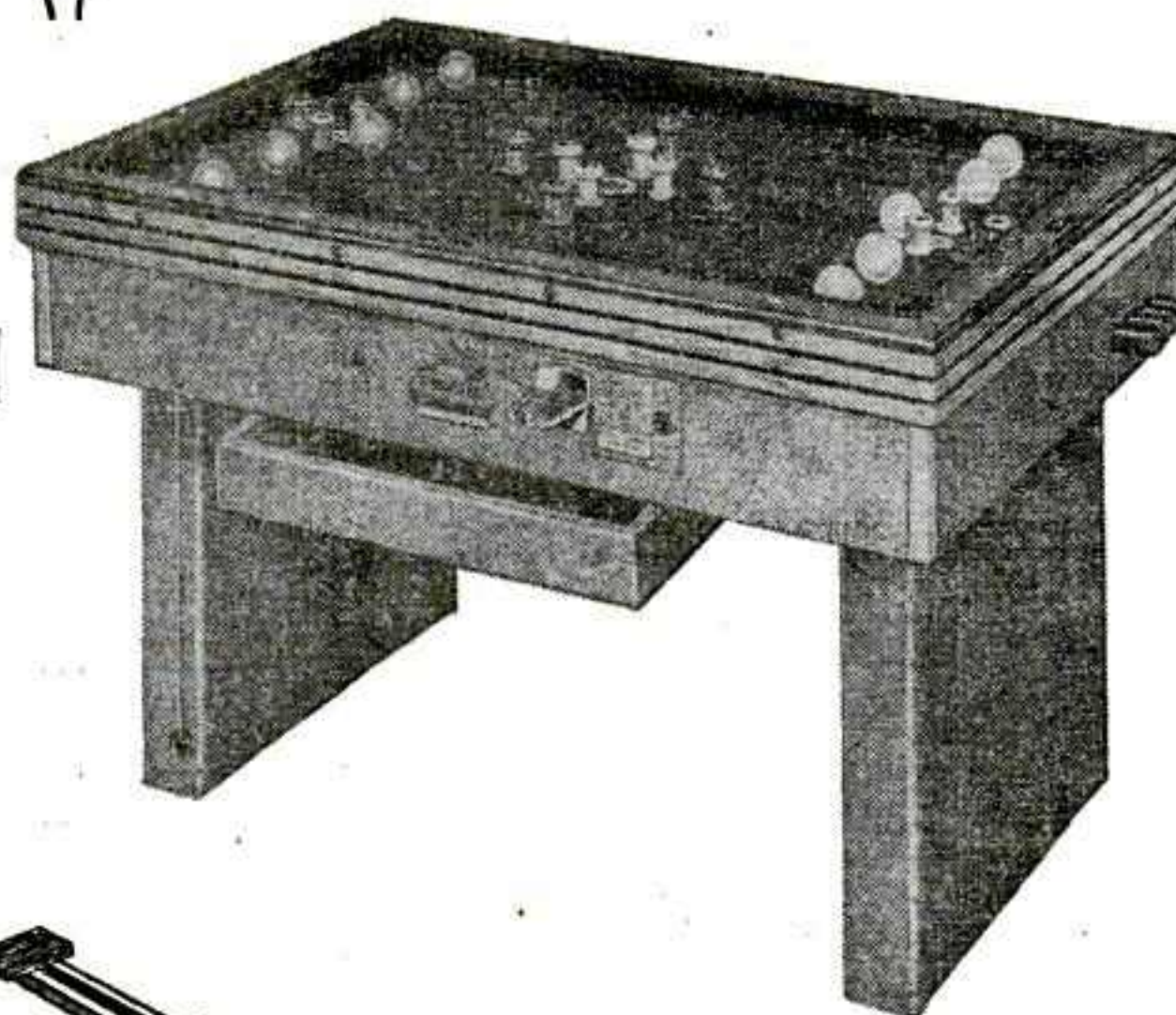
● *Continued from page 96*
74, representing approximately a third of the total games in operation in the city.
Plan calls for individual members to convince fellow operators of the need for the association and the desirability of including the majority of Chicago operators in the group.
New machine stickers will be mailed out in April. Some 2,200 stickers were mailed to cover machines on locations for the previous three months. The membership fee, presently set at \$5, will be jumped to \$25 after date of the next meeting, April 17.
A proposal for group insurance will be one of the topics on the April agenda, with city licensing laws also to be under discussion.

NO WARPING...NO DISTORTION
in **GENCO POOL GAMES**

100% PROTECTION
WITH **GENCO'S 4-POINT**
ADJUSTABLE STEEL BARS!

Available for all models of Genco's Pool Tables. Positively guaranteed to correct all types of warpage anywhere on playfield in seconds. All that is needed is to turn thumb screw adjustments shown in diagram below—to pull any part of the playfield down or push any part up.

Only Genco's "Anti-Warp" Steel Bars are completely attached to playfield (not to rails). This allows quick and simple top replacement due to cloth tears or burns.



STANDARD EQUIPMENT on all games—"Non-Adjustable Steel Strengthening Bars" at **NO EXTRA COST**. Eliminates most normal warpage problems.

Ask your Genco distributor for a demonstration.

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

BINGOS-MUSIC-MISC. EQUIPMENT

Dude Ranch\$ 75.00
Beach Club 95.00
Variety 195.00
Gayety 175.00
Miami Beach 295.00
Big Time 295.00
Seeburg Shoot the Bear 95.00
Wurlitzer Mdl. 1100	95.00

1/3 DEPOSIT WITH ORDER
C. M. SPECIALTY CO.
832 CAMP ST. NEW ORLEANS, LA.

Va. Ops Ride Pool Wave—Fill 15% Richmond Stops

RICHMOND, VA.—Operators are riding the crest of popularity of the coin-operated pool games. No one seems to know how long the surge of public favor for pool will last, however, a few operators are buying very cautiously. About 15 per cent of potential Richmond locations currently have pool games.

It is general opinion the games are bringing in good profits, mainly because of low costs of new games and the little servicing required.

One of the top game distributors, Jack Bess, Roanoke Vending Exchange, Inc., was asked what he thought of his hottest current game item.

Bess estimated that most operators he does business with have between 15 and 20 per cent of their total investments in pool tables, and believes the percentage will double before the boom is over.

"Every operator I have talked to has told me that business is increasing," Bess said. "One operator, who has about 50 pieces, said his gross had doubled since last summer."

The little servicing required has been a break for operators who have games great distances apart.

Because of space required, many locations may never try the games, but Bess estimated about 15 per cent of all locations now have one and that it should take several months before all available spots are filled.

One operator to whom the pool tables have meant a great deal is Joe Richter, of Richmond. Richter, after having worked for 10 years with O'Connor Vending Company here, started on his own just when pool first started coming out. With 35 tables now, pool makes up a full half of his operation.

Richter has a word that he feels may be of interest to the manufacturers. He has found the original models without the electric scoreboards are still most popular. They take up more room, but in some locations owners have taken out booths to accommodate his tables.

Naturally, operators with heavy investments in pool tables will tell you that other games are becoming obsolete, but then there are the wary ones who are not jumping in too big so as not to be caught when the boom stops.

The closest thing to an estimate of the future of pool games in this area is: "It surely ought to run thru the year. Then it's up to the manufacturer to think up some new angles."

Cleveland Coin Machine Exchange, Inc.
Valley Manufacturing Distributors
2029 Prospect Ave. Cleveland, Ohio
Tel. 1-6715
Write for prices.

*** **ROYAL** ***
DISTRIBUTING, INC.

ATLANTIC CITY\$ 35.00	SURF CLUB\$ 90.00
BEACH CLUB 65.00	VARIETY 190.00
GAYETY 150.00	PALM SPRING 75.00
HI-FI 95.00	IMPERIAL 89.00
ICE FROLICS 90.00	TEAM BOWLER 125.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/2 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

Los compradores en el extranjero encontrarán esto aparatos libres de contratiempos a los más bajos precios de aquí.

Exportamos juegos de bolos (pin games) y velleras (music machines) nuevas a reconstruidas listas para operación.



Joe Ash says..

When you compare quality with price, Active is never under-sold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTLIEB & CO. in S. Jersey, E. Pennsylvania and Delaware.

ACTIVE
AMUSEMENT MACHINES CO.

666 N. Broad St.
FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS



"CLASS"

... ONLY A WINNER HAS IT ... IT SHOWS IN CONSISTENT PERFORMANCE, STAYING POWER AND CROWD-APPEAL ... and YOU GET MORE OF IT IN

the "Quality Twins"



VALLEY'S REGULAR and KING SIZE

Center Hole **BUMPER POOL**

- **SOLID CUSTOM QUALITY . . .**
sturdier, heavier. Finest materials used throughout.
- **CONVERTIBLE 2 or 3 HOLES**
- **END HOLES "TRIPLE-BUMPERED" FOR TOP SKILL PLAY!**
- **SUPER-LEVEL TOP ADJUSTOR BUILT IN**

earns more—costs less in the long run!

Ask the Man Who Operates VALLEYS—Then See Your Distributor or Write Direct!

VALLEY MANUFACTURING CO. 333 MORTON ST. BAY CITY, MICH. PHONES 8587 or 8588

14th YEAR OF QUALITY PRODUCTS

BINGO SPRING CLEARANCE

WE NEED THE MONEY AND THE SPACE

5—TURF KING@ \$25.00	5—YACHT CLUB@ \$ 60.00
5—FUTURITY@ 25.00	15—BEACH CLUB@ 75.00
1—A B C@ 25.00	5—DUDE RANCH@ 75.00
5—CONEY ISLAND@ 30.00	5—PALM SPRING@ 80.00
5—SPOT LITE@ 30.00	5—HI-FI@ 110.00
5—ATLANTIC CITY@ 40.00	5—GAYETY@ 190.00
5—PALM BEACH@ 40.00	1—MANHATTAN@ 225.00
2—GOLD NUGGET@ 40.00	5—GAY TIME@ 250.00
5—BEAUTY@ 50.00	1—PIXIE@ 400.00
5—FROLIC@ 60.00		

5—ELECTRO 10 COLUMN CIG. VENDORS.....@ \$125.00
5—NAT'L—950's@ 90.00
1—MERCURY CIG. VENDOR@ 125.00

Write for prices on Gottlieb 5 Balls—Seeburg—Rock-Ola—Wurlitzer Juke Boxes and Wall Boxes—Arcade Equipment—6-Player Shuffle Alleys—slightly used Stoner 5¢ Candy Vendors with Change Makers.

TRI STATE MUSIC CO.
1909 8th St., Portsmouth, Ohio

DISTRIBUTORS ATTENTION—GREAT NEWS!

We will trade **NEW POOL TABLES** . . .
27 Models, for USED Music, Bingos & Alleys!

SHUFFLE ALLEYS

- UNITED TEAM\$195
- UNITED TARGETTE 195
- BALLY CHAMPION 195
- BALLY JET 195
- BALLY MAGIC 325

OVER 200 RECONDITIONED
 SHUFFLE ALLEYS FROM ONLY
\$50 and up

KIDDIE RIDES

WORLD'S LARGEST STOCK OF
 ALL MAKES and MODELS
 • Beautifully reconditioned
 • Better than brand new
 • Fully guaranteed

- MOON RIDE, like new \$248
- CHAMPION HORSE 445
- BIG BRONCO 385
- BALLY SPACE SHIP 245
- DECO SPACE RANGER 245
- BOATS 245
- MERRY-GO-ROUND 395
- MIDGET MOVIES 75

Complete with film

GUNS

- UNITED BONUS ..\$350
- EXHIBIT GALLERY. 200
- EXHIBIT
- SPORTLAND .. 300
- BALLY BULL'S-EYE 285

You can rely on
GUNS from REDD!

**WANTED
 FOR EXPORT:**

BALLY BRIGHT SPOTS
 BALLY BRIGHT LIGHTS
 CONEY ISLAND
 SEEBURG 100A-B-C-G
 R, 146-147-148

FROLICS
 MIDGET MOVIES
 GOTTLIEB 5-BALL
 WILLIAMS KING OF
 SWAT
 ROCK-OLA 1422-1426
 WURLITZER 1100-1250-1400-1015



WRITE—WIRE—CALL

Redd

DISTRIBUTING CO., 298 LINCOLN ST.
 ALLSTON 34, MASS.—AL 4-4040

Exclusive distributor for

WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

GIVE TO DAMON RUNYON CANCER FUND

**Name Wheeler
 Head of Texas
 Kiddie Rides**

FORT WORTH—The board of directors of Texas Kiddie Rides has appointed David Wheeler president of the firm.

Wheeler, one of the founders of the company, producer of coin-operated kiddie rides, has been vice-president since its organization.

The firm has marketed a kiddie carousel unit and recently began manufacture of a see-saw ride.

Commenting on growth of the company, Wheeler said: "The excellent business enjoyed by Texas Kiddie Rides this year has caused us to speed up our expansion plans. We intend to add several more items to our line in the near future."

Factory and offices of Texas Kiddie Rides are located at 3500 S. Jennings, Fort Worth.

**Exhibit Appoints
 Lynch & Zander
 La., Miss. Distributors**

NEW ORLEANS—Lynch & Zander Company has been appointed Exhibit Supply distributors for Louisiana and Mississippi.

Frank Mencuri, Exhibit vice-president and director of sales, said complete stocks of Exhibit coin-operated games, including the Skill Pool and Skill Score pool models, have already been shipped to the new distributors.

POOL CUES

HIGHEST QUALITY

Buy Direct From Manufacturer
 Buy the best in cues at savings of 50% and more. Created especially for bumper pool games. 48" long, 1 1/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard maple for long life. Body milled, sanded and waxed to incredible smoothness. Two-tone finish. Quality leather tip. 12 to a carton. No less sold. Money-back guarantee. \$17.90 per doz., check or deposit with order

STATE CUE CO.

924 State St. Racine, Wis.
 Melrose 2-1951

**BEST IN THE
 MIDDLE WEST**

**USED
 POOL TABLES**

\$135.00

Ready for
 Location

UNIVERSITY Coin Machine Exchange
 858 No. High St. Columbus 8, OHIO
 Tel: AXminster 4-3529

GOTTLIEB'S HARBOR LITES

TESTED AND PROVEN FOR HIGHER PROFITS...

- 4 Brand New Center Score Targets...
- Edge hit for high score—center hit scores Bull's Eyes.
- Bull's Eye on each target lights A-B-C-D sequence which lights hole for replays.
- Mystery light doubles replays scored.
- 6 Alternating Light High Score Bumpers.
- 2 all new High Power Target Shooters.
- Extra Heavy Duty All Steel Legs.
- Plated Cigarette Holders on Side Rails.

• 3 Actionized Pop Bumpers.
 • 2 Cyclonic Kickers.
 • 2 Super Powered Flippers.
 • High Score to 7 Million!

SEE HARBOR LITES AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
 as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

DISTRIBUTORS—ROCK-OLA, BALLY, GENCO

GENCO CHAMPION BASEBALL	\$375.00
INT'L MUTOSCOPE DRIVEMOBILE	100.00
BALLY HEAVY HITTER, with Stand	50.00
CHI COIN HOME RUN, & Player	200.00
EXHIBIT JET GUN	100.00
CHI COIN MIDGET MOVIES	89.50
EXHIBIT SILVER BULLETS	65.00
ZODI-HOROSCOPE	600.00

WALBOX DISTRIBUTING CO.

3909 MAIN STREET DALLAS 26 TEXAS Victor 1671

GUNS

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

'55 Coin Exports

• Continued from page 98

games at a value of \$2,803,852; 12,518 venders, for \$1,270,954.

Juke box shipments hit a new high in 1955, surpassing the 1954 high mark of \$10,655,504, with the new \$11 million plus figure. Games, on the other hand, dropped off from a level of over \$3,000,000 in 1955. Vending machines posted a slightly better total than the 1954 figure, \$1,098,058.

Coin machine exports have shown a steady, record-breaking climb since 1950, when dollar volume passed well above the \$3,000,000 mark. The climb continued at a rate of at least \$2,000,000 more year-'y-year, until 1955, when the total rose, but by a much smaller margin.

Following totals from year to year:

Coin Exports—1946-1954	
1946	\$2,655,078
1947	5,120,102
1948	2,309,589
1949	2,008,064
1950	3,076,546
1951	5,121,806
1952	7,621,879
1953	11,370,188
1954	14,941,649
1955	15,216,930

PURVEYOR'S SPECIALS

ALL POOL GAMES

READY FOR IMMEDIATE DELIVERY

SPECIAL POOL GAMES
Reconditioned Renovated
\$145.00

GUNS—Moving Targets
Keeney Ranger . \$295
Keeney Sportsman 195
Seeburg Coon Hunt 175
Seeburg Shoot the Bear 125

Cue Sticks, Ea. ... \$2.50
Chalk, Gr. 2.50
Cue Tips, Per 100 1.75
10-Minute Cement Tube .20
Cue Clamps, Ea. .25
Plastic Cups, red or white, Ea. .50
Coin Chutes, Ea. 10.00
Playfield Cloth . 9.50
Write for Complete List

POOL GAME BALLS ALL FOR \$17.95
Complete Set of 10 Balls, 2 1/2", 5 oz.
—2 Large Dots on each Cue-Ball.
Finest Quality—Immediate Delivery

Pool Game Playfields, \$32.50

Complete—New—Regulation Size All materials used of finest quality Latest type live bumpers.

Large-Size Tops, complete \$42.50
Tops with 3rd Center Hole, \$3.00 additional.
Tops with lights in bumpers, \$6.00 additional.

BINGOS AND SHUFFLE GAMES

Write for complete list at lowest prices.

MISCELLANEOUS

9-Ft. American Bank Shot \$150
18-Ft. Rock-Ola Shuffleboard 125
Genco Rifle Gallery... 195
Ex. Gun Patrol \$ 95
Genco "400" 45
Genco Silver Chest .. 110
Genco Quarterback Write



PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

TOPS IN EARNING POWER!



Tops in Quality...
Pool Tables by Williams

TABLE LITE AT SLIGHT EXTRA COST ON ALL MODELS



ALL MODELS Convertible to 2 Hole or 3 Hole Play with CENTER HOLE PLUG!

2 DIMES PER GAME!

Extra! ALL WILLIAMS POOL TABLES AVAILABLE WITH OR WITHOUT LITE-UP BUMPERS

Special
END POCKETS AND BUMPERS MOVED IN FROM RAILS TO LET PLAYERS BANK FROM BEHIND!

3 or 4 sided play!

3 or 4 sided play!

Deluxe!
END POCKETS AND BUMPERS ARE CLOSE TO END RAILS!

Williams 2-WAY Special DE LUXE BANK POOL

Williams 2-WAY SENIOR DELUXE BANK POOL
Same Principle as "SPECIAL"—18" Longer

Williams 2-WAY DE LUXE BANK POOL

SIZE: 52" L. x 36" W. x 32" H.



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Now in Production:

Williams Deluxe 4-BAGGER Replay or Novelty—
Williams KLIK BILLIARDS—STAR POOL—Williams CRANE

"FIRST" IN VALUE!

SHUFFLE GAMES

FIRST-Conditioned CHICAGO COIN

- *BLINKER \$385
- *BULL'S-EYE 350
- *HOLLYWOOD 325
- *ARROW 315
- *THUNDERBOLT 310
- *TRIPLE STRIKE 295
- *PLAYTIME 225
- *CRISS RAOSS
- TARGET 195
- FEATURE 195
- *STARLIGHT 185
- SUPER FRAME 175
- ADVANCE 135
- *GOLD CUP 115
- TRIPLE SCORE
- HI SPEED 95
- *CROWN 85

UNITED

- *DeL. CLIPPER \$325
- *DeL. FIFTH INN. 250
- *DeL. MARS 250
- *DeL. TARGETTE 185
- *BANNER 225
- RAINBOW 235
- *LEADER 175
- *TEAM 165
- LEAGUE 165
- CHIEF 145
- *CLASSIC 85
- OLYMPIC 75

BALLY

- *MAGIC \$295
- *JET 225

KEENEY

- *DIAMOND \$175
- *BIKINI 150
- *BONUS 135
- *DOMINO 75
- CARNIVAL 65
- 6-PLAYER 45

*Indicates Match Play

TARGET GUNS

FIRST-Conditioned

GENCO

- WILD WEST C.C. \$375
- RIFLE GALLERY 195
- SKY GUNNER 115

UNITED

- DELUXE CARNIVAL \$245

EXHIBIT

- 500 \$295
- SPORTLAND 225
- SIX SHOOTER 95
- DALE GUN 65

BINKS ZIPPER

is an Outstanding COUNTER GAME with 3 Great Play Principles: (1) Bingo Scoring, (2) High Score, (3) 5-Target Chase (Zig Zag Ball action). Takes 1¢, 5¢, 10¢, 25¢.

Orig. NOW \$25
\$79.50 ONLY
BRAND NEW

ARCADE

FIRST-Conditioned

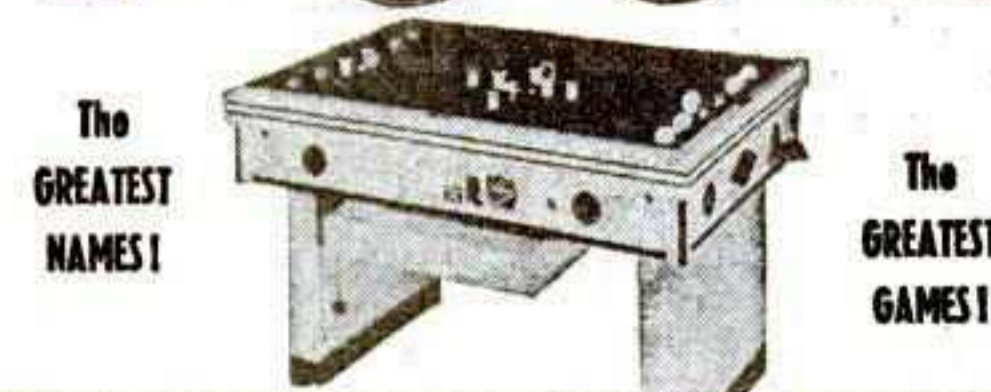
- MOON RIDE \$350
- SET SHOT BASKETBALL 225
- ALL STAR BASEBALL, 6 Pl. 225
- 2-PLAYER BASKETBALL 215
- BIG LEAGUE BASEBALL 185
- SIDEWALK ENGINEER Write BASKETBALL CHAMP ... 145
- 4-PLAYER DERBY 125
- MIDGET MOVIES 115
- UNDERSEAS RAIDER 115
- BIG INNING 115
- FLYING SAUCERS 95
- GOALEE 95
- TEN STRIKE 85
- PISTOL PETE 75

WE'LL TRADE!
NEW POOL GAMES
for
GOTTLIEB 5-BALLS
TARGET GUNS
ARCADE
Etc.

Be **FIRST** With **FIRST!**

FIRST

P 1st 1st L



CHICAGO COIN CLOVER POOL CHAMPION POOL JUMBO POOL

EXHIBIT SKILL POOL SKILL SCORE

Now Delivering 22 Different Models!
All the Latest Features FIRST!

Electric Scoring—3-Hole or 2-Hole Models—End Holes In or Out—Anti-Warp Stabilizers—King Size or Regular.

COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 27, ILLINOIS • Dickens 2-0500

New Bike Ride Firm Expands Tenn. Plant

NASHVILLE—Jim Fant, co-head with Walter Lee in the Gym Cycle Amusement Company here, said factory space has been expanded to make room for higher production of the firm's new coin-operated bicycle rides.

Fant said capacity production, if required, could now reach 1,000 units a week. Plant space has recently been leased by the firm.

Gym Cycle can now produce its own machine parts for the rides. Other equipment is purchased from Hoffman Manufacturing Company, Dayton, O., and Monarch Silver King Company, Chicago.

Fant said future plans of the firm include production of a new coin-operated "question and answer" machine.

The bike ride is shipped to operators and distributors in three sizes, 16, 20 and 26 inches high. The ride is going in location mainly in supermarkets and drive-ins, according to Fant.

A HIGH SCORE GAME
COMBINING SKILL AND TIMING
Fascinating to Amateurs -
A Challenge to Experts!

KEENEY'S Flicker POOL



2 or 4 PLAYERS
3 or 4 sided play
2 DIMES PER GAME!

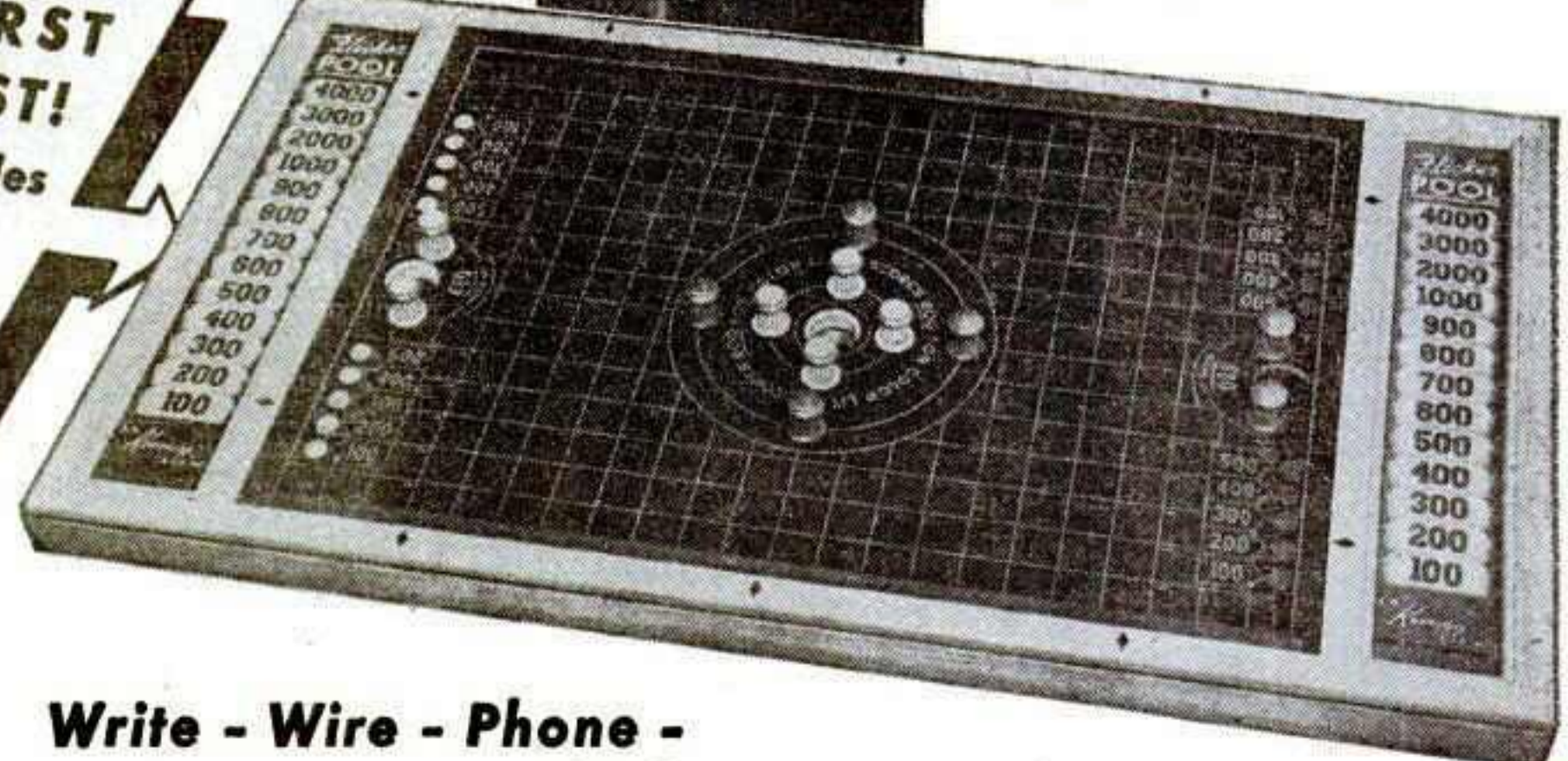


KEENEY IS FIRST WITH THE LATEST!
3-Way Toggle Switch enables game to be played as
FLICKER POOL
or
FASCINATION POOL

HIGH SCORE WINS!

Scores Vary as Lights Flicker from 100 to 600!

SIZE: 64" L. x 36" W. x 32" H.



OPERATE KEENEY'S FASCINATION POOL

Regular or **JUMBO** Models

J. H. Keeney & CO., INC.
2600 W. FORTIETH STREET • CHICAGO 37, ILLINOIS

Write - Wire - Phone -
See YOUR Keeney DISTRIBUTOR!

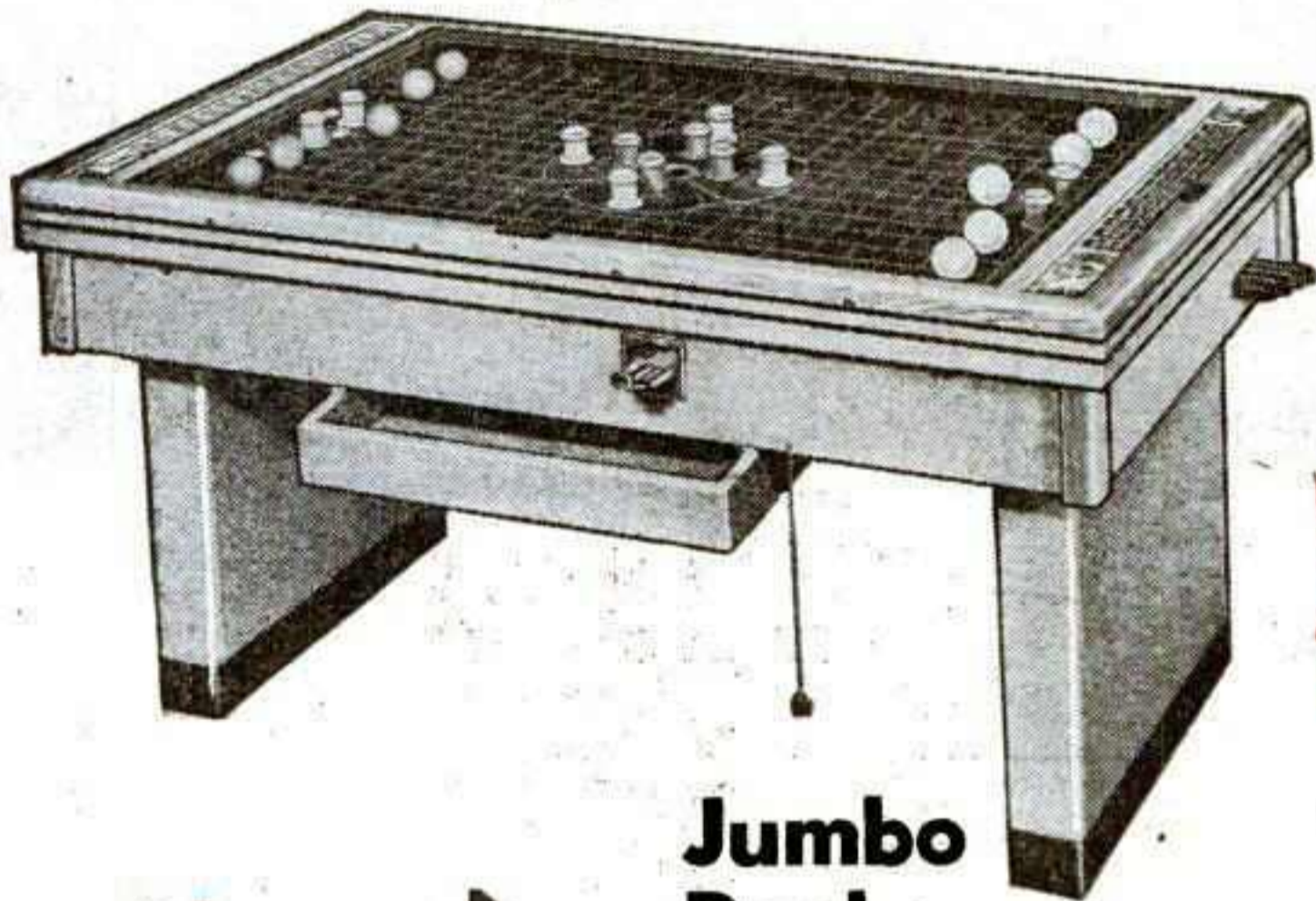
chicago coin offers you
 THE MOST COMPLETE LINE
 OF QUALITY
POOL GAMES
 IN THE INDUSTRY!

POOL GAMES FOR EVERY LOCATION!

*All Models Furnished With Center Hole Plugs!

1 **Clover Pool**

3-in-1 game which can be converted to 2 or 3-hole or automatic play at the flip of a switch. Automatic scoring with popular 4-sided play. New advance type scoring on all holes. Available with "Levelmatic" playboard adjusters.

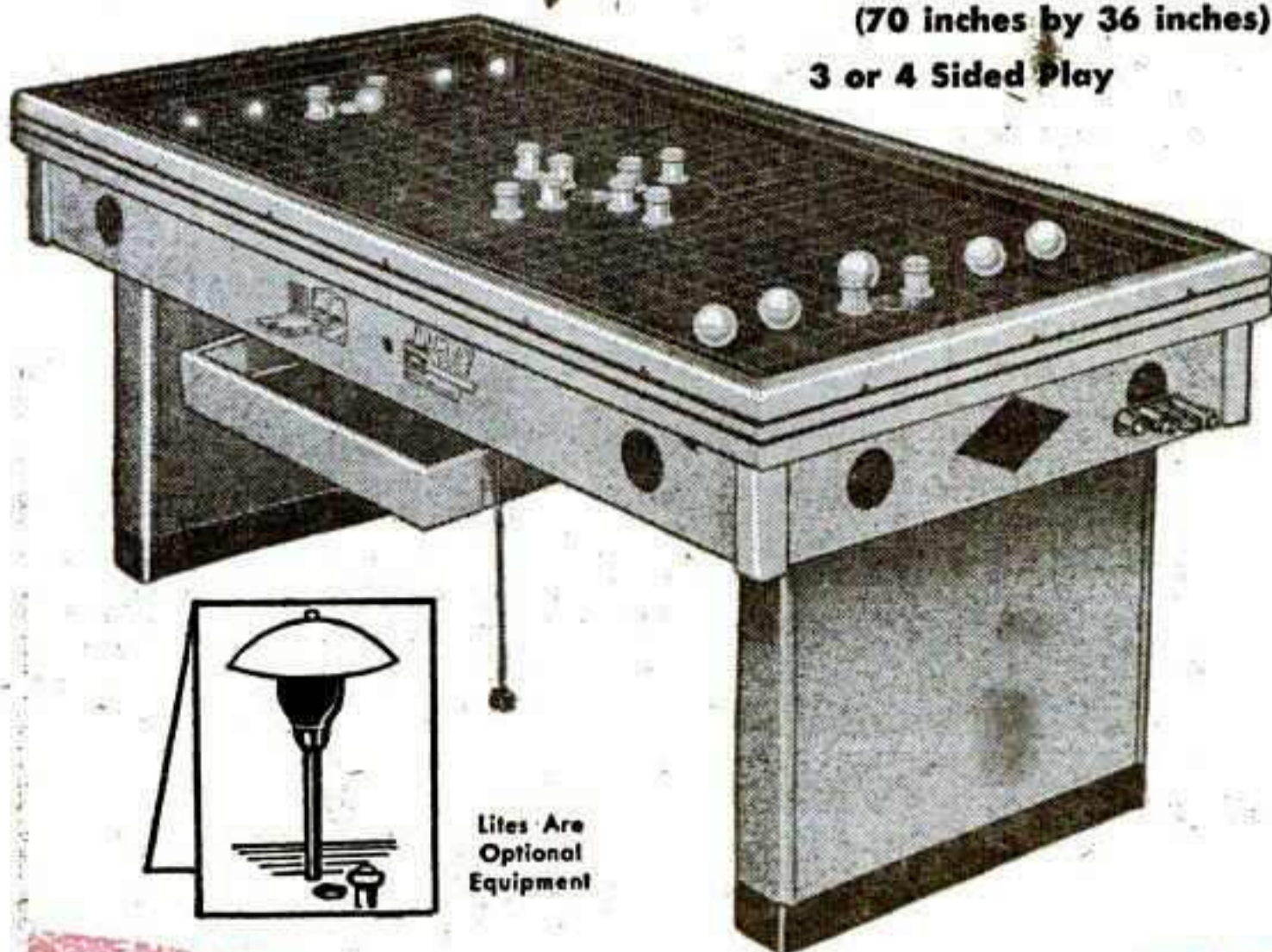


2 **Champion Pool**

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!
 New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof!
 New Plastic Light-Up Bumper Posts!
 New Super Sensitive Rebound Rails!
 2 Color Grid Screened Playfield For 3 Sided Play!
 2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

3 **Jumbo Pool**

2 or 3 Hole Models With or Without Lighted Bumpers!
 18 inches longer than regular size (70 inches by 36 inches)
 3 or 4 Sided Play



4 **Champion Pool Special No. 35**

End holes are located 4 inches closer to center!
 Choice of 2 or 3 hole models!
 3 or 4 Sided play!
 Super sensitive rebound rails!



Lites Are Optional Equipment

chicago coin
 MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

Bally NIGHT-CLUB

All the money-making play-appeal of BROADWAY

plus new **BEFORE** and **AFTER** feature



press buttons
BEFORE
shooting 4TH ball

press buttons
BEFORE
shooting 5TH ball

press buttons
AFTER
shooting 5TH ball

plus Double, Triple and **Quadruple** scores

Magic Squares
SPOTTED 2 OR 18
Advancing Scores
CORNER SCORES
Extra Balls
BALLYHOLE

Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get NIGHT-CLUB on location now.

CROSS Word-Puzzle Skill-Game
Bally **WORDS**

Get your 5-ball spots on a money-making basis!

Get new Bally **CROSSWORDS!**



Pin-Pool

STANDARD

52 IN. BY 36 IN.

WITHOUT LIGHTS, priced for blanket coverage of all types of locations.

LIGHT-UP BUMPERS for locations that demand extra flash.

NEON-LIGHTS under side-rails, flooding table with no-glare illumination.

SENIOR

68 IN. BY 36 IN.

With or without light-up bumpers.

ALL MODELS CONVERTIBLE
2 OR 3 POCKETS



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

YOUR *Bally* DISTRIBUTOR \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ always has good deal waiting for you

United's **CARAVAN**
 features **MORE WAYS TO SCORE**



**ROTO FEATURE
 8-IN-1
 CARD COMBINATION**
 PLAYER CAN MOVE NUMBERS
 CLOCKWISE WITH EXTRA COINS

**DOUBLE-SCORING
 DIAGONAL FEATURE**
 FIRST COIN LITES LARGE CARD
 SECOND COIN LITES DIAGONALS
 WITH DIAGONAL PANEL LIT
 PLAYER CAN OBTAIN REGULAR CARD
 SCORES **PLUS** DIAGONAL SCORES

**12
 ADDITIONAL WAYS
 TO SCORE
 3-IN-LINE SCORES**

**4
 ADDITIONAL WAYS
 TO SCORE
 4-IN-LINE SCORES**

- 3-IN-LINE SCORES
4-IN-LINE
- 4-IN-LINE SCORES
5-IN-LINE
- 8 BALLS NEXT GAME
- ADVANCING SCORES
- NUMBER SELECTION
- SPELL NAME
- PENNANT FEATURE
- 4 CORNERS SCORE 5-IN-LINE
- EXTRA BALLS

HOW AT YOUR
 DISTRIBUTOR

6-Player
 Shuffle-Alley
 BOWLING
 GAMES

CLUB
 POOL

JUMBO
 CLUB
 POOL

HI-SCORE
 POOL

See Your Distributor



UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**UNITED
 OPERATORS
 ARE
 SUCCESSFUL
 OPERATORS**

Programming facts

FACT 1

A properly programmed music system must include standard music—show tunes, all-time favorites, light classics. This is the music the public wants to hear—no music system is properly programmed without it.

FACT 2

Most standard music on 45 RPM is gradually becoming available only on **EXTENDED PLAY RECORDS**.* The playing time of an E.P. Record is between 5 and 6 minutes—about twice that of a 45 RPM Single Tune Record.

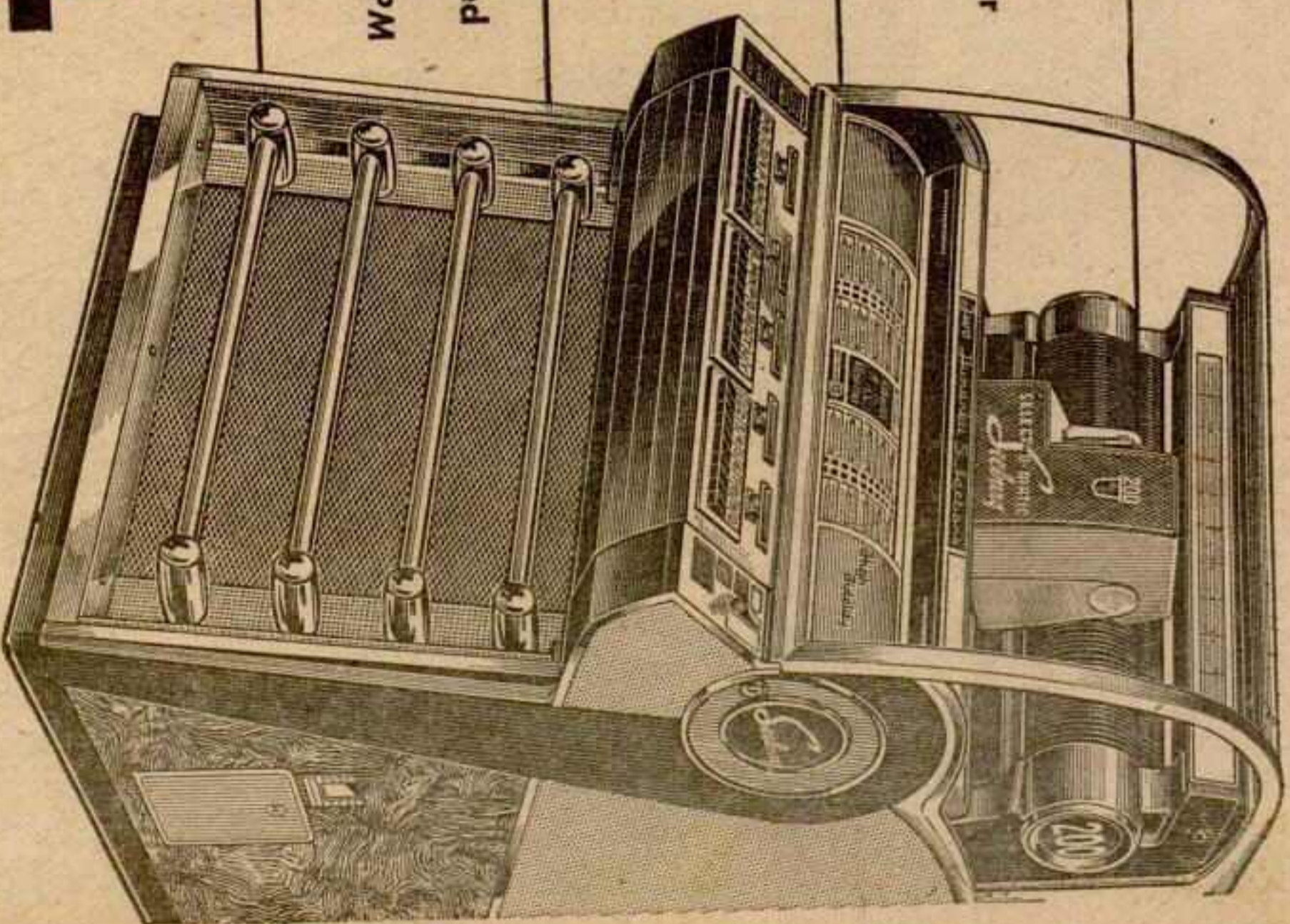
FACT 3

To profitably—as well as properly—program a music system, the operator must be compensated for this additional playing time. Only one music system makes this possible...it's the Seeburg V-200—the World's First Dual Music System...the music system that programs 45 RPM Single Records at one price and 45 RPM E.P. Records at a proportionately higher price.

*RCA, Columbia, Capitol and other record manufacturers are making available low-cost E.P. Record packages for coin-operated phonograph use.

SEE YOUR SEEBURG DISTRIBUTOR

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
L. P. SEEBURG CORPORATION
Chicago 22, Illinois



World's first dual music system